



BRITISH COLUMBIA BED AND BREAKFAST INNKEEPERS GUILD

NEW SIGNAGE

For all of those members who were not at the members meeting at Harrison Hot Springs, the Guild unveiled the new signage for display on the outside of your bed and breakfast. The sign is 12" wide x 16" long and boldly displays the B.C. Innkeepers logo. It is made from non-rust aluminum and can be easily mounted outside of your B&B. Every member will receive one sign free, however, you certainly can purchase more if you so choose. The cost to our members is \$20.00 incl. HST. Several of our members who attended the conference were so impressed with the new signage that they purchased 2 or 3 for their properties. If you are wanting more than the initial sign, please contact Bev Birchard, Administrator at 250-951-2277 or bev.birchard@bcinnkeepers.com. This is a wonderful way to tell the world how proud you are to be a member of the Guild. We will be discussing the distribution of this sign at the Board of Director's meeting next week.

NEW BEGINNINGS FOR 2011/12

During the Members Meeting at the Conference and AGM, we discussed what this year's goals should or could include. Thankfully with a larger board of directors, we are in a much better position to achieve most of these goals. Some of the ideas that came up are:

- Better defined and more easily accessible MEMBERS BENEFITS.
- For better communication among our members, an ON-LINE FORUM through our website, much like what PAII offers its members.
- BANNER ADS on our website as a value-added step for brochure advertisers.
- Finding a way for REGIONAL REPS to have all the information they need to represent the Guild in their region and report back.
- The EDUCATION element of our Guild - bringing information in and being a source of information for aspiring innkeepers as well as those already established.
- During the conference, we had Sheryl Barowsky from TOURISM BC. We will need to determine our relationship with them.
- Creating a MARKETING PLAN that will raise awareness for our members and increase our own sales. (This most likely will be a paid position.)
- And finally OUR GUILD'S ROLE AS LEADER in the Bed and Breakfast industry for this province. Will we find a way to be inclusive of all or at least most of the B&Bs in the province and will we be able to be the organization others turn to for advice, guidance and marketing exposure?

Our first board meeting will be a two day event on November 14 and 15th where we hope to set a path for the next year.