

 <p><b>Bed &amp; Breakfast Association of the Yukon</b></p>	<p><b>Bed and Breakfast Association of the Yukon NEWSLETTER</b>          Box 31518          Whitehorse, Yukon          Y1A 6K9</p>	<p><b>President:</b> Mo Hartigan  <b>Vice President:</b> Carol Oberg  <b>Treasurer:</b> Mary Anne Boiley  <b>Secretary:</b> Sue Greetham  <b>Newsletter:</b> Carol Oberg, Mo Hartigan  <b>Directors:</b> Ann Taylor, Eva Stehelin, Ann Chapman</p>
<p>Volume 16 Issue 1</p>	<p><a href="http://www.yukonbandb.org">http://www.yukonbandb.org</a></p>	<p>Spring and Summer 2010</p>

**PRESIDENT'S MESSAGE**

Greetings to all.

The BBAY Executive and Directors had a busy year in 2009 working on the new website design which was launched in April; establishing a Code-of-Conduct; re-wording our Definition and updating our standards to meet the needs of today's travelling public all of which was approved by the Executive and Membership in November. The Brochure Committee added clock icons, divided Whitehorse into subdivisions and replaced the wording on the back of our brochure with corporate ads bringing in an additional revenue of \$1000.00. Many thanks to the Executive, Directors and Committee Members who volunteered their time to make these things happen.

In 2010 our theme and goal for the BBAY will be "Increasing Visibility" and in this newsletter we have outlined for you some of the methods that we can use to accomplish our goal. Any other suggestions would be greatly appreciated.

It has been five years since I took on the position of President of the BBAY. It has been a great learning experience for me and I thank you all for that opportunity. Prior to becoming President, I represented the BBAY at the TIAY board meetings for three years. For the past five years I have represented the BBAY as a Director on the YTEC Board.

During my terms as President, I was able to visit most of the members although I regret that I was not able to visit those members in Haines Junction, Carcross and two in Whitehorse. Time permitting I will try and visit these members this summer.

Every year I spend a day calling the entire membership just to connect and ask if you have any concerns/ issues/ideas that you would like the Association to address. I also conduct a short survey which gives us valuable information (example: slow months) that can be discussed with Tourism and possible solutions. I will be calling you all in April.

In these hard economic times we talk about adding innovative amenities and reducing rates. These concepts will improve our business but we must stay focused on the essentials: immaculately clean rooms, a good healthy breakfast and genuinely helpful service.

May you all have a great 2010 summer season!

Best Regards,

Mo Hartigan, President

BBAY

**BBAY ANNUAL GENERAL MEETING**

**SATURDAY SEPTEMBER 11, 2010**

The last four years the attendance at this once-a-year event has been very disappointing. For the past four years our membership has been between 40 and 42 members yet only 10 members attended and most of those were Executive.

This is your Association and if you wish to continue as a Registered Association, we need your support by attending

the AGM. Please mark it on your calendar and plan to attend. We'd love to see you there!

## **BBAY WEBSITE**

In April 2009 we launched our new updated look. We received many positive comments but no response from BBAY members. We will continue to upgrade on a yearly basis and welcome any comments/suggestions/ideas that you may have. Please check-out the BBAY website. It is your responsibility to make sure all your information on your listing is correct. If at any time your information changes, please make sure you inform the BBAY by emailing: [mo17@northwestel.net](mailto:mo17@northwestel.net).

## **BBAY BROCHURE** **2010**

I am happy to announce that for the first time ever we made the deadline this year and our brochure was printed and on the streets and down the highway by January for our winter tourists. Please pick-up your copies at the Visitors Information Center in Whitehorse. Brochures will be sent out by Tourism to all other Visitor Information Centres when they open for the season. Please check at your VIC and if the brochures are not available please email: [mo17@northwestel.net](mailto:mo17@northwestel.net) and I will make sure they are sent out. Please make sure that you have a good supply in your B&B's for your guests to use as well as take with them.

Give them to family and friends. You will not only be supporting your Association but also our Ad Sponsors.

Mo Hartigan, President  
BBAY

## **PURPOSE OF THE B&B** **ASSOCIATION OF THE** **YUKON**

- To provide a forum for B&B hosts to network and communicate on all aspects of the B&B industry.
- To support and promote both the individual members and the B&B industry.
- To serve as a liaison between other regional, provincial, territorial, national and international organizations.
- To develop, maintain and encourage high standards of hospitality and service.
- To broaden public awareness, understanding and appreciation of the B&B industry in the Yukon.
- To cooperate with other tourism and hospitality organizations.
- To foster Yukon hospitality and stimulate Yukon tourism.
- To represent the B&B industry where a unified voice is needed and appropriate.

[www.yukonbandb.org](http://www.yukonbandb.org)  
**STATISTICS**  
March 3-April 2, 2010  
238 visits, 193 visitors  
New visits 76% 188 visits  
from US  
For more information go to:  
<http://www.google.com/analytics/>  
Email: [stats@yukonbandb.org](mailto:stats@yukonbandb.org)  
Password: oldscreen

## ***BULLETIN*** ***BOARD NOTICES***

### **MARK YOUR CALENDARS**

#### **JULY**

**BBAY POT LUCK-Social  
Gathering Only**

Date: Saturday, July 11, 2010  
Time: 6pm.  
Location: TBA

#### **AUGUST**

Nomination Notice will be e-mailed to members. All positions will be up for Nomination (President, Vice-President, Treasurer, Secretary and (4) Director's).

#### **SEPTEMBER**

September 1, 2010-  
**Membership Renewals**

Invoices will be e-mailed to all members.

September 11, 2010  
**Deadline for Membership  
Renewals.**

If you want to be included in the 2011 brochure you must make sure that you pay your membership dues by this date.

**BBAY Annual General  
Meeting**

Saturday, September 11, 2010  
Time: 7pm.  
Location: TBA

## **CODE OF CONDUCT**

All Association Members pledge themselves to conduct their business activities in accordance with the following principles of our Code of Conduct.

1. Advertise your business clearly, accurately and truthfully.
2. Answer inquiries in a professional and timely manner. Guest confirmations are recommended.
3. Clearly define your business deposit and cancellation policy.
4. Maintain your premises at a high level of cleanliness, comfort and safety.
5. Be available (on site or by cell phone) to guests throughout their stay or advise otherwise, during initial booking or upon arrival.
6. Address all guest concerns in a professional manner.
7. Provide information to guests on sponsors, local attractions and services.
8. Provide generous nutritious breakfast options to all guests.
9. Notify association of opportunities or concerns.
10. Notify the association within two weeks of your business closure or changes to information. Examples: phone number, email address, web

site or services stated within any of our print material.

Approved November 2008

## **DEFINITION**

A Bed and Breakfast shall be located at a hosted property in which breakfast must be provided daily to guests, as defined within our Association Standards.

All member businesses to be in compliance with local, municipal and territorial by-laws, zoning, health, fire, safety, building codes, licences, permits and regulations.

Approved November 2008

## **GOLDEN HOST AWARD WINNERS 2009**

A great number of nominations are received and we are very pleased that three B&B's made the list this year:

- Valley B&B Faro
- Midnight Sun B&B, Downtown, Whitehorse
- A Scandia House, Porter Creek, Whitehorse

Special congratulations to Del and Farr Amirtabar of Midnight Sun B&B in Whitehorse, who have received a total of 10 awards locally and internationally. This is their 5th Golden Host Award from Yukon Tourism.

**Congratulations to all for being outstanding Yukon Ambassadors!**

## **WELCOME TO OUR NEW MEMBERS**

We are very pleased to have you on board!



## **GOLD AND GALENA B&B**

Rick and Sue Laberge are longtime Yukoners. Rick was born and raised in Saskatchewan and made his way up the Alaska Highway, living in Fort Saint John, Fireside, Watson Lake and Beaver Creek, from 1969 to 1987 when he arrived to live and work in Whitehorse. Sue (nee Ewing) was born in Dawson City and raised in Mayo and also raised her two children there. Sue left Mayo in 1985 to live and work in Whitehorse and just recently returned to Mayo, where she and Rick are now welcoming guests to their Gold and Galena B&B.

Sue and Rick are avid curlers, love the outdoors and cabin life, getting in the woods, picking cranberries and getting together with family and friends. Rick is a handyman and can build or fix just about anything.

We are enjoying our new adventure as B&B owners. One of the favorite times in our new home is the Happy Hour Campfires in our backyard, where we invite our guests to stop and visit for a while.

## TAKHINI RIVER LODGE

We moved from France two years ago with our dream: opening a B&B. As we found a beautiful 100 acres of land on the Takhini River road, we decided to build our B&B right there. After one stressful year, Takhini River Lodge was ready and we opened this summer.

In France we had a busy life, and a lot of Northern dreams. Why not follow our dreams and change our lifestyle? After three years of thoughts and doubts we did it! It was not easy and we really miss friends and family but we have found a great Yukon welcome.

The Lodge has 5 bedrooms with ensuite bathrooms. There is a large living room and dining room for our guests. People can have dinner, as cooking is my passion. I took lessons in France from a high-end Chef to improve my culinary skills. Now we enjoy our Yukon lifestyle with our 2 children (6 and 16 years old) and are really happy to welcome people from all over the world.

Christiane et Jean-Marc  
Champeval  
[www.takhiniriverlodge.com](http://www.takhiniriverlodge.com)  
[info@takhiniriverlodge.com](mailto:info@takhiniriverlodge.com)  
Phone: 393-3060 or 2077  
Fax : 393-3061

Lot 1370 Takhini River Road  
Po Box 21345  
Whitehorse, YT, Y1A6R6

## COPPER MOON RETREAT

Copper Moon Retreat is a large treetop studio loft overlooking a lovely little lake. Guests can enjoy the loons and ducks, while they're swimming and canoeing in the summer. In the winter they can enjoy snowshoeing and skiing around the lake with the beautiful night skies. The hot tub is available for enjoyment all year round. The bedroom has a queen size bed, double futon, kitchenette, wonderful propane fireplace and a great view. We're located just 20 minutes from downtown Whitehorse.

We're new and hoping to please.

Copper Moon Retreat is affiliated with Copper Moon Gallery which has the largest display of original Northern art in the Yukon.

Let me arrange an art session while you are staying at the retreat, or just come out for a wander.  
[coppermoongallery.com](http://coppermoongallery.com) for information on the gallery and the retreat.

Nerissa Rosati 633-6677

## KLUANE GREEN SPROUT B&B

Haines Junction  
Suzanne Green & Graham McDonald  
Website:  
[www.kluanegreensprout.com](http://www.kluanegreensprout.com)  
Bio unavailable at time of printing. Article will appear in the next edition.

## HIGHWAY and COMMUNITY SIGNAGE

We are addressing the signage issue this year by meeting with YTG with regards to the highway signage (Tourist Directional Signage-small blue and white generic signs). If you do not have signage and wish to have one, please e-mail me with your details ([mo17@northwestel.net](mailto:mo17@northwestel.net))

## CITY OF WHITEHORSE PROPERTY SIGNAGE

We are meeting with Sheila Dodd who will in turn represent us at the Signage Committee meetings. We need to change the By-laws so that property signage is visible to the travelling public (not attached to the building) as well as visible at night (illuminated) so that our guests are able to find our B&B. Please e-mail any suggestions that you may have to: [mo17@northwestel.net](mailto:mo17@northwestel.net).

## WHITEHORSE CORRIDOR AD SIGNAGE

This signage is maintained by Rick Karp of the Whitehorse Chamber of Commerce. These signs are too costly for the individual B&B operator (\$800.00 + GST per year-2 signs-North and South). It has been suggested that the BBAY buy into this signage. The sign would simply say: The Bed and Breakfast Association of the Yukon welcomes you to Whitehorse. Visit our website at: [www.yukonbandb.org](http://www.yukonbandb.org). This signage cost has been included in our 2010 budget. Please e-

mail your thoughts on this matter to: [mo17@northwestel.net](mailto:mo17@northwestel.net).

## **INCREASING B&B ASSOCIATION VISIBILITY 2010**

New hosts can benefit considerably by connecting with our Bed and Breakfast Association. We know and enjoy the Industry, have been hosting visitors for over 12 years and continue to strive for higher standards within the accommodation sector.

2010 is our year to shine and BBAY *visibility* is our goal.

Here are just a few of the methods that you can use to accomplish this include;

1. drawing consistent attention from the media,
2. advising your executive of any of your media coverage so we can add it to our web site and promote you at the same time,
3. directing the public to our new and improved web site,
4. being totally familiar with our members and our web site,
5. continually handing out our Association Brochures,
6. networking on social marketing web sites; (Most popular sites: Facebook, Twitter, Foursquare, UTube)
7. being proud enough of our membership to boast our association.

Use your imagination and let us know your thoughts on higher *visibility* tools.

## **MONITORING OUR PROGRESS: INCREASING VISIBILITY**

We strive to continually update our membership regarding *visibility* opportunities but without feedback from our membership, we are working from limitation. The strength of our Association is directly related to the strength and support of our membership. In 2010, we'll monitor the input more closely and definitely recognize those contributing.

## **SOCIAL MARKETING SITES**

3 most popular: Facebook, Twitter, Foursquare-replacing Twitter, UTube.

Create content that speaks directly to the customer.  
Keyword: Engage

B&B operators are now indicating the following on their websites: Follow our blog, Follow us on Twitter & Find us on Facebook.

The new technology is working for our industry so get on board and it will bring you bookings!

## **GUEST COMPLAINTS**

As in any business, from time-to-time we receive complaints.

The most frequent guest complaints are as follows:

1. **Cleanliness**-Mostly bathrooms. If you provide a shared bathroom and are not able to clean after each guest, it is important that a caddy with cleaning supplies is provided for the guest in the bathroom. If you have a private guest bathroom in a common area it is suggested that you have a keyed lock so that the bathroom is kept clean for the intended guest.

2. **Breakfast-Continental.** The complaints are not enough food for all guests & no variety. If you offer an unhosted continental breakfast it is important that you check from time-to-time to make sure that you do not run out of food. Some guests may eat more than they should leaving nothing for the guests that follow. Provide a good variety so that guests have options. Make sure it is fresh and that the due dates have not expired.

3. **Curb Appeal**-First impressions are most important. Guests will be looking for the exterior picture that is displayed on your website to locate your B&B.

4. **Signage**-If your B&B is in a wilderness setting ensure that the laneway or country road to your B&B has directions along the way so that your guests know they are not lost. Cell phones do not always work in Yukon.



**HOTEL KEY CARDS**  
**IMPORTANT**  
**INFORMATION**

Hotel Key Cards contain the following information:

- Customer's name
- Customer's partial home address
- Hotel room number
- Check-in date and out date
- Customer's credit card number and expiration date.

Hotels do not erase the information on these cards (they are usually kept in a drawer at the front desk) until an employee reissues the card to the next hotel guest. When you turn them in at the front desk your personal information is there for any employee to access by simply scanning the card in the hotel scanner. By using a scanning device, they can access the information via a laptop computer and go shopping at your expense.

Keep the card; (they will not charge you as it is illegal). Take it home with you or destroy it. If you have a small magnet, pass it across the magnetic strip several times, then try it in the door, it will not work. It erases everything on the card.

Information courtesy of  
Metropolitan Police Service  
Mo Hartigan

**POTENTIAL WEBSITE**  
**FRAUD**  
**WHAT YOU SHOULD**  
**KNOW and**  
**WHAT YOU CAN DO**

**Provided by tourism and culture**

Internet fraud is a global problem that affects all kinds of businesses, including Tourism. There have been tourism cases documented in Yukon, Alaska and BC in the recent past. There have also been a number of suspicious websites identified by the industry such as (4Yukon.com, Travelalaska.net and Yukon Travel and Tours).

In discussion with the local RCMP office and others, Tourism has compiled the following information.

**Be Vigilant**

Be aware of how your business is presented on the web. Google your business name on a periodic basis to see what comes up and/or browse other internet sites selling Yukon product. Know who is promoting you and determine if you want them to continue or not.

If your business is presented without your knowledge or permission, contact the website provider and try to resolve the issue. If there is insufficient contact information for the provider, see the website below which can provide you domain registrant information, the website ip address and the website host. Use this information in an attempt to resolve the issue. If unsuccessful, register a formal complaint with the website host.

If the above steps fail, register a complaint with the *Canadian Anti-fraud Call Centre*. Toll free number: 1 (888) 495-8501 or you can visit this website: [www.phonebusters.com](http://www.phonebusters.com) You can also register a complaint electronically at [www.recol.ca](http://www.recol.ca)

As a business, it is prudent to advertise on your website your affiliation with Tourism agencies or organization to give potential clients confidence that your business is reputable.

**Internet Websites to Assist your Research**

[www.whois.com](http://www.whois.com)

By entering the website domain name, you can learn information about the website registrant.

<http://ip-lookup-net>

This website will help determine the ip address of the website

<http://www/hcidata.info/host2ip.htm>

This website will help you determine the name of the company which is hosting the website

[www.phonebusters.com](http://www.phonebusters.com)

Enter your complaint with the Canadian authorities on this website or [www.ecol.ca](http://www.ecol.ca). If the fraud touches on the US, you may have to contact

[www.ic3.gov](http://www.ic3.gov).

Contact Tourism and Culture They will also provide related information on how to take action on their website: [tc.gov.yk.ca](http://tc.gov.yk.ca)

## STANDARDS

### **EXTERIOR CURB APPEAL and SAFETY**

- ✓ Signage, Street Number or Name prominently displayed
- ✓ Grounds well maintained and hazard free
- ✓ Welcoming Curb Appeal. Grounds neat and tidy.
- ✓ Security and Safety lighting in stairways, parking and entrance.
- ✓ Obvious or direction to Guest Parking
- ✓ No trash barrels visible.
- ✓ No chipped or peeling paint.
- ✓ Snow shovelled from walks and porches.
- ✓ Entry Doors well maintained.

### **FACILITIES**

- ✓ Buildings well maintained and safe.

### **BEDROOM** (Everything clean and in good repair")

- ✓ Reading lamp(s) and overhead room lighting.
- ✓ Night table(s) next to bed.
- ✓ Firm mattress in good condition with pad and cover
- ✓ Upper and lower sheet, 2 pillows, slipcover and cases, clean blanket/duvet/bedspread/q uilt and access to extra blankets and pillows.
- ✓ Full length mirror.
- ✓ No personal items in the bedroom.
- ✓ Space for hanging clothes, plus general storage with at least 6 hangers per person.

- ✓ Adequate Heating and ventilation.
- ✓ Lock and Screens on all opening windows, privacy blinds or curtains.
- ✓ Privacy lock on door.
- ✓ Wastebasket, Kleenex, alarm clock.
- ✓ Suitcase rack, drying rack if bathroom shared and hooks for robes.
- ✓ Two emergency exits from each guest room (i.e. Door and adequate window)

### **BATHROOM** (clean and in good working order)

- ✓ Curtain or door on shower.
- ✓ Separate bath mats and rugs if tub is shared.
- ✓ No personal items stored
- ✓ Blinds or curtains on window.
- ✓ Privacy lock on door.
- ✓ Well lit mirror at sink with electrical outlet for shaving and makeup.
- ✓ Individual soap or liquid soap.
- ✓ Drinking glass for each guest.
- ✓ Plenty of hot water.
- ✓ Bath and hand towel, facecloth and towel rack per guest
- ✓ Ample hooks for robes.
- ✓ Robes recommended for shared bathrooms.
- ✓ Shelf space for toilet articles.
- ✓ Extra roll of toilet paper visible.
- ✓ Ventilation, air freshener, cleaning supplies and toilet plunger.
- ✓ Wastebasket

### **BREAKFAST and COMMON AREAS**

- ✓ Maintain high cleanliness and sanitary standards in food preparation and serving areas.
- ✓ Comfortable and well maintained seating.
- ✓ General good lighting.
- ✓ Tableware and linens clean and in good repair.
- ✓ Appliances clean and in proper working condition.
- ✓ Common area sufficient to accommodate all guests at the same time.
- ✓ Full includes; breakfast options served or provided by the host and to include a full range of breakfast foods; ie: bread, jam, fruit, ham, bacon, eggs, juice, coffee/tea or combination
- ✓ Continental includes: breakfast foods served or provided 'ready to eat' by the host to include a minimum of six items daily, including; fruit juice, bread, muffins/bagels, hot beverage, cereal/milk, fruit. For wilderness operators canned or frozen 'ready to eat' is an option.
- ✓ Food Safe and First Aid courses recommended.

## BASIC DAILY HOUSEKEEPING PRACTICES

### **BATHROOM**

- ✓ floor scrubbed
- ✓ clean bath mat and non-skid rug
- ✓ walls and ceiling cleaned
- ✓ clean shower curtain
- ✓ tub/shower scrubbed

- ✓ toilet cleaned and disinfected
- ✓ sink scrubbed
- ✓ mirrors cleaned
- ✓ windows washed
- ✓ light fixtures wiped
- ✓ sink cabinet wiped and polished
- ✓ waste basket emptied and cleaned
- ✓ trim and mouldings clean
- ✓ grout between tiles free of mildew

## BEDROOM

- ✓ floors cleaned. rugs vacuumed and free of stains
- ✓ windows washed
- ✓ wall and ceiling cleaned
- ✓ furniture dusted
- ✓ mirrors wiped
- ✓ room free of any and all personal items
- ✓ light fixtures wiped
- ✓ curtains clean and well maintained
- ✓ clean bedding
- ✓ paint/wallpaper clean
- ✓ wastebasket emptied

## KITCHEN / DINING

- ✓ floors cleaned, rug vacuumed and free of stains
- ✓ cabinets wiped
- ✓ refrigerator/stove/microwave cleaned
- ✓ counters wiped and free of clutter
- ✓ no dirty dishes
- ✓ trash/wastebasket emptied
- ✓ no outdated food (check packaging)
- ✓ table clean
- ✓ clean windows

- ✓ walls and ceiling clean
- ✓ light fixtures wiped
- ✓ curtains clean
- ✓ paint/wallpaper clean

Approved November 2008



## CONTINENTAL BREAKFAST IS MORE THAN TOAST AND COFFEE

By Eva Stehelin  
Stehelin Ranch B&B

Continental breakfast can be as simple or as elaborate as you wish, but it must always have fruit, juice, teas and coffees, cereals and a bread product. The key to a continental breakfast is that there is no meat product included. The protein factor is found in the milk, cream, yogurt (if you prefer to serve it) and the eggs found in the baking of the bread products.

The combinations and varieties are endless. Fruits for instance can be of the canned variety if you can't find fresh, or can be a combination of fresh and canned, or can be something as simple as a fruit platter presented with a variety of fresh fruits or simply one type of fruit, like grapes for instance. The key here is freshness...it MUST be fresh, if you are serving fresh. You could even add the interesting aspect of adding dried fruits

and nuts. Just make sure that you are aware of any allergies that your guests may have. Make sure you have a variety of choice for your juices, teas and coffees. I try to ascertain what my guests prefer to drink for a hot beverage beforehand thereby saving myself the problem of having to put "everything" out.

Cereals can range from a selection of boxed cereals, and homemade granola's to hot and hearty whole grain cereals such as Sunny Boy and Oatmeal and the choices for topping these cereals are endless.

Bread products are amazing in their choices and varieties. There are a myriad of choices for breads available at our fingertips, not to mention the homemade option, plus sweet breads like cinnamon buns, butter horns, muffins, banana loaves, and croissants. The list is endless. Warm Bread pudding is a nice option with an interesting topping such as fruit compote or crème fraiche or whip cream. I always include yogurt.

Fill your boots (and theirs!) and create a marvellous Continental Breakfast and have a wonderful time.



**CURB APPEAL – A BIT  
LIKE SPEED DATING – 5  
MINUTES TO MAKE A  
GREAT IMPRESSION**

*Your customer needs to find you. Even in the Yukon!*

Take a little extra time and provide each guest with detailed direction to your property including clear route markers of any kind. An obvious street number is a must for a strong and positive first impression. Only you can ensure that the guests will say, "Wow, wasn't that easy. We made it!" If not, take action; improvements are required.

*First impressions last a lifetime.*

Keep your driveway well maintained and provide additional distance markers or signage if your access is long or parking areas are not obvious and lit in the winter. If you have a lawn make sure it's maintained, free of clutter and any flower beds or boxes are free of weeds and looking their best. Your home is your business. It either looks like you're in business or going out of business. Here's a photo opportunity and inexpensive marketing tool. Take the photo yourself and decide if you want it shared or printed. Snow and ice removal in the winter is a must and will reduce your risk of liability.

Make sure that your steps are fresh, railings strong, and provide a clean welcome mat to show your guests that you are expecting them. Well

maintained entry doors are a must. Consider enhancing your entry with small touches like hanging flower baskets, Yukon memorabilia or stacked wood for the fireplace. Make sure that the doors and bells work well, and bins, personal items or waste of any kind are kept out of sight of your guests.

Make sure that your lights are on inside your home to give a warm and comforting first impression and showcase the best features of your home. Less is sometimes more and much easier to maintain.

*You can often tell a book by its cover, if you're in the service industry.*

The entire picture tells an instant story to all of your potential customers. A very well maintained home will more often than not reflect a very successful business. A crisp clean edge will give you the lead with potential customers and more neighbourhood referrals.

*Invited or unexpected guests?*

Why would you invite anyone to your home without making sure that it looks its best and your guests feel they're welcome? You create the value of the experience through the care and attention you give your business and your guest.

Start your relationship with a positive state of mind created through a great first impression. Adding front end

value to your business will return dividends and create lasting customers, referrals and personal pride.

**FIRST IMPRESSIONS  
CREATE OPPORTUNITY.  
IF YOUR GUESTS ARE NOT  
TAKING PICTURES, THEY  
MAY NOT WANT TO TAKE  
YOU HOME TO THEIR  
FRIENDS & FAMILY**

Sue Greetham



**The B&B Association  
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a year by the Newsletter  
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Contact Carol Oberg  
Phone: 867-668-7481  
[carol@caseybandb.com](mailto:carol@caseybandb.com)**

**Please email your  
suggestions, articles or news  
flashes of interest to the B&B  
Committee. Thanks folks for  
all your submissions. We  
appreciate them!**

**Have you made a submission  
lately? Please consider it.  
We can help with editing and  
typing.**

