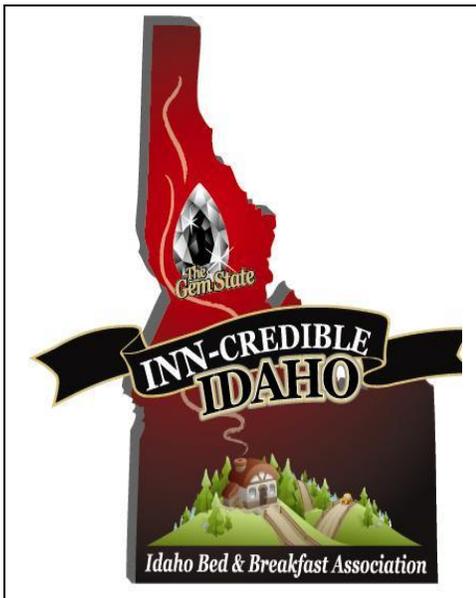


# Idaho Bed & Breakfast Association

Newsletter #20 November-December 2013



Hello

Thanks for taking the time to read our 20th IBBA Newsletter. I would like to take this opportunity to wish all of you the Happiest of Holiday Seasons and a Prosperous New Year.

We are anxious to continue our great relationship with the State Department of Commerce, Tourism Division under the new leadership of Diane Norton, Tourism Manager. Congratulations Diane! Please see the link to what is currently happening at the state level in another section of the newsletter.

I'm very excited about receiving word from other member lodging throughout the state that they are getting referrals directly from the IBBA site that have led to actual bookings. If you have not been monitoring this with your business, please be sure to include the IBBA site in your list of references on your current reservation system.

As we move forward with our ITC grant funds, we are currently very busy putting together a statewide regional map that focuses on bicycle trails, scenic by-ways & wineries that link to our small lodging members. We will distribute these maps through Certified Rack and also at the 3 shows that we are participating in 2014: Layton, Utah, January 10 & 11; Seattle, Washington, March 1 & 2; & Calgary, Canada March

22 & 23. Please give me a call if you would like to participate. It is a great way to be involved in the association and what better way could there be to promote your own small lodging than at a travel show? Individual members and their phone numbers will be listed on the bike map by region with a web site address for IBBA which would lead to further information about our small lodging.

For those of you on the fence regarding membership, the Bike Maps listing individual members, and the 3 travel shows should be 4 more reasons for you to become a member. You won't find a better \$75 annual membership anywhere. Those of you with wineries that offer lodging may want to consider becoming members for a more prominent listing on the map.

**Brian Scott,**  
IBBA President

P.S. Please contact me if you would like to have some of our new IBBA brochures sent to you to display and distribute in your B&B. We will be printing more and distributing them in the surrounding states.

### ***News Regarding Our Website:***

- Stay tuned for an important update regarding the IBBA website.
- If you haven't updated your listing, please do so
- Please post one of your great recipes in the recipe section
- Don't forget to add a special for the New Year
- Be sure to check out the IBBA blog posts that have advertised events in your region

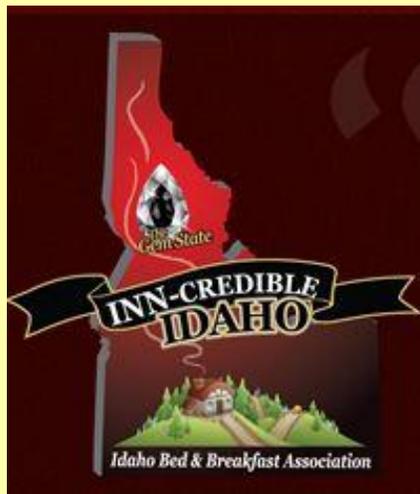
### ***IBBA Recipes***

There is a great spot on the IBBA website to feature your fabulous cooking. We would like to encourage you to log into your account and put one of your recipes that you would like to share with your guests and our members. We will feature your recipe in one of our newsletters throughout the year.

***Jeffery Sayer, Director of the State Dept. Of Commerce,  
Announces the Appointment of Diane Norton as the  
New Tourism Manager***

For your information there have been many changes made at the state level in the Department of Tourism. One of the most important is the appointment of Diane Norton as the new "Tourism Manager." We have worked closely with Diane in the past, where she has been instrumental in involving IBBA with the annual ICORT conference. We look forward to this continued partnership.

In his announcement, Jeffery Sayer said, " The interview committee felt it was important to select a candidate who will provide continuity and had knowledge of the various tourism programs and grant activities within the department. In addition, Diane has exhibited the passion and outside-the-box thinking that will be necessary to ensure continued growth in this important industry sector."



Sincerely,  
Brian Scott  
Idaho B&B Association President