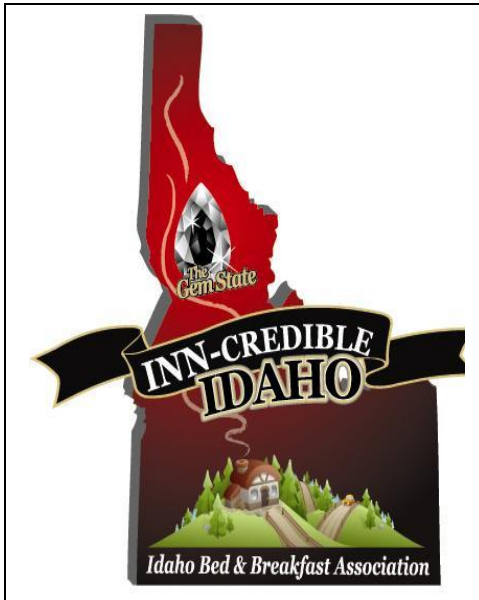


Idaho Bed & Breakfast Association

Newsletter #21 January-February 2013



News From The President



Greetings! ,

Thanks for taking the time to read our February 2014 newsletter. First off, let me say thank you to Jim & Ruth May, owners and innkeepers at the Reflections Inn in Kooskia, for taking on the task of creating our newsletters. Their efforts will be very much appreciated!

We would like to thank Heidi Meckle at HM Design for her commitment to the Bicycle map which has been submitted to the state for ad approval and should go to print in time to be distributed at our 2 upcoming travel shows, Seattle and Calgary.



Don't forget, if you would like to represent us at either of these shows and promote IBBA as well as your individual lodging, please let me know. We will reimburse travel expenses. This is on a 1st come 1st serve basis. We need 3 people at each show and we

currently have 2.

Be sure to ***mark the dates May 6-7-8 in Sun Valley*** for our annual conference in conjunction with the Idaho Conference on Recreation & Tourism. This conference offers you an opportunity to further your knowledge of what is happening throughout the state and how it affects your business, as well as providing a learning opportunity to broaden your knowledge as an innkeeper. We hope to see a great representation from our industry.

While I am on the ICORT topic, I would publicly like to thank J.J. Jaeger, Region I (Northern) representative to the Idaho Travel Council, for his years of service and support, and welcome Doug Burnett to that position.

Our Grant manager, Shar Scott, just returned from a Grant Summit Training in Boise, and will assist us as we begin preparing our proposal for the upcoming ITC grant. We always welcome your input on future projects for our association.

Thanks,

Brian Scott, IBBA President

P.S. Please note that any blue underlined words in the newsletter are "Hot Links" to the topics....be sure to check them out. Be sure to go to the "Visit Idaho" state site link on the upper right section of the Newsletter and update your information.

DEPARTMENT OF COMMERCE

Tourism Division

The Idaho Department of Commerce and Tourism may change the "Tourism Marketing Strategy" for Idaho. The department indicated it will focus the strategy more on Idaho's public lands, whitewater rafting, hunting, and fishing - the core of what Idaho has been known for over the years.

In addition, the department's future strategy will concentrate more on nearby neighbors, Mexico and Canada, and look more carefully at emerging Asian markets.

IBBA does not have a clear idea of what impact, if any, the department's new international tourism strategy will have on its membership, but we will continue to monitor developments and notify our membership accordingly.

Contributed by Jim & Ruth May

For further information regarding this summary please visit [tourism](#) and

note the introductory heading on the Tourism Development page "As part of Idaho's tourism Industry, your business is one of the reasons our visitors feel so at home while they are here." This quote is really applicable to our small lodging industry goals.

PAII NEWS

Stay tuned to this section of the newsletter each month for developments in our Professional Association Of Innkeepers International: (PAII) There have been some major changes in the organization over the past few months with the resignation of Jay Karen and his recent employment with Select Registry at the top of the list. We are happy to report that the PAII conference in Charleston last month was one of the best attended in the history of the group.

Have You Got An Event For The IBBA Calendar?

Don't forget, we have a calendar on the website. If you have an event or activity that you would like posted, please contact Christina Dick, owner of Huckleberry Tent & Cabin in Clark's Fork, by sending her an email. It's great to have our membership taking an active role in the association. Christina's email: info@huckleberrytentandbreakfast.com

IBBA Annual Conference

Once again, the Idaho Conference on Recreation & Tourism, ICORT, has graciously allowed us to hold our annual conference in conjunction with theirs. This year it will be in Sun Valley, what a great venue for our members! We try to hold the conference in a different region each year, last year it was in the Yellowstone Teton region and the year before in the Panhandle.



The agenda is currently being developed, but be assured it will be an exciting event that will include field trips to familiarize you with that region of our great state. Stay tuned for registration information.

HOW IBBA BENEFITS YOU!

Our association represents small lodging throughout the state of Idaho. Along with our Traditional B&B's, we also represent Cottages, Country & Historic Inns, Guest Ranches, Cabins, Farm Stays, Tent Cabins & Yurts. We invite you to become a member

Don't forget... your \$75 membership gives you access to all of our preferred vendors, inclusion in the brochure, featured listing on the website and our newest member benefits, inclusion of a location icon placed on the travel show map and an individual listing on the bike map.

[Membership](#) forms are available on the IBBA website.

**LOOKING for 2014
NOMINATIONS
For The "Inn-Spirational Innkeeper" Award**

We know there is a fellow innkeeper in your region that has always been willing to lend a helping hand to others in our small lodging industry. This person may also take an active role in the community as well. This is the kind of individual we are looking for to nominate for our annual award.



This award will be presented at the Idaho Conference on Recreation and Tourism (ICORT) to be held in Sun Valley, May 6-8, 2014.

Send in your nomination me, Brian Scott, IBBA President via email: info@idahobba.com