

Montana

Bed & Breakfast
Association

Being the best...
...in the last best place



MEMBERSHIP NEWS

FALL 2011

Presidential Insights

Michelle Ahern
President
Outlook Inn
1-406-857-2060
Somers



Rian Miller-
Past President
Elkhorn View
406-442-1224
Clancy



Trish Hatfield
Vice President/
Aspiring
Time After Time
888-642-3258
Victor



Joan Pruett
Treasurer
The 1908 Pruett
House
406-297-7079
Eureka



Corynne Todd
Secretary
Cabin Creek Landing
406-854-2126
Marion



Christopher Nixon
Ad Director
Lehrkind Mansion
406-585-6932
Bozeman, MT



Mike Dawson
Internet
Fox Hollow B&B
406-582-8440
Bozeman, MT



Hello fellow MTBBA members!

The leaves are beautiful shades of red, yellow and orange and there is a definite crispness in the air as we say good-bye to fall and look forward to the holidays. Despite a slow start to the summer, the Outlook Inn is closing in on a good year from a tourism stand point. I hope your season was a good one as well.



If you're like me, now is the time to catch up from the busy summer season and reflect on the year. Did you make sure your visitors left your B&B with a smile on their face and lots of Montana memories? Did you show guests why our B&B's really are "A Better Way To Stay"?

What can you do to attract more guests next year and keep the ones you've had, coming back?

One of the best ways to answer these questions is to come to convention. Take a look on page 2 to see what our convention coordinators, Nancy and Tom Malikie at Gibson Mansion have in mind for this year. Look for some great "hands on" workshops and loads of information. By the way, be thinking of a humorous B&B experience you would like to share at convention. More details on this later.

Also, you will find your membership renewal sheet on the last two pages of this newsletter. Don't forget to have those forms in by **Dec. 1st or face a \$100 late fee (ouch!).**

I can honestly say that our membership dollars are well spent on providing quality internet exposure, great conventions, and much more.

Thanks for choosing to be a part of this organization and continuing to share Big Sky Country with travelers from across the globe.

Cheers, Michelle

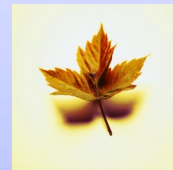
MTBBA 2012 Convention Update

This year's convention site will be Missoula. The Aspiring sessions will be on April 14 & 15th while the main convention will be April 15th, 16th and 17th. And for those of you who have been to past conventions, the bus tour is making a come back! There will be plenty of time to visit on the ride to Time After Time and Bitterroot River bed and breakfasts. These two wonderful properties have been overlooked in the past due to their distance from Missoula, but this year's tour is focusing on them. And bonus...no need to worry about driving since Nancy is arranging for a shuttle!

And remember when we filled out those surveys last year about what we want and don't want during convention? Well, Tom and Nancy have been working to incorporate your great ideas.

Look for some "hands-on" workshops for blogging, and Facebook.

There will be a lot more information on convention as we get closer to April. If you have any ideas for Nancy please call her at 1-406-251-1345 or email them at info@gibsonmansion.com.



MTBBA Website Stats Update

from Mike Dawson at Fox Hollow



From May through September, the average number of views to each of your individual MTBBA listings ranged from 200 to 300 views per month. The actual stats for your B&B are available to you by logging in to your listing account.

The most popular page on MTBBA.com next to the "Find a B&B", was the "Specials and Promotions" tab. Everybody this year seemed to be looking for a deal. Take advantage of this option to drive more people to your listing.

Once again, Michael Banville's company AllTrips.com (previously Vertical Media) was the leading referrer to the MTBBA site. We will be signing a new contract for another year of promotion.

This year we also contracted with InsideOut Marketing to perform a Search Engine Marketing program for us. Mike Dawson of Fox Hollow consulted an independent expert in SEO, who reluctantly admitted that the program was working to drive more visitors to MTBBA.

PAll Forums

PAll members should check out the PAll forum on Bounce Rates in Google Analytics, especially the comments by Scott Crumpton of White Stone Marketing. It gives a great perspective on the traffic by referring web sites to your own site. It's not as black and white as you would expect. PAll is an excellent source for just about anything you might need to know about running your B&B. A bargain at \$89/yr.

Facebook Tip

Those of you who have a Facebook page for your B&B, Buuteeq.com has an app for your page where people can view your rooms and then be directed to your reservation service. This app has gotten favorable response on the PAll forum from B&B's who have used it. Fox Hollow is using the app and they are starting to get traffic directly from that Facebook page.

Let your B&B shine like a star and you may just be one!

Calling all MTBBA members. If you think your Inn is something special...and we all know we are! Then you may want to contact Charisse Simonian.

She is looking for a B&B or B&B's to base a series around. To qualify you must have two of the following characteristics.

- 1) Multi-generational family/run & operated. Do mom, dad, grandma, kids all run the B&B? Has it been in the family for years?
- 2) The B&B is historic or in a historic community
- 3) Characters always coming in & out
- 4) Characters RUN the B&B
- 5) The B&B is haunted
- 6) The B&B is about to undergo major renovations
- 7) The B&B offers cool activities, etc. for guests on property or nearby

If you fall into two of these categories contact:

Charisse Simonian
 Casting Director & Producer
 BIG FISH CASTING
 Website: www.bigfishcasting.com
 Email: bigfishcasting@mac.com
 Fax: 818 936-9635
 Phone: 818 333-8128



Montana Bed and Breakfast Association
2012 Membership Renewal Form

Renewals must be complete with all required forms & payment
and postmarked by **December 1st, 2011** to avoid \$100 late fee.

Name of B&B - _____

Physical Address - _____

Mailing Address (if different) - _____

Telephone - _____

Web Site Address - _____

e-mail address - _____

Owner(s) - _____

The following forms **MUST be included with your MTBBA membership renewal**

- A copy of your 2011 State of Montana Public Accommodations License.
- If you have a hot tub or pool, a copy of your 2011 Montana Public Bathing Place License.
- If you have a private water system (well), attach a copy of your 2011 bacteriological report, per Montana DPHHS requirement.

- Check for payment made out to MTBBA

A Link from your B&B web site to MTBBA.com is required for you to have a link from MTBBA.com to your B&B web site. URL or page description where the link to MTBBA.com can be found & verified:
http:// _____

Membership Dues (Membership Levels are described on page 2 of 2)

- Level One (Basic) \$100
- Level Two \$250
- Level Three \$330
- \$100 Late Fee (After December 1, 2011)**

Total Enclosed \$ _____ Owner's Signature _____ Date _____

Please make check payable to MTBBA and send **all required documents to:**
MTBBA c/o Joan Pruett
The 1908 Pruett House
PO Box 2325
Eureka, MT 59917

Membership Levels One Two Three

Member Dues	\$100	\$250	\$330
Contact & Short Description	X	X	X
Full Listing with Amenities -		X	X
Password Access to Listing -		X	X
Google Map	X	X	X
Rotating Featured Inn	X	X	X
Email Add. & Web Site Link -		X	X
Link to Reservation Service -		X	X
Number of Photos	1	5	10
Multiple Cities	0	1	3
Number of Specials	0	3	12
Target Markets -		10	10
For Sale Listings -		X	X
Featured Inn Designation -			X
Priority Placement in Search Results -			X
Links to Reviews (TripAdvisor, BB.com) -			X
Links to Blog/Twitter/FaceBook -			X
Wedding & Retreats Listings -			X
Post Favorite Recipes -			X
10% Discount for MTBBA Convention -			X