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Nominations must be postmarked by February 24, 2012 or via email no later than February 29, 2012

Nominate Someone for the 2012 Spirit of Hospitality Awards

Every year since 1993, PTLA has presented the Pennsylvania Spirit of Hospitality Awards as a means of honoring exceptional performance, commitment and achievements in the hospitality and tourism industry. We are currently accepting nominations for the 2012 Spirit of Hospitality Awards and we need your help to nominate someone for the Innkeeper of the Year Award.

We encourage you to either submit a nomination for someone you personally know who is deserving of the recognition, or bring it up at your local B&B association meeting and have the group decide to nominate someone. Your response is especially important for this category, since most innkeepers do not have a staff (as would a larger hotel) that would be able to submit a nomination on their behalf. We know there are some very worthy innkeepers out there! Wouldn't it be great to have someone from your association bring home the prize this year?

The awards will be presented during the Spirit of Hospitality Awards Dinner on April 23, 2012, at the Sheraton Harrisburg - Hershey Hotel. These

prestigious awards recognize outstanding qualities that set the standards for the entire industry.

Past winners of the Innkeeper of the Year Award include:

Kathy Vogt (2011)
Vogt Farm Bed & Breakfast

Denise Fegan (2010)
Pheasant Field Bed & Breakfast

Kathryn White (2009)
The Beechmont Inn

Nancy Noll (2008)
The Queen, A Victorian B&B

Donna & Jim Winner (2007)
Tara & Buhl Mansion

Lynne Amery (2006)
The Inn at Bowman's Hill

Linda & Joe Burney (2004)
Gateway Lodge

Mae McQuade (2003)
The Chatelaine

Please take a few minutes to review the terms of consideration and entry rules for nominations found in the Call for Nominations at <http://www.patourism.org/soh/>. Nominees will be judged on the content of the information provided in an essay format. Additional information, including published articles, letters from guests, documentation of recognition, etc., will be accepted in addition to the essay.

If you have any questions regarding the Awards or nomination process, please contact PTLA at 717-232-8880, or info@patourism.org.



Update on the “Better Way to Stay” Program

The number one reason people don't stay at a B&B is THEY DON'T EVEN THINK OF B&Bs when deciding on lodging for their next trip. The number two reason?... They don't know what they're going to get at a B&B. 80% of leisure travelers expressed an interest in staying at a B&B in 2012, but only 13% actually did this past year. There is a higher interest among Gen X and Y than Baby Boomers to stay at B&Bs.

So, knowing all of this, PAII wants to do something about it! They want to stimulate demand among travelers – especially Gen X and Y - to go through with their desires and book

a stay at a B&B. The best guess is that 4% of the traveling public (including corporate travel) stayed at a B&B last year. If this can be increased to just 5%, it would mean 25% more business for the B&B industry.

What Was Done in Year One

The first year of Better Way to Stay saw great enthusiasm and “blind faith” support from many to help us get it off the ground. The funds raised have been used to – among other things – do the following:

- Create a new consumer web site

at www.betterwaytostay.com, which is visually simple and appealing, and allows for innkeepers to manage their own participation in the various BWTS promotions.

- Launch the “B&Bs Kick Gas” promotion, which generated media attention in the likes of the Wall Street Journal, USA Today, Yahoo!, and MSNBC.
- Took over and administered the “B&Bs for Vets” promotion, which had nearly 800 B&Bs offering free nights to several thou-

(continued on page 4)

Get To Know Your Unique Lodging Committee

Laura Di Liello

After more than twenty years working as electrical engineers in the automotive industry, Laura Di Liello and her husband Paul decided it was time for a change. Their love of travel, entertaining, and cooking led them to consider a second career as innkeepers. They chose Easton, PA and The Lafayette Inn for its proximity to Philadelphia and New York City and its fantastic relationship with Lafayette College. Together they find fulfillment in serving their guests, meeting new friends from around the world, and being a part of a vibrant college town. Though they were initially looking for a smaller inn, the eighteen rooms they ended up with afford them the opportunity to both be involved full-time and to have a few staff as well. They have been at the inn over six years and in December hosted a huge community event to celebrate the 25th anniversary of the opening of the inn. The building was built in 1895 as a private home and endured periods as an apartment building

and fraternity house, and abandonment before its rebirth as a beautiful inn.

Laura is an Ohio native and a graduate of Kettering University and The University of Michigan. Married since 1988, she and Paul lived together in Ohio, Italy, and Japan, before landing in Pennsylvania. Most people consider the jump from a stable corporate job to owning an inn to be a gutsy one but after living in Italy and Japan they saw it as just another phase of their adventure.

Laura especially likes baking and planning the breakfast menus and advising guests on all that Easton has to offer. Since the inn has 19 bathrooms, 5 gas fireplaces, 23 heating/air conditioning units, a large parking lot and grounds, she's quite thankful to have had the foresight to marry someone handy! She currently serves on the Unique Lodging Committee of PTLA and is a board member of Discover Lehigh Valley, the area's destination marketing organization. Laura has also



Laura with her husband, Paul.

been active in the Easton Business Association and College Hill Neighborhood Association since adopting Easton as her new home. She enjoys yoga, reading, and walking their Siberian Husky, Lena.

PTLA Member Advantage Programs

If you are looking for suppliers of products and services that help you purchase, build, furnish, manage, operate, renovate or enhance your hotel and its services, look to our Member Advantage Programs (MAPs) participants. PTLA and AH&LA have negotiated special programs with these vendors to provide savings that positively impact your operational budget.

Our MAPs participants support the lodging industry through generous outlays of time, expertise and money. They are highly knowledgeable when it comes to the hospitality industry and understand that a strong, united industry is the best and only way to succeed in an ever-changing marketplace.

Find out more at

<http://www.patourism.org/programs>



Williamsburg to Host Innkeepers in March

Continuing the History of Hospitality is the theme of the 2012 Mid-Atlantic Innkeepers Trade Show and Conference March 4-6 in Colonial Williamsburg. From aspiring to veteran, innkeepers from throughout the Eastern Seaboard will gather at the Williamsburg Lodge in Williamsburg, VA for inspiring presentations, useful workshops, fun events, and informal exchanges of ideas with other innkeepers.

The trade show will showcase exhibitors with products and services specifically geared to owning, operating, managing, and marketing bed & breakfasts and country inns. This conference, featuring a wide variety of innkeeping courses and bed and breakfast seminars, promises to be the most comprehensive and affordable innkeeping conference in the entire Mid-Atlantic region.

Keynote speakers will include Mike Blumenthal of Google Maps & Local Search, James Dion of National Geographics Sustainable Destinations, and PAII's President Jay Karen.

The setting of the conference is

the Williamsburg Lodge. Surrounded by the comforting warmth that's a hallmark of American folk art, you will find yourself relaxed and ready to learn.

Charmingly appointed with furnishings inspired by the collections of the Abby Aldrich Rockefeller Folk Art Museum, guest rooms will welcome you with modern amenities, including dual-line phones, data ports and WiFi.

Just steps from the Lodge, the historic area's costumed interpreters will lead you through 18th-century homes and businesses, providing a

unique way to explore our country's beginnings. Back at the Lodge, recreational opportunities, including golf, swimming, tennis, and their brand-new spa—not to mention the simple pleasure of relaxing by the fire—will beckon.

A Mid-Atlantic room rate will be honored by the Williamsburg Lodge three days before and after the Conference dates for additional R&R!

To register for the conference or for more information on the conference or the Williamsburg Lodge, go to www.MidAtlanticInnkeepers.com.

Mid-Atlantic Innkeepers Trade Show & Conference

HOME SHOW SCHEDULE HOTEL INFO EXHIBITORS ASPIRING INNKEEPERS REGISTRATION GALLERY

welcome

savvy innkeepers won't miss this...

5th Annual Mid-Atlantic Innkeepers Trade Show & Conference
March 4-6, 2012
Williamsburg Lodge - Colonial Williamsburg, VA

Better Way to Stay *continued from page 2...*

sand veterans of armed forces both in the US and Canada.

- Begin production on a series of videos that demonstrate the “no brainer” decision it is to stay at a B&B or inn, rather than hotels and other lodging options.
- Kept staff working, blogging, promoting, serving, Tweeting, Facebooking, editing, responding and more on the campaign.

What's New and Forthcoming

Innkeeping Foundation

There is new news for the industry that involves the campaign. The Innkeeping Foundation, a new non-profit corporation, was created to oversee the Better Way to Stay campaign, among other important initiatives. The Foundation, which is incorporated in South Carolina, is currently seeking tax-exempt status from the IRS as a 501c3 corporation. If the IRS grants tax-exempt status as a c3, contributions made to the Foundation will be tax deductible according to today's

tax code. The volunteer leadership of the Foundation consists of members of the PAII board of directors, so that they can maintain continuity in mission and objective. They are talking with an association consulting firm to make sure they manage the organizations in a way that the relationship between PAII and the Innkeeping Foundation is formal, binding and perpetual. Jay Karen will serve as CEO of the Innkeeping Foundation, in addition to his normal duties as president & CEO of PAII.

Website Enhancements

PAII is in the middle of deploying new features on the BWTS website that allow website visitors to find a better way to stay. A map of the US and Canada now invites users to pick a state or province they want to visit, and this leads them to a state/provincial landing page that features various B&B associations and directories that are supporting the BWTS campaign.



The page also displays a Google Map that pinpoints PAII members from around that state or province – thereby adding additional value to PAII membership. As you can see from the map, though, primary real estate is given to the associations and directories. Click here <http://www.betterwaytostay.com/map/> to see the map, which is a little thin right now as they build participation and support from among the allied associations in late 2011 and early 2012.

Social Media

Approximately 1,500 “fans” have joined the BWTS facebook page without doing too much to promote



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it. Soon PAII will implement a more formal campaign to reach 5,000 fans, which can be a tipping point to much larger growth and support. The B&Bs for Vets program has just under 450 fans on its dedicated facebook page.

Large-Scale Promotions

A fun campaign is being planned for April 2012 to draw media attention to the B&B industry. PAII can't divulge any details on it, but it's safe to say that it will not require any discounts or free room nights of innkeepers, and will draw a good bit of smiles, laughter and intrigue by those who read about it or watch the videos. Stay tuned! PAII is also looking to designate June as "Mancation Month" in the B&B industry and bring attention to properties who are doing some great man-friendly promotions or activities. And in September, they are hoping to run a promotion in conjunction with Better Breakfast month. Creative minds are now working on ways to keep drawing attention to our great industry and product.

Research

PAII plans to do an extensive search of information and research on the needs, wants and desires of travelers as they relate to lodging. Of particular interest is profiling of different genders, ages and other characteristics – all aimed at informing innkeepers how needs and desires might be different among their existing and potential guests, so they can do their best to meet those desires. In order to truly be the "Better Way to Stay," we must gauge what it means to be the preferred way to stay and share that information with innkeepers. If there is a lack of salient research, the Innkeeping Foundation may conduct its own.

Videos

With three videos in the bag (and only one deployed so far), PAII plans to produce more in the coming months that demonstrate why B&Bs are superior to typical lodging options. With the recent rise of AirBnB and the successful marketing of short term rental

opportunities (mostly rooms in houses and apartments), they are producing some propaganda about staying in an "real B&B" versus an "air B&B." More videos will highlight the unique features of B&Bs, and innkeepers can pick and choose which videos they want to embed on their own blogs, web sites and social media outlets. Videos will be hosted at our YouTube channel at <http://www.youtube.com/BetterWayToStay>. They are also planning ways to produce custom BWTS videos to be used by B&B consortia to promote your particular region.

There are two ways to send in your support – go to <https://www.betterwaytostay.com/support/> and pay securely by credit card, or send a check, made out to the **Innkeeping Foundation** (not PAII), to:

Innkeeping Foundation
295 Seven Farms Drive,
Ste C-236
Charleston SC 29492

The Appeal for B&B Associations – Why We Need You in 2012

The support we received this past year came in at all different kinds of levels. In some cases, larger associations gave a few hundred dollars, whereas the smallest associations (one with only four members, in fact) gave over \$2,000. Individual innkeepers gave anywhere between \$25 and \$1,500. For the second year of the campaign, we are trying to standardize the giving for associations. We know that B&B associations have varying levels of resources, so we tried keeping the funding requests at relatively modest levels based on size and scope. Please see the chart below for 2012 funding levels. At these levels of support, we need nearly all state and provincial organizations on board to fund all the work of the campaign. Please note that "Partner Associations" get the benefit of a 25-33% discount.

States and Provinces	Partner Associations	Allied Associations
Under 100 members	\$750	\$1000
100 members and up	\$1000	\$1500

**Partner Associations are those B&B organizations with which PAII has an automatic dual membership for all innkeepers in that organization.*

If your group supports Better Way to Stay in 2012, we will ensure your association gets a logo and a link in the prime spot on the state/province page on the BWTS site. For B&B associations that are within a state or province (i.e. Bed and Breakfasts of Victoria BC, Taos NM Association of Bed and Breakfast Inns, etc.), we are asking for an annual \$600 contribution, which will ensure your logo (with link) is placed in the section to the right of your state or province association logo and link. For now, we are limiting participation to the first two sub-state groups per state that respond to this appeal.

Please note that the emphasis of the Better Way to Stay campaign will not be the web site, but rather the content we push out to the media and traveling public to garner attention to our industry – the videos, the promotions, the contests, the stories, etc. In other words, we do not want associations judging their financial support on the traffic that may or may not come through our web site to your web site. That would be icing on the cake. Please support the campaign from the comprehensive standpoint of bringing attention our way and getting more travelers sampling our product, and then getting hooked on B&Bs!

Highlights of the 2011 InnTouch Conference

Well another year is upon us and it's time to start making or following through with the resolutions. Most likely many innkeepers have resolved to make improvements at the bed & breakfast, to be more diligent in with their marketing efforts, or to spend more time on social media. If you were able to attend the PTLA InnTouch Conference back in November, you'll likely have a laundry list of ideas on how to capture more guests and keep them coming back. If you missed the InnTouch Conference here is a recap of the sessions:

The B&B Industry's Weaknesses, Strengths, Challenges and Opportunities - A Unique Perspective

No one gets to hear from all four corners of the B&B industry like PAII CEO, Jay Karen, does. In his daily pursuit to provide innkeepers with information and resources needed to run successful businesses, he is able to observe some of the best practices and hear about the unique challenges facing innkeepers. Attendees heard about some of the rising challenges faced by the B&B industry, never-before-seen kinds of opportunities for success-minded innkeepers, as well as a little commentary and opinion from the industry's out-front leader. Jay also provided an unvarnished look at what innkeepers are doing that are either hurting or helping not only their own businesses, but our entire industry.

Last year, Facebook brought in 1.84 BILLION DOLLARS. Would you like a piece of that?

Kim Walsh-Phillips of Inside-Out Creative showed attendees how to skyrocket their number of Facebook and Twitter followers and FourSquare checks-ins to drive sales. Kim covered how to change the way you use



social media sites, instantly increasing your page visits and followers; how to target the RIGHT people worthy of your time, energy and marketing efforts; and the secrets of the pros—how they got their pages to work for them and how it can work for you.

Pennsylvania Panel of Experts

Based on suggestions from innkeepers from across the state, we assembled a panel of experts consisting of Martin Ellis (Shumaker Williams, P.C.), Angela Thomas (Latsha Davis & McKenna, P.C) and Jeff Lau (Insurance Services United) to cover the topics you told us were most important for you. The panel answered questions pertaining to insurance issues, credit card and gift card policies, and the American's With Disabilities Act (ADA).

Roundtable Discussions

Nobody knows the business of innkeeping better than innkeepers themselves. During this session, time was set aside for the hot topics of the day. The room was divided into sections that discussed 1) Communication Issues with Guests; 2) Programs to Make Return Guests Feel Special; 3) Success with Mid-week and Business Travelers; and 4) How to Connect with your Local Farmers.

InnTouch Conference attendees were then invited to attend the last session of PTLA's Sales & Marketing Conference, which was being held at the Radisson Harrisburg Hotel at the same time.

The Rough Seas of The Travel Industry - Where we've been, where we're going, and what does it mean?

David W. Sheatsley, U.S. Travel Association, took attendees on a journey from the pre-recession highs to the post-recession travel environment and described what changes have taken place in travel patterns and the psyche of American travelers. Here's a hint... over half of U.S. adults still don't feel like the recession is actually over. What does this mean for domestic travel over the coming years and how do international visitors fit into the equation.

If you missed the conference because you were tied up with the B&B for Vets Program, we apologize for the collision of dates. We'll try not to let that happen again. You can visit the post-event site at <http://www.patourism.org/inntouch/> which includes presentations and handouts from the conference.

We would also like to say "Thank You" again to Insurance Services United for sponsoring this event!

Training Classes Now Offered Through PTLA

RAMP Training



February:	2nd	6 – 9 PM	Holiday Inn York
	15th	6 – 9 PM	Best Western Premier State College
March:	3rd	9 – NOON	Holiday Inn York
	4th	8 – 11 AM	Comfort Suites Bethlehem
	13th	7 – 10 PM	Location to be determined
	20th	7 – 10 PM	Location to be determined

For more information and to register visit www.patourism.org/ramp

ServSafe Training



February:	21st	8 AM – 5 PM	Best Western Premier State College
March:	5th	8 AM – 5 PM	Holiday Inn York
	12th	8 AM – 5 PM	Comfort Suites Bethlehem
	13th	8 AM – 5 PM	Location to be determined

For more information and to register visit www.patourism.org/servsafe

Join the Unique Lodging Committee

PTLA is always seeking volunteers to serve on the standing committees of the association to provide the PTLA staff with direction and guidance in the operation of the association.

The Unique Lodging Committee plans and coordinates special projects, educational seminars, and other activities for "unique lodging" members. It also recommends positions on legislative issues affecting innkeepers.

The Unique Lodging Committee meets 5 or 6 times each year at various locations throughout Pennsylvania, and there is almost always an option to join by conference call.

If you are interested in offering your talents and knowledge to help shape the future of your association by joining the Unique Lodging Committee, please contact Eric Adams at 717-232-8880 x104, or by e-mail at eadams@patourism.org.



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RECIPE CORNER...

Happy Apple Pancakes with Cinnamon Cream Syrup

- 1 1/2 cup flour
- 1/2 cup sugar
- 1 teaspoon baking soda
- 1 teaspoon salt
- 1/2 teaspoon cinnamon
- 3 cups grated apple (about 5 large)
- 2 1/2 cups light sour cream
- 2 eggs, slightly beaten
- 1 teaspoon apple liqueur (or apple cider)

Whisk together dry ingredients in large bowl. In another bowl combine remaining ingredients and mix well. Add to dry ingredients and stir until just blended. Preheat griddle; brush with canola oil. Pour a small serving spoonful for each pancake, bake 3 to 5 minutes, turn and bake other side. Makes about 25 small pancakes.

Cinnamon Cream Syrup

- 1 cup sugar
- 1/2 cup light corn syrup
- 1/4 cup water
- 1/2 teaspoon cinnamon
- 1/2 cup heavy cream

Combine everything but heavy cream. Bring to boil. Stir in heavy cream and keep warm until ready to serve.



Recipe provided by...

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