



AABBA MEMBERSHIP BENEFITS INCLUDE:

- **Expand Your Coverage To A National Market!** AABBA provides thousands of dollars in group marketing by advertising in travel publications such as the Alaska State Vacation Planner and Anchorage Convention and Visitor's Bureau (ACVB) Visitor's Guide
- **We Have a Highly Visible Listing and We Link to Your Website!** The AABBA web directory, with a link to your B&B web site, appears on the first page of most searches for accommodations in Anchorage. AABBA's web site is registered with major search engines as Yahoo and Google. The AABBA web site is maintained throughout the year with immediate addition of new member listings following completion of the membership process. Membership fees cover the cost of these important functions, all of which add to each member B&B's bottom line.
- **Access to Webervations!** As part of your membership dues you enjoy access to one of the finest online and secure reservations systems available to small businesses. Your availability is included on the AABBA website and guests can reserve your B&B 24-hours a day, seven days a week.
- **Reservation Hotline!** After annual training AABBA members may volunteer to answer the Hotline, which receives hundreds of calls over the course of the year. Members pay no commission for referrals from the Hotline.
- **Community Projects!** Members may participate in community projects such as the B&B Holiday event. Proceeds benefit selected local charities and give recognition to the B & B Industry
- **Member Referrals!** Networking opportunities with other B&B's at monthly meetings and social events creates additional income potential. The diversity of the Association membership offers an opportunity to network in small groups of B&B hosts who offer similar properties, rates and amenities or are in the same area of town.
- **Mentoring and Educational Opportunities!** Special educational opportunities offered to members during the year: Cooking classes, Marketing Seminar, First Aid & CPR Certification class.
- **Pooling Resources Stretches Advertising Dollars!** AABBA members receive discounts or receive commissions and complementary services from our Associate members. Associate members offer B&B supplies, web design and marketing, accounting and tax services. Familiarization tours are frequently offered as well. The Association organizes a Vendor Expo and potluck dinner in May which provides an opportunity for all Anchorage B&Bs to meet suppliers and tourism industry representatives who distribute rack cards for our guests.
- **A Unified Standards and Ethics Code Places You "One Step Up"!** The AABBA peer review program provides guidelines for professional operation of your B&B and quality assurance standards for safety and guest comfort. Experienced volunteer members conduct this free on-site inspection service to grant membership biannually thereafter. AABBA members have an additional benefit, since the Bed and Breakfast Association of Alaska recognizes our local Association peer review for their membership inspection requirement in lieu of their fee-based inspection.

TAKE ADVANTAGE OF THE MANY BENEFITS OFFERED BY MEMBERSHIP IN YOUR LOCAL PROFESSIONAL ORGANIZATION.



MEMBERSHIP COVER LETTER

Year _____

Please Print Clearly

PO Box 242623
Anchorage AK 99524-2623
www.Anchorage-bnb.com

Thank you for deciding to become a member of the Anchorage Alaska Bed and Breakfast Association.

Please fill out the enclosed forms and attach this cover sheet along with other required documents to your packet. Receipt of the completed packet by **January 15,** is necessary to meet the requirements for AABBA membership. Members in good standing will be included in computer marketing campaigns and Hotline Service. The AABBA website will contain members whose applications are on file by January 15. Thank you!

B&B Name _____

Owner's Name _____

Address _____

Website _____

Phone _____ Fax _____

E-Mail _____ Toll Free _____

REQUIRED FORMS:

- Membership Application
- Copy of current year Alaska State Business License (renewable via state website)
- Copy of current year Municipal B&B permit
- Copy of Insurance form showing current B&B liability coverage
- Copy of Bed Tax Registration Certificate
- Copy of current brochure or business card
- Completed Volunteer Form
- Completed Self-evaluation form
- Dues (\$225) Check # _____ Date _____
- A hotlink from your B&B website back to the AABBA website must be established.
The exact web address for the page where my link can be found is:

Any other questions may be directed to:

Sandra Penney, Membership Secretary, Calla House B&B

*Mail completed forms to
AABBA
P.O. Box 242623
Anchorage, AK 99524-2623*

Deadline: January 15

YOUR ROLE IN THE ANCHORAGE ALASKA BED AND BREAKFAST ASSOCIATION

The AABBA is a volunteer, non-profit organization of Bed & Breakfast owners who are committed to excellence in inn-keeping and to community service. Our members are dedicated, talented, and extremely busy B&B hosts. **An organization the size of the AABBA requires that all members donate their time and efforts.** Some tasks call for more time commitment than others. The Association needs the assistance of each and every member if it is to succeed and live up to its mission.

The committees listed below include activities that need your talents and participation. Please take the time to denote at least one committee and activity that you will work on as a member of AABBA. If you have a talent or strength not listed, please add it to the list. A committee member will contact you to inform you of the meeting times for the activities for which you have volunteered.

THANK YOU FOR COMMITTING YOUR TIME TO THE CONTINUED PROSPERITY OF THE AABBA AND TO THE BENEFITS OFFERED TO ALL MEMBERS.

NAME _____

B&B Name: _____

PHONE: _____

EMAIL: _____

MEMBERSHIP

- ~ Record keeping
- ~ Recruitment
- ~ Prepare membership manuals
- ~ Maintain membership database

PROGRAM

- ~ Plan monthly meetings
- ~ Assist with set up / clean up
- ~ Coordinate refreshments at meetings
- ~ Assist with special events

PEER REVIEW

- ~ Maintain files
- ~ On site inspections
- ~ Print certificates

COMMUNITY SERVICE

- ~ Network with community service organizations
- ~ Coordinate volunteer work
- ~ Assist with fund raising events
- ~ Bake goods for fund raisers

PUBLICITY

- ~ Newsletter writing
- ~ Marketing
- ~ Associate member recruitment
- ~ Publications
- ~ Public announcements

STANDARDS

- ~ Peer review policies
- ~ Complaint procedures

FINANCE

- ~ Annual budget
- ~ Audit records

EDUCATION

- ~ Plan workshops
- ~ Computer skills
- ~ Decorating
- ~ Landscaping
- ~ Cleaning techniques & supplies
- ~ Avoiding burn-out

SPECIAL EVENTS

- ~ Conferences
- ~ By-law review