

Newsletter

September arrived with unusually cool and foggy days for most of the San Francisco Bay Area. The Cooper's Hawks are back. The surf is growing, and some of the trees have begun to turn... signs of an early winter. But *that* means we can expect 6-8 weeks of Indian summer. Time to start planning your October and November getaways!

Headlines * Headlines * Headlines

- | | |
|--|---|
| ★ <u>New Facial Treatment at the Spa</u>
Warm Steam Facial Wrap with Mini Massage arrives | ★ <u>Best Deal in Town</u>
Our Mid-week Special Beats All the Rest |
| ★ <u>Satisfaction Survey</u>
Post-visit campaign ensures quality | ★ <u>Celebrate Wine & Mushrooms</u>
2005's Annual Fest runs Nov. 10th-15th |
| ★ <u>New Innkeepers</u>
Meet Ron & Margaret — Hospitality Experts | ★ <u>December Schedule</u>
Closing 12/5-25 for more projects |

New Facial Treatment Arrives at the Spa!

As promised in June — Warm Steam Facial Wrap with Mini Massage



Enjoy a delight for your face and upper body. Your 1½ hour treatment begins with a gentle skin cleansing. Next, an acupressure facial massage. Hot towels envelop your face throughout your treatment, steaming away stress and tension. While you're unwinding, your therapist will massage your hands, arms, neck and back.

Great for men, too!

Hospitality E-survey Helps Ensure Quality



A⁺



For us, *good* just isn't good enough.

We set out to define a new standard of quality and service for Bed & Breakfast Inns on the Mendocino Coast. And we won't be satisfied until we're certain we've reached our goal and can maintain it. On August 1st, we began inviting guests by e-mail to participate in a brief post-stay satisfaction survey. After a bit of a bumpy start — a computer glitch sent invitations to some guests who hadn't visited yet — we're happy to report early results show:

- 96% said The Elk Cove Inn & Spa *met or exceeded their expectations*.
- Regardless of where they were from, 81% said they were *very likely to return*
- 99% said they *would recommend the inn to others*.

The sample is still too small to start patting ourselves on the back, but we're very encouraged. Our greatest reward so far has come from the comments. Who couldn't be pleased to hear:

I've never stayed at a Bed and Breakfast before, and the people at Elk Cove Inn surpassed all of my expectations. They've changed the way in which I will continue to travel. They amazingly made me feel special, wanted, luxurious, and like family all in the same visit. Superb! Absolutely Superb!

Thank you to all who have participated so far. We hope you'll participate when you receive your invitation.

New Innkeepers Arrive to Make Your Stays Unforgettable

Please Welcome Ron Gratzinger and Margaret Sowers



Ron joins us as our new Operations Manager, from the Point Grace resort on the Turks and Caicos Islands. As a Manager, he helped the resort win numerous travel industry awards including Conde` Nast's *2004 Gold List* and Caribbean Travel and Life's *Best Small Luxury Hotel*. Ron also managed the Sediba Private Game Lodge in South Africa, and Pancho's Hotel & Frida's Lounge in Playa del Carmen, Mexico, where he went on to run The Blue Parrot, making it one of Newsweek's *Top Ten Clubs in Latin America*. Ron holds a B.A. in Business Administration from the University of Utah.

Our new Business Development Manager, originally from North Carolina, Margaret met Ron at Point Grace, where she was the Front Desk Manager and Events Coordinator. Her career includes executive positions in Marketing, Sales and Sales Training, where she won performance recognition awards and helped establish new sales records. Margaret attended the University of North Carolina at Chapel Hill.

Our Midweek Special is the Best Deal on the Coast

It's confirmed! No one offers a better value



Low Season rates begin November 1st, and our Midweek Special is back!

Sunday thru Thursday nights, after your first night at the regular rate, your additional nights are 50% off. The Special includes Thursday/Friday and Saturday/Sunday night stays, too. Add in our 10% first night discount for Return Guests and you have an unbeatable value.

Celebrate Dozens of Fabulous Edible Mushrooms

2005 Festival runs November 10th-15th



Over 20 types of choice edible wild mushrooms grow in our woods. Each year tens of tons of wild mushrooms are gathered here and shipped to fine restaurants and shops all over the world. Learn how to recognize the fabulous king bolete, the lovely chanterelle, black trumpets, shrimp rusulas, and dozens of others.

Mendocino County chefs are among the most enthusiastic prowlers of the woods in search of mushrooms. Learn traditional and exciting new recipe ideas, and sample some knock-your-rubber-boots-off mushroom dishes prepared by regional masters.

Winemaker Dinners hosted at our finest restaurants and tastings at Anderson Valley vineyards will introduce you to our wines and the passionate people who make them. Get a Mushroom Fest Winery Passport, and have it stamped when you visit tasting rooms. You can win a weekend getaway or other great prizes. The more stamps you collect, the better your chance of winning.

For details, please visit <http://www.gomendo.com/events/wineandmushroomfest>

December 2005 Schedule

Inn will close 12/5 – 12/25, for special projects



As we have done for the past two years, we will close after the first weekend of December, and reopen the day after Christmas, for the extended New Year's weekend. On the list of projects this year, are:

1. Complete remodel of the kitchen to support 'ZEBO's growth
2. New blue and white redecoration of the Surfsong cottage, originally scheduled for April (see Vol. 10)
3. New bedding, cushions, slipcovers and curtains for Seascape, in Tuscan hues of ochre and umber, to replace the Royal Roman purple and gold.

Don't forget! 'ZEBO will be open, serving a special menu for New Year's Eve!

Greatest Guest Stories



Inspired by your incredible spirituality and expression in our room journals, in light of the Hurricane Katrina disaster, we feel compelled to forego our seasonal story selection and use this space to extend our sorrow, prayers and hope to the thousands of victims along the Gulf — especially to those who had so little and have lost so much. We're no strangers to Mother Nature's occasional wrath — Winter's storm lashings, mudslides, wildfires and earthquakes remind us of her awesome power. But we cannot know what it must be like to suddenly find one's home and all earthly possessions gone. Gone. And perhaps with no opportunity or resources to return or rebuild. Our local lodging community has contributed desperately needed bedding, pillows and sheets.

We sincerely hope neither you nor anyone in your extended families have been hurt or affected. If any have, please accept our heartfelt sympathy, and please let us know how we can help. We'll publish your stories and hope that our family of loyal guests will reach out to help as well, in any way they can.

On behalf of the entire staff,

Proprietor