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Why I Became an Innkeeper

By Sheila O'Hearn

What a special breed innkeepers are! Their genuine interest in people, fabulous meals, all their little extras and touches that surprise and delight guests, the ability to create good times for those traveling – so much goes into preparing for a visitor's stay to ensure everything goes perfectly. We, at Inns, want to celebrate such respected hosts, paying homage, in particular, to those who, in this age of recession and layoffs, have left or were forced out of other businesses, to become consummate innkeepers. What made someone, whose occupation might have been that of a 007-spy, circus performer, or a myriad of other careers, leave it all behind to indulge the out-of-towner B&B style? Let's find out . . .



Selena Einwechter created lotteries around the world. She now welcomes guests from around the globe.

THE BED & BREAKFAST ON TIFFANY HILL

For some people – If you build it, they will come. For Selena Einwechter, Tiffany Hill B&B proprietor, if you dream it, they will come. Through the help of family, friends and her online fundraising site, Dreambuilders, in which 400 members pre-booked a room at Selena's B&B that she hadn't yet built, her dream was in the making. "It took a year to build and 25 years to develop it," she says. Selena had possessed the B&B bug ever since she went backpacking through Europe, savoring the comfort and cleanliness of an inn over a hostel. By pooling together her life savings and presales, and with unwavering determination, even after she was downsized from her years of service with Corporate America, she began construction on the B&B on June 6, 2008, and cut the ribbon on June 5, 2009. Only one short year ago, Selena's career consisted of setting up lotteries around the world. "I've gone from lottery dreams to 'suite' dreams," she quips. Besides endowed with a keen, creative financial mind, Selena's success is about hard work. "If I had advice for a person considering opening a B&B, I would say that you make a specific plan, save your money and try to apprentice at an existing B&B. I spent three years 'inn-sitting' and got a mentor."

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