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FOR IMMEDIATE RELEASE

Contact: Keith Kehlbeck
Executive Director
800.344.5244
keith@selectregistry.com
www.selectregistry.com

**BERRY MANOR INN
JOINS
PRESTIGIOUS INNKEEPING ASSOCIATION**

The *Berry Manor Inn* located in Rockland ME, was recently honored by admittance into Select Registry, Distinguished Inns of North America, the premier innkeeping association in the United States and Canada. Out of the thousands of inns in North America, only an elite few will be invited to join Select Registry this year. *Berry Manor Inn* joins more than 400 other exceptional properties that are already members of the Association.

Originally established in the Berkshire area of New England, the nonprofit organization is now headquartered in historic Marshall, Michigan. Member inns must meet the rigorous standards of a Quality Assurance program, and represent the most prestigious establishments of their type.

“*Berry Manor Inn*” exemplifies the high quality and service championed by this Association,” says Select Registry Executive Director Keith Kehlbeck. “Select Registry assures the traveler that each of its inns is regularly inspected. Our members share a high standard of excellence, and each of our country inns, luxury B&Bs, and unique small hotels has its own distinctive character.”

The owners of the *Berry Manor Inn* are Cheryl L. Michaelsen and Michael F. LaPosta, Jr.

[Insert copy about your inn]

To find out more about the *Berry Manor Inn*, call 1-207-596-7696 or visit it on the web at www.berrymanorinn.com. To search for other Select Registry inns, meet innkeepers, purchase gift certificates and much more, visit the Select Registry web site at www.selectregistry.com.

A LEGACY OF HOSPITALITY

Select Registry was founded in 1972 by Norman Simpson, “the father of country inn travel in America.” An offshoot of Simpson’s popular and pioneering book, *Country Inns and Back Roads*, the Association has provided unforgettable introductions to first class inns and B&Bs for more than thirty years. Credited with single-handedly founding an industry in America, Simpson brought together a select group of innkeepers dedicated to the principles of hospitality, quality, romance, and exceptional cuisine.

This year, Select Registry printed 350,000 copies of its guidebook, making it the largest publication of its kind in the industry.

STANDING OUT IN A CROWDED INDUSTRY

According to recent surveys, country inns, small hotels and B&Bs are more popular than ever. One online bed and breakfast web site identifies over 27,000 such properties in the U.S. and Canada. Reports have surfaced—including a recent *New York Times* article—that the industry has developed problems with quality control, pricing, and misrepresentation. “The field is becoming saturated,” states Kehlbeck, “which makes being selected for this prestigious organization so important to our members. It sets the Inn apart in the public’s mind. Our standards are very high for member inns, making for outstanding travel experiences for the general public.”

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