

FOR IMMEDIATE RELEASE  
*\*Photos Available Upon Request*

Contact: Byron or Donna Cain, (508) 896-3910  
[stay@brewsterbythesea.com](mailto:stay@brewsterbythesea.com)

### **Brewster by the Sea Inn & Spa's innkeepers share "Business of B&Bs" tips learned from running of the most acclaimed bed & breakfasts on Cape Cod**

Brewster, Massachusetts, September 2006 --- For Donna and Byron Cain, September 10, 2003 is a day they'll never forget. Excited – and nervous – that the day heralded the official opening of Brewster by the Sea, the couple had rigorously checked and rechecked every possible detail to assure the Inn was ready for guests.

Then Donna turned on the hot water tap in the kitchen sink. The faucet handle flew off and a seemingly unstoppable flow of hot water hit the ceiling. Byron rushed to the basement to shut off every valve in the basement. Minutes later, a guest informed Donna she had no hot water in her room. A trip to the Cains' soon-to-be-favorite store, True Value Hardware, eventually fixed the problem.

Byron recalls, "We never quite knew what level of stress we were under after that incident until the next morning when we woke up and realized that sixteen hungry stomachs were awaiting a virtuoso performance. Of course, every day since has been better and we've learned to handle the unexpected with an effortless grace we never knew we had."

The couple first fell in love with the idea of becoming innkeepers after numerous stays at quaint bed & breakfasts in Europe, where Donna did much of her work as a furniture buyer.

"We did a lot of traveling to Copenhagen and Milan, and discovered the most charming inns in the fjords," Donna remembers. "We kept marveling over the relaxed ambience, and how everything seemed so plush and yet fresh - Europeans hang up their coverlets in the sunshine. The idea of becoming innkeepers ourselves didn't go away."

Byron originally thought he would keep his career as a geophysicist and Donna would do the innkeeping. But meticulous research eventually convinced the Cains that it would be a full time job requiring two innkeepers. Today, both Donna and Byron bring their talents to the Brewster by the Sea. Donna does the decorating and cooking, and Byron handles repairs and maintenance. Both enjoy providing hospitality to their guests.

#### **Restoration efforts**

Because the Cains knew the happiness of their guests would ultimately depend on the innkeepers' own comfort and well being, the first restoration job was to refurbish their own private quarters. This took almost a month, and in the meantime, the Cains, their two dogs, one cat, and personal belongings lived in the partially completed basement.

Next projects included creating a top of the line kitchen, office, and personal breakfast room. During this process, the Cains discovered a 35-foot deep cistern in the middle of the house. It had been hand dug, probably over one hundred years ago.

Byron says, "At the time it was dug, half of it was in the house and half was outside. It led us to try and understand how the "Olde farmhouse" came to be and we have now been able to account for eleven distinct additions to the original Cape Cod house built in 1846. The cleverness and creativity of previous owners in putting these additions together is astounding."

The Cains take two months in the winter every year to update a room. The early spring gives the couple time to do such maintenance as resurfacing the beautiful mahogany decks, tending to the vegetable and perennial gardens, and making any needed repairs on the pool. This

year, the pool will have a heater to make daily exercise and swimming on the Cape possible without the crowds.

### **Location matters**

"The big realization for us is that, over time, your guest base will reflect your personality as well as the destination your B&B is located in. So, for Donna and I, being in the middle of a big city would be a bad fit," notes Byron.

Donna offers additional points to consider when choosing a location. "Make sure your B&B is found in a true destination area, such as skiing or beaches. Second, check that the area you choose allows this type of business. Finally, it seems that the traditional B&B guest prefers to travel shorter distances. Actually, this appears to be a growing travel trend in general. So, a fairly large population within a four hour drive is probably wise," she says.

The Cains both agree that Cape Cod, and Brewster in particular, was a perfect choice for them. The historical sea captain's town is a bit off the tourist radar, and one of the loveliest towns on the Cape. Today, the Inn is popular with guests who return again and again for its relaxed and romantic ambience, spa services, and gourmet breakfasts.

"We love all the seasons on Cape Cod – it's why Brewster by the Sea is open year round," says Byron. "The spring is a rebirth of passion to be outdoors in the gardens and sunlight. Summer is a magical time on the Cape and why so many visitors come to our area. The list is endless, walks on the beaches, sunsets, biking on our historic bike trails, art galleries, the National Seashore, the Brewster flats at low tide, kayaking on our fresh water lakes. Fall brings a new crispness to the air with the leaves turning into magnificent colors and then we have winter, a time to move indoors with fires and soups and good books to read."

### **Donna & Byron Cain's top tips for a successful B&B**

The Cains believe innkeepers must never lose sight of the fact that the business they are in is to help people become mentally and physically rested. The key is to do this in the most unobtrusive way possible by providing the right atmosphere. Here are the Cains' top tips for anyone considering the business of innkeeping.

- § Remember, it can be an around-the-clock job. The energy required is immense, so you must really love what you're doing
- § Love hospitality and understand all the roles you must play
- § Be a morning person
- § Know how to fix things
- § Enjoy cooking and invent "signature" items on your menu - like the "Brewster Sunrise," Donna's house blend of fresh orange and raspberry juices
- § Explore and experience the area your B&B is located in, so you can recommend activities and restaurants to guests – Byron often takes guests clam digging and kayaking
- § It helps to have a relaxed personality that doesn't get upset by unplanned circumstances
- § Be computer literate
- § Have an eye for design

§ Married couples make perfect innkeepers since each usually brings unique qualities to the guest's total experience

**About Brewster by the Sea Inn & Spa**

Located in the historic Sea Captain's town of Brewster, Massachusetts, Brewster by the Sea Inn & Spa is a haven for guests who seek a relaxed yet elegant ambience in the most comfortable of surroundings. Each of the Inn's eight rooms and suites is thoughtfully appointed with fine linens, soft bedding, and plush furnishings. Breakfast is a special, unhurried experience at the Inn that includes signature three-course menus and the "Brewster Sunrise" - a house blend of freshly squeezed orange, cranberry, and raspberry juices. Afternoon teatime is a daily ritual, and always includes fresh baked delights. Guests receive bed turndown service that includes a chocolate truffle and a spritz of lavender on their pillows. An outdoor swimming pool is open during the summer season and an outdoor jacuzzi is open year round.

Winner of the 2005 Cape Cod Travel Guide *Editor's Choice Award*, Brewster by the Sea offers a range of spa services, and often features unique events, such as "Murder Mystery Weekend," "Cooking Classes," and "Couples Massage & Fishing" and "Kayak" packages. For information on accommodations and current specials at Brewster by the Sea Inn & Spa, please visit [www.brewsterbythesea.com](http://www.brewsterbythesea.com) or call 1.800.392.3910.