

DECEMBER 2022

HOSPITALITY HOTLINE

Official Newsletter of the Ocean City
Hotel-Motel-Restaurant Association



Member Message

FROM EXECUTIVE DIRECTOR, SUSAN L. JONES

In this season of gratitude, I must give a shout of thanks to our members who participated in the recent Welcome Reception for MTC's Maryland Travel & Tourism Summit! Attendees of this annual statewide conference enjoyed a "Taste of OC" thanks to our loyal members generosity - check it out on page 4. This year's Summit was held in OC at the OC Fontainebleau Resort Hotel - kudos to Reggie, his banquet team and entire Fontainebleau crew for fabulous food & service!

Several excellent educational sessions offered a glimpse into the economy, travelers state of mind, the power of partnerships, and elevating employee engagement. Check out pages 8-15 for keynote speaker, Rachel Druckenmiller's Elevating Employee Engagement Toolkit. Miles Partnership reminded us that travel in the next few months will have travelers placing priority on budgets; so deals, promos & packages are important! We were also reminded that travelers are seeking fun, relaxation and happiness - we are surely in a good spot in that regard! Finally, word of mouth remains valuable source of info for travelers with digital/video as a great place to engage them, so create that beautiful content! Enjoy the Holiday Season everyone! 😊

Welcome New Members

ALLIED

All Safe Elevator Inspections

Eastern Shore Asphalt Sealers



Maryland
OFFICE OF TOURISM

HOME FOR THE HOLIDAYS

Generate holiday business by participating in OTD's holiday campaign. Deals will be posted on the State's tourism site:

VisitMaryland.org

To register your deal or discount, or promo contact Rich Gilbert at RGilbert@visitmaryland.org





Business Briefs

WORCESTER COUNTY WORKFORCE WORKSHOP RECAP

Kudos to the Worcester County Economic Development Team for bringing together several workforce entities for a recent workshop. Each presenter's contact information, presentations and the workshop recording are below.

MD Department of Labor – Alicia Dennis, Regional Business Solutions Consultant, alicia.dennis@maryland.gov, (443) 397-7023 (M)
Worcester County Public Schools – Dr. Brian Phillips, Coordinator of CTE, World Languages, Technology Education, Computer Science, and Professional Learning, BCPhillips@worcesterk12.org, (410) 632-5030 & Angela Paris, Coordinator of Instruction, ARParis@worcesterk12.org, (410) 632-5000

MD Department of Labor – Bob Zimberoff, Eastern Shore Apprenticeship Navigator, robert.zimberoff@maryland.gov, (410) 916-3342 (M)

Lower Shore Workforce Alliance / American Job Center – Mekia Cherone, American Job Center Navigator, mcherone@lswa.org, (410) 341-6010

Goodwill Industries of the Chesapeake – Natasha Douglas, Director of Participant Services, ndouglas@goodwillches.org, (410) 598-8163

MD Food Bank – Kerry Cleaver, Workforce Development Specialist, kcleaver@mdfoodbank.org, (443) 297-5440

MD Department of Commerce – Mindie Burgoyne, Sr. Business Development Representative, mindie.burgoyne@maryland.gov, (301) 648-2010

Wor-Wic Community College – Kristina Toadvine, Director of Continuing Education and Workforce Development Partnerships, ktoadvine@worwic.edu, (410) 334-2815

Lower Shore Workforce Alliance – Bob Hendricks, Business Services Manager, rhendricks@lswa.org, (443) 359-1013 (M)

Presentations of each resource can be found at this link:

[Workforce Workshop Link](#)

Workshop Recording: [You Tube Link](#)

TRAVEL INSIGHTS: YOUNG GENERATIONS' PRIORITIES & TRAVEL SOLUTIONS

I often review tourism studies and reports so I can remain on top of travel trends. BVK recently reviewed younger generations and the info is worth sharing. Five key takeaway areas: health, finance, environment, career balance and equity diversity & inclusion showed that a general theme throughout each area is that younger consumers make no distinction between brands and humanity. They hold companies accountable for action not rhetoric and routinely expect brands to treat both people and the planet with respect. Travel brands will need to be bold when it comes to their actions around creating welcoming, inclusive and sustainable travel experiences. Download the complete report here: [BVK Report](#)



The NRA partnered with the American Culinary Federation and produced "What's Hot 2023 Culinary Trends" by categories including: daypart menu section (appetizers, sides, desserts, etc.), alcohol and non-alcohol beverages, flavorings, global influences, industry macro-trends. Check it out at this link:

[2023 TRENDS](#)

TIPPED CREDIT ELIMINATED IN D.C.

Recently, D.C. voters said yes to Initiative 82 - this will phase out the tipped minimum wage by 2027. The rule requires business owners to raise service employees' wages from \$5.35 an hour to \$16.10 by 2027. If tips do not cover this hourly minimum, then businesses _ including restaurants _ will need to make up the difference in their paychecks. Washington, D.C. joins seven U.S. states that currently have eliminated the tip credit. More than likely, this will lead to staff reduction, menu price increases and fewer restaurant openings.



Hospitality Highlights

WARM WELCOMES

Just a couple of announcements this time - **Harrison Group Sales** has brought on **Debbie Hitchcock** as their newest Sales Manager, welcome Debbie! Allied Member **Becker Morgan Group** has announced **Brielle Wilkin** is their new Business Development and Marketing Manager, kudos to Brielle. **RevRoc** has promoted **Michele Sorill** to Area Revenue Manager, congrats to Michele! Baby announcements are always fun and **James Hospitality, Matt James** and wife **Allison**, have welcomed **Parker James** into their family. In other baby news - **Liz Walk Geiger** and husband **Andy** with **Harrison Group** gave birth to a baby girl - congrats to Liz & Andy!

SAD GOODBYE

Prayers and hugs of condolence to **OC Tourism's Kim Mueller** on the recent loss of her mother.

Member Mentions

WOR-WIC COMMUNITY COLLEGE

Wor- Wic is seeking Summer Scholars instructors who are hired either in a full-day or half-day schedules during one or more weeks of the 4 weeks the program runs during the summer (July 10-Aug 4, 2023). They serve grades 3-5 and 6-9 with Monday-Friday classes. Students are required to have school authorization (but no GPA requirement) to register for the program. It is focused on the gifted/talented population and STEAM focused. Instructional assistants are assigned to each class to help with supplies, bathroom breaks, and classroom management/project coordination. If you are interested, check out this link: [Wor-Wic Summer Scholars](#) or contact Kara Funkhouser at KFUNKHOUSER@WORWIC.EDU

MD FOOD WORKS

The Maryland Food Bank offers a complimentary culinary job training program, known as FoodWorks. This 12-week intense culinary training will allow participants to graduate with ServSafe accreditation and other culinary skills. If you have staff you'd like to register for the free program, contact Kerry Cleaver at kcleaver@mdfoodbank.org or 443-297-5440

CUSTOMER SERVICE & SALES CERTIFICATION

Goodwill and the National Federation have partnered to offer a customer service and sales training. This course is online and self-paced, and participants must pass an exam to receive certification. Contact JobReadiness@goodwillches.org or call 443-827-2736 for more info.



In case you missed the Ocean City Department of Tourism November newsletter, here is the link:

[OC Newsletter](#)

As always, it contains lots of info and reports that you will find useful!

DUNES MANOR ONLINE AUCTION FOR MS. CONNER'S CHARITIES CONTINUES

While the official auction is over, there are several items which may interest you!

- Lounge chairs
- Banquet Chairs
- Outdoor Side Tables
- Outdoor Lounge Chairs
- Outdoor Low Top Tables
- Outdoor High Top Tables
- Outdoor Chairs
- Outdoor Swivel Stools
- Teak Bench

Although the bidding is closed, you can still make a donation. The buyer can simply click Donations, enter the amount of the purchase, and complete the transaction. The buyer can also pay via check, payable to Dunes Manor Hotel or cash

Email Susan or miller@dunesmanor.com if you want to see pics!

**THANK YOU TO OUR MEMBERS FOR OFFERING A "TASTE OF OC" DURING THE MD TRAVEL & TOURISM SUMMIT
WELCOME RECEPTION AT SEACRETS**



SEACRETS

**SEACRETS
DISTILLING &
HOOP TEA**



PICKLES PUB



CAPTAIN'S TABLE



PIT-N-PUB



THE TAUSTIN GROUP



WORCESTER TECH



TOUCH OF ITALY



PAPI'S TACO JOINT



**REEF 118
CAROUSEL**

**TASTE EVENTS,
COMMON GROUND
HOSPITALITY
(HOOKED
TAILCHASERS)**

[ALL MTC PICS LINK](#)

49th Annual Trade Expo - Rapidly Approaching!

ALLIED MEMBERS

EXHIBIT SPACE IS SELLING FAST - GET YOURS BEFORE IT'S TOO LATE!



NETWORK
Largest hospitality gathering in the Mid-Atlantic. Use the power of face-to-face!

SHOWCASE
Display, demonstrate & discuss all you offer, all in two days. Put a face behind your brand!

CASUAL SELLING
Relaxed atmosphere of FUN makes selling easy! Come out of winter hibernation & kick off spring!

2023

SPRINGTRADEEXPO
Ocean City Hotel-Motel-Restaurant Association

FOR MORE INFORMATION
410.289.6733
inquire@ocvisitor.com

March 5 & 6, 2023
OCEAN CITY CONVENTION CENTER
OCEANCITYTRADEEXPO.COM

Inside Ocean City

Reaching millions of visitors
right in their room.



Be a part of 2023
Call NOW to get started
410-726-7334
InsideOCMD.com



Community Connections

 Believe In Tomorrow™ Children's Foundation



Believe in Santa Breakfast

**Sat, 12/10 • Residence Inn by Marriott
In Lobby Area (300 Seabay Lane – 61st St.)**

seating times
8:00am – 9:15am
9:15am – 10:30am
10:30am – 11:45am
11:45am – 1:00pm (if needed)

includes
HOT BREAKFAST
provided by Residence Inn Marriott
Childrens Crafts & Activities
Baked Goods • Raffles
Photos with Santa

tickets
(advance tickets recommended)

Over 10: \$18 advance, \$25 at door
Under 10: \$12 advance, \$15 at door
(includes FREE New Stuffed Animal!)
Under 3 eats FREE!

sponsorships available

General Sponsor \$500
Title Sponsor \$1,000

Note: Tickets that are part of a sponsorship package can be donated to local schools for kids to attend the breakfast.

**To purchase tickets or for more info,
call Wayne Littleton at 410.723.2842**



Proceeds to benefit Believe In Tomorrow Children's Foundation – Beach Respite Housing Program.

Your contributions help critically ill children & their families through their medical crisis by bringing them to the beach & making a positive, meaningful difference in their lives.

Believe In Tomorrow National Children's Foundation, Inc. is a 501(c)(3) non-profit organization. All contributions are tax-deductible to the fullest extent allowed by law.



ATLANTIC GENERAL HOSPITAL'S 29TH ANNUAL PENGUIN SWIM

SUNDAY JANUARY 1, 2023

FAMILY-FRIENDLY FUNDRAISER TO SUPPORT OUR COMMUNITY'S HEALTHCARE HEROES

\$25 REGISTRATION
PER PERSON ON OR
BEFORE DECEMBER 30.
\$30 REGISTRATION
PER PERSON
ON DECEMBER 31
AND JANUARY 1.

PARTICIPATE
AS AN INDIVIDUAL
OR PART OF A TEAM
IN CATEGORIES FOR
ADULTS, YOUTH,
FAMILIES,
BUSINESSES
& COMMUNITY
GROUPS

1ST 2ND & 3RD
PLACE TROPHIES
AWARDED TO
INDIVIDUALS
& TEAMS
WHO RAISE
THE MOST MONEY!



REGISTER
ON OR BEFORE
DECEMBER 10*
TO RECEIVE AN OFFICIAL
2023 AGH PENGUIN
SWIM SHORT-SLEEVE
T-SHIRT

*SHIRTS FOR
PARTICIPANTS
WHO REGISTER
AFTER DECEMBER 10
WILL BE AVAILABLE
WHILE SUPPLIES
LAST

PARTICIPANTS
WHO RAISE
\$100 OR MORE
ARE ALSO ELIGIBLE
TO RECEIVE
AN OFFICIAL 2023
AGH PENGUIN SWIM
LONG-SLEEVE T-SHIRT
WHILE SUPPLIES LAST

EVENT DETAILS ARE SUBJECT TO CHANGE. SCAN THE QR CODE FOR MORE INFO.

CHECK-IN & REGISTRATION
9:00AM - 11:30AM
THE SWIM IS AT 12:00PM



DON'T DELAY! REGISTER TODAY!
AGHPENGUINSWIM.ORG
OR SCAN THE QR CODE

UNABLE TO ATTEND? NO PROBLEM! PARTICIPATE IN THE CYBER SWIM!

REGISTER ONLINE THEN TAKE AN ICE-COLD DIP WHEREVER YOU ARE AND POST A PHOTO OR VIDEO ON SOCIAL MEDIA USING #OCPENGUINSWIM.



PRINCESS ROYALE
OCEANFRONT RESORT

PRINCESS ROYALE OCEANFRONT
91ST STREET & THE OCEAN
OCEAN CITY, MARYLAND

#OCPENGUINSWIM



THANK YOU TO OUR LEGACY SPONSOR
"THE EMPEROR PENGUIN"
BULL ON THE BEACH & CRAB ALLEY
FOR 29 CONSECUTIVE YEARS!



Crab Alley
ONE HOTEL, EIGHTH AVENUE & TOWERS DRIVE

FOR SPONSORSHIP OPPORTUNITIES, PLEASE CONTACT
LSPowell@atlanticgeneral.org OR 410-641-9671

ALL PROCEEDS BENEFIT ATLANTIC GENERAL HOSPITAL FOUNDATION. AGH IS A 501C3 ORGANIZATION, GIFTS ARE TAX-DEDUCTIBLE AS ALLOWED BY LAW.



ELEVATING
EMPLOYEE
ENGAGEMENT
TOOLKIT

UNMUTED
Rachel Druckenmiller

HI!

I'M RACHEL 😊



I'm Rachel Druckenmiller and welcome to the UNMUTED community!

I ignite organizations, leaders and teams to build resilience, engagement, confidence and connection as a keynote speaker, workshop facilitator and leadership trainer. I love what I do, and I'm glad you're here!

As you're getting to know yourself through this toolkit, I would love to get to know you, too!

Meeting new people and hearing their stories are two of my favorite things so I can't wait to hear from you. Click on the buttons below to connect with me on social media or via email! I personally respond to every email, DM and comment I receive.



rachel@unmutedlife.com



[Rachel Druckenmiller](#)



[@unmutedlife](#)



[@RachelDruckenmiller](#)

3 THINGS EMPLOYEES WANT FROM WORK

CAUSE

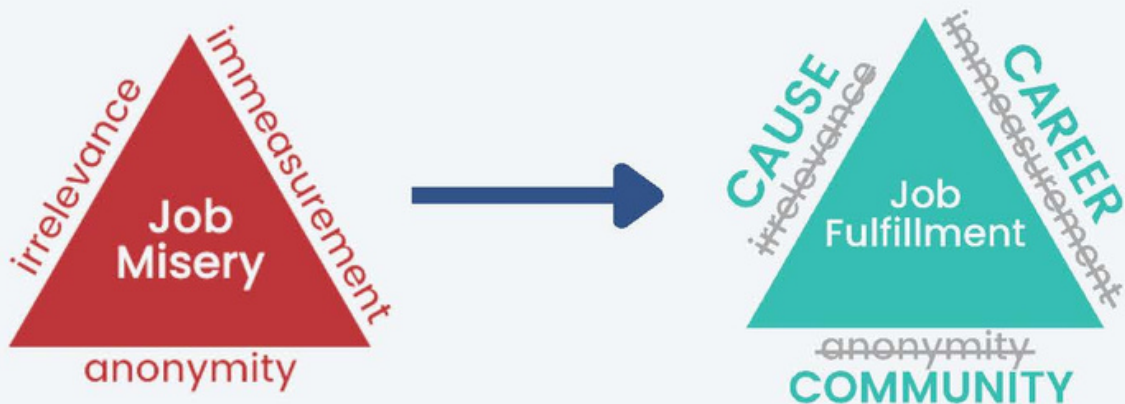
Employees who feel relevant, impactful and aligned with purpose and values are more likely to be fulfilled in their jobs.

COMMUNITY

Employees who feel seen, included, respected, cared about and appreciated are more likely to be fulfilled in their jobs.

CAREER

Employees who can use their strengths and have opportunities to learn, develop and experience autonomy are more likely to be fulfilled in their jobs.



14 PROMPTS TO ACTIVATE CURIOSITY & CLARITY

ASK YOURSELF AND OTHERS:

1. Who am I helping and why does it matter?
2. What am I doing well? What's working?
3. What is it about the work you do that is meaningful, purposeful or important to you? To those you serve? To the wider world?
4. What's a time you witnessed, received or created a "Be the Difference" moment at work?
5. How might we create more bucket-filling, "Be the Difference" moments for our staff?
6. What do we have to do to be the kind of company people would want to work for?
7. What else can we do to improve their quality of life or make it better or easier in some way?
8. What do you like most about working here?
9. What skills, talents or interests do you have that the company isn't using?
10. How can I best support you right now?
11. What professional growth opportunities would you like to have?
12. Is there anything you need to do your job better?
13. What kind of recognition do you want to receive that you're not currently getting?
14. If you could change one thing about your job, what would it be?

MY FAVORITE THINGS



Questions to ask your team to fill their bucket. Here are a few ideas to get started. Feel free to add your own!

1. What's your name?
2. How do you like your bucket filled? Publicly in front of a group or the team? Privately in a written note, an email, or one-on-one?
3. Where do you like to get a quick lunch?
4. What are a few of your favorite restaurants?
5. What is your favorite drink (cold and hot)? (Starbucks? Dunkin'?)
6. What is your favorite snack?
7. What is your favorite sweet treat?
8. What is your favorite color?
9. What is your favorite meal?
10. What are your hobbies / interests outside of work?
11. What are your favorite sports teams?
12. Are you allergic to anything in regard to foods, plants, scents, etc.?



SOCIAL MEDIA MARKETING FOR HOSPITALITY



12 Free Hospitality Training Courses

These courses are designed to prepare your workers for challenges that they'll face while working in the hospitality industry.

Stay On Top of Your Stay Interviews

Why the 'stay interview' is the next big trend of the Great Resignation

12 Questions to Ask During a Stay Interview

Why You Should Conduct Stay Interviews to Retain Top Talent

Hospitality TikTok Tips

A TikTok guide for Hospitality Venues

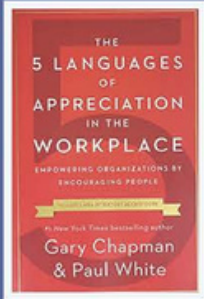
Hotels Crank Up TikTok Marketing in Pursuit of Authenticity-Seeking Guests

Why should Hotel Owners open a TikTok account?

TikTok Hotel Marketing: The Complete Guide



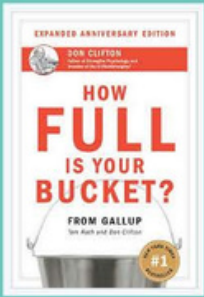
RACHEL'S READS



The 5 Languages of Appreciation in the Workplace: Empowering Organizations by Encouraging People *Gary Chapman & Paul White*

Bestselling author Patrick Lencioni takes on a topic that almost everyone can relate to: job misery. This book is filled with actionable advice you can put into effect immediately.

BUY

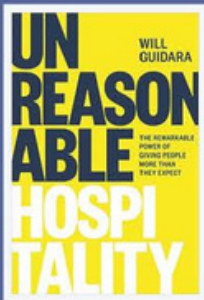


How Full Is Your Bucket?

Tom Rath & Don Clifton

Even the briefest interactions affect your relationships, productivity, health, and longevity. Organized around a simple metaphor of a dipper and a bucket, and grounded in 50 years of research, this book will show you how to greatly increase the positive moments in your work and your life.

BUY

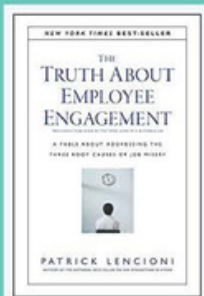


Unreasonable Hospitality: The Remarkable Power of Giving People More Than They Expect

Will Guidara

Featuring sparkling stories of his journey through restaurants, with the industry's most famous players like Daniel Boulud and Danny Meyer, Guidara urges us all to find the magic in what we do—for ourselves, the people we work with, and the people we serve.

BUY



The Truth About Employee Engagement: A Fable About Addressing the Three Root Causes of Job Misery *Patrick M. Lencioni*

Bestselling author Patrick Lencioni takes on a topic that almost everyone can relate to: job misery. This book is filled with actionable advice you can put into effect immediately.

BUY

