



December 2019

Hospitality Hotline

Connecting the industry through
Advocacy, Education and Partnerships

News from... THE BOARD OF DIRECTORS

Welcome New Allied Members
Chesapeake Smart Energy
Killer Coupon Book

Secretary of Commerce Visits OC
We recently met with Kelly Schulz, the State Secretary of Commerce to discuss business and we enjoyed a healthy exchange of information. She wants everyone to be aware of Maryland Business Express which is Maryland's new resource to plan, start, manage and grow your business. This fantastic site can be found at www.BusinessExpress.Maryland.Gov/RegionalResources

Town of OC Strategic Planning
Susan sat in on the tourism segment of the recent Mayor and Council strategic planning session and was happy to report discussions included hiring an OC Director of Economic Development and Sales. With the 10% increase in room supply, attracting additional visitors is key on our minds. Also discussed at this session was a sports complex. It was highlighted as a leading way to generate business. While a study is underway, it is obvious in our eyes that we are an ideal location and have the necessary infrastructure to support such a venture. We will continue to monitor and support these initiatives.

Overtime Wage Effective Jan 20
Recently, the Chamber held a Wage and Hour Law seminar which highlighted overtime info. The session was led by attorney Doug Desmarais and can be viewed at this link: [Wage & Hour Law prezco click here](#)

COURTNEY BLACKFORD -MD'S NEW TOURISM PROFESSIONAL



The annual Maryland Tourism Awards Ceremony highlighted the 39th Annual Maryland Tourism & Travel Summit, recently held at Rocky Gap Casino Resort. The summit is organized by the Maryland Tourism Coalition (MTC), and drew together hundreds of the state's top tourism industry professionals for the latest discussions on tourism trends and strategy for increasing visitation and spending in Maryland. Margot Amelia, formerly MD's Tourism Director and now at the National Aquarium won the Tourism Person of the Year. MTC also presented Courtney Blackford, Director of Sales at the Residence Inn with the New Tourism Professional of the Year, bestowed upon an individual whose spirit and commitment exemplify the ideal of our profession. **Kudos to you Courtney Blackford!!**

Several sessions provided great insight into the trends, economic forecast and one even gave fabulous ways to Master Your Memory! **Economist Anirban Basu** noted that we've had 11 years of growth and the economy may start to slow as consumer confidence sentiment is not rising and small businesses are getting nervous. He also noted that US residents traveling abroad had increased almost 4% and that there will be 24million Canadians traveling to the US by 2024 representing a 2% increase.

Dr. Bryan Williams shared tips for exceeding service expectations which included engaging employees to "work like you own the business" and how to encourage it, recognize it and celebrate it. When guests visit our business, they want an experience, so it is all about how we make them feel. As owners, we need to set the example and encourage a spirit of initiative within our teams. Encourage staff to begin their shifts by asking how and who they can "wow" today ~ make a list of potential ways to make guests feel welcome, needed and appreciated. The service we provide needs to be engaging and when we see our staff doing such, give them recognition ~ lift them up and provide peer accountability as the team can help nudge one another. Encourage staff to be the ambassador/representative of your business ~ there is no "they or them" it is we. For the complete presentation, click here: [WORK LIKE YOU OWN IT!](#)

Mastering Your Memory provided to be a super fun and useful presentation as Tyler Enslin shared tips for remembering names. He noted that the language of memory is in pictures and suggested to stop, clear our minds and listen to the name upon introduction of a new person. He added to repeat the name 2-3 times within the first interaction. The LOCI (location) method for remembering was shared and proved that it works! This is using visualization to quickly and efficiently recall info by associating the info with another odd thing in your location.

*Next years MD Tourism Summit dates are November 16-18 ~ mark your calendar!
The gallery of photos is at this link: [MTC Pics](#)*



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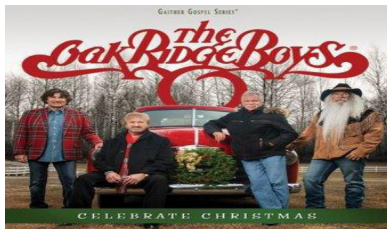
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Congrats to **Michael James of the Carousel Group** on the purchase of Cayman Suites, which leads to happy retirement for Cayman's **Mary Eastman!** Retirement is also in the cards for **Kevin Hughes from Sysco** - enjoy retirement Mary & Kevin - feel free to volunteer at Trade Expo! :) **Renee Seiden** has joined the team at **Real Hospitality Group** as Area Director of Sales. Another familiar face, **Karen Falk**, had joined **Susan G. Komen**. **Meg Laursiden and Don Cook** have landed at Johnson Controls.

Condolences

Condolences to **Albert Levy of Albertinos Brick Oven Eatery** on the loss of his mother.



Check out the Oak Ridge Boys as they take the stage in the Performing Arts Center on December 7th ~ tickets still available! Brian's Song will be presented on December 13th and Yakov Smirnoff Happily Ever After will be on December 28-29. www.ocmdperformingartscenter.com

RESULTS OF DINE UNITED STAY UNITED

Thank you so much for another successful year! On behalf of our United Way team we are happy to announce a preliminary total of \$53,153! So exciting! To celebrate a wonderful summer and our division winners we will be presenting awards and our final total at the January OCHMRA dinner, at the Clarion Fontainebleau Resort Hotel! We hope you can join us January 16th with cocktail hour starting at 6pm and dinner at 7pm!

The funds raised by Dine and Stay United this summer stay on the Shore and gives us the ability to support our community needs and serve our most vulnerable neighbors in need, our youth, our seniors and our veterans. Your commitment to our community is evident by your unwavering support of our United Way! Again thank you and congrats to our winners!

Division Winners: Dine United

- 0-100 - Poseidon's Pub
- 101-200 - Original Pool Bar
- 201-300 - Happy Jacks Pancake House
- 301-600 - Harrison's Harbor Watch
- 600+ Embers

Division Winners: Stay United

- 0-50 - Burgundy Inn
- 51-100 - Courtyard Marriott
- 101-200 - Commander Hotel
- 201+ - Francis Scott Key Family Resort





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REST EASY: Lodging industry trends

Tackling Human Trafficking in the Lodging Industry

The Maryland Hotel Lodging Association (MHLA) announced a new partnership with the Seattle-based nonprofit, Businesses Ending Slavery and Trafficking (BEST) to make human trafficking awareness training available to all MHLA's hotel members and their staffs, free of charge. BEST provides expertise in human trafficking prevention, and BEST's Inhospitable to Human Trafficking training, sponsored by AAHOA, helps hotel employees learn the indicators of human trafficking and how to safely report it to law enforcement. By partnering with BEST to offer this valuable training, the MHLA is helping their member hotels learn how to avert human trafficking at their properties.

Maryland's unique location contributes to making it a central location for human trafficking. Traffickers use Maryland's highways, especially Interstate-95, to transport victims to major East Coast cities such as New York, Baltimore, Philadelphia, and Washington, D.C. Interstate-95 runs through some of the state's most populated cities, making this highway a major corridor for human trafficking activity, according to the Maryland Human Trafficking Task Force.

Human trafficking networks often rely on legitimate businesses, such as hotels, to sustain their operations and infrastructure. Given the transient nature of the hotel industry, with its service-focused culture that respects guest privacy, hotels can be an appealing environment for human traffickers. Therefore, it is essential that hotel employees are trained in what to look for.

"Try to imagine having your freedom taken away, continuously living with the fear of violence, and being forced to work against your will. These are things that human trafficking victims often experience," explains

Mar Brettmann, PhD, Executive Director for BEST. "Our human trafficking awareness training helps hotel employees learn how to spot the warning signs when a guest is being trafficked, and to know how to safely report it."

BEST's Inhospitable to Human Trafficking training for hotel employees is a 30-minute, online, video-based training. The training is available in English or Spanish, and it has been proven to increase hotel employee reporting. Researchers from the University of Washington evaluated BEST's hotel training and found trained employees were more likely to come forward to report human trafficking incidents to their managers. Researchers also learned 96 percent of hotel employee participants believe the training made their hotel safer.

This new partnership will give more hotel and motel owners and managers across Maryland the opportunity to implement BEST's valuable anti-trafficking training at no cost to MHLA's members.

About Businesses Ending Slavery and Trafficking (BEST)
Businesses Ending Slavery and Trafficking (BEST) is a Seattle-based nonprofit organization with the mission to align and equip leaders to use the power of business to prevent human trafficking. BEST is the first organization in the country dedicated entirely to working with businesses to disrupt human trafficking. BEST has provided consultation and training to hundreds of businesses on how to prevent human trafficking. **For more information visit www.bestalliance.org.**



Join us on **Wednesday, December 4th** at 8:30am at the **Carousel Resort Hotel** for the EDC meeting. Erica Joseph of the Community Foundation of the Eastern Shore will be the guest speaker. Ms. Joseph will be discussing a study on "The Impact of the Nonprofit Sector on Maryland's Lower Eastern Shore".
RSVP to Lindy.Kosydar@CarouselHotel.com

Starting the Conversation ~ Mental Wellness Learning Session a Success!

A recent suicide in our seaside community tragically brought the fact that suicide is real. The OCHMRA has joined hands with the Jesse Klump Suicide Awareness & Prevention Program to spread the message that we all need to start the conversation. Suicide is preventable and mental health care is crucial and available. There are warning signs of extreme mental health issues, recognizable to anyone who knows what to look for. We can all take steps to prevent a suicide and bring a modicum of peace to someone who is struggling. Lots of us know CPR - suicide prevention is similar. You don't have to be a psychiatrist to keep someone safe until trained mental health professionals can step in.

Here are the notes from our Mental Wellness Learning Session

Suicide prevention may be a matter of a caring person with right knowledge being available in the right place at the right time. **YOU COULD BE THAT PERSON!**

Do's & Don'ts:

Do - care, pay attention, notice, listen listen listen and avoid accusing/judging, know your limits, remove access to means of guns firearms ropes hoses knotted cords shoe laces knives medicine, connect with professional help & always take suicide seriously.

Don't - promise to keep the secret, tell a person not to feel that way, punish a person for telling you, express tough love, say this is the best time of life or you won't care about this in 20 years & don't leave the person alone.

What Can Be Done to Help

Stress Self Care, Encourage Positivity, Learn Warning Signs & Risk Factors, Talk About It – Reduce the Stigma, Get Professional Help when Needed

Self Care & Positivity

Smile more it feels good & helps others to feel good, Encourage co-workers in conversation, Notice changes in co-workers behavior, Help out those who feel stressed, Take time to breathe deeply, Post positive messages around the work space, Notice when someone does a good job and compliment rather than criticize, Don't be afraid if you feel overwhelmed, Stretch & yoga, Play music, Seek out monthly self care activity

We always make sure our guests are happy-need to make our staff happy – think of them as your “internal guests”

- Developing happy employees leads to happy customers. This may sound good – but, how do you build such culture.
- Begin with rethinking how you view mental illness --- think of it just as you would physical illness – when there is a physical illness, someone coughing, etc, it is openly discussed ---
- We can also change how we phrase mental illness --- start calling it mental wellness – just like physical ailment, find out the mental side - how someone is feeling.
- Think about conducting “Wellness Checks” – train supervisors and/or yourselves to regularly check in with employees.
- Humans by nature want to feel needed, wanted and loved. It is when they feel this way their self-esteem grows stronger and we become part of a team.
- Our industry provides a path of flexibility – need part-time, pick up hours, etc, restaurants offer this and upward mobility – start as a dishwasher or housekeeper, work hard and move up.
- Working hard may not have been instilled in the younger folks, so you can help shape that --
- For example --during a “wellness check” – assign tasks, duties – discuss responsibilities – completing tasks and being told “good job or thank you” goes a long way in motivating people to perform. By giving specific tasks & holding them accountable, you are creating a better stronger version of that employee.
- Also, teach coping skills – pass along positive inspirational messaging, discuss eating well and exercising – perhaps rather than an after work shift drink, go for a walk on the boardwalk or out for coffee.

8 Effortless Ways to Make Kindness Part of Every Day

- Decide to be kind. Each morning, tell yourself that you will focus on being kind. ...
- Increase your awareness. Start noticing kindness; it's all around you, if you just look for it. ...
- Be appreciative. ...
- Look for opportunities to be kind. ...
- Smile. ...
- Be kind to yourself. ...
- Be kind to the people closest to you. ...
- Keep a kindness journal.



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November Dinner Meeting



MD Tourism, Film & Arts Director Liz Fitzsimmons joined by Killer Coupon Book Chris Rimmell and Michelle Torres of Phillips Seafood Restaurants



Princess Royale's Culinary Team with leader Brent Creeger on left chatting with Sysco's new addition Lindsay Insignia who is replacing retiring Kevin Hughes and Delegate Wayne Hartman

To view photos by KRR Photography - go to OCHMRA Flickr page



Bank of OC's Petronela Whitman, Sally Kneavel Clarion, Renee Seiden RHG, Danielle Rickett Bluewater, Ashley Rodriguez Johnson Courtyard, Alexandra Marginean Princess, Danielle Bellante Commander and Caroline Phillips United Way



Princess Royale's Mike Foelber joined by Phillip Cheung of CG Accounting Group



The Ladies who help Gary Leach at Centerplate shine ~ Leah Wallace and Alina Mellinger!