



Hospitality Hotline

Connecting the industry through
Advocacy, Education and Partnerships

News from... THE BOARD OF DIRECTORS

Welcome New Members
Allied
CBS Radio
OC Floor Gallery

LongerSummerNow.com

We are working with the Greater OC Chamber and tourism stakeholders from around the State on this exciting initiative and partnership—Marylanders for a Longer Summer!

A post Labor Day school start statewide would provide a tremendous boost to our tourism based economy, while allowing families more time to spend together those last few precious days of summer....MGH has worked very hard to pull this together. We need your support- please visit <http://longersummersnow.com/>. Let your voice be heard in Annapolis!

MD Tourism Day

On Friday, February 26th, join tourism industry professionals from across the state as they meet with legislators and share stories about their businesses and the impact they have on Maryland's economy. This is a legislative advocacy event & we need your participation! The event will be held in Annapolis at the Miller Senate Office Building. For complete info, visit mdtourism.org

FeBREWary

The MD Office of Tourism designated February as Craft Lovers month and many exciting events and packages have been planned. LoveonTap takes place on February 20th at Seacrets. Be sure to check out ShoreCraftBeer.com for the latest info on all things craft beer.

FEATURED KEYNOTE SPEAKER



Bryan Voltaggio has become one of the most recognized and influential chefs in contemporary American cooking. Starting with VOLT—his flagship, seasonally driven restaurant in his hometown of Frederick, MD—Voltaggio has delivered an electric shock of culinary innovation to the Chesapeake region, which he loves for its rich culinary history and access to high-quality ingredients.

The chef's passion for cooking was already cemented at a young age, having grown up in an Italian-American family. He served as sous chef and executive chef at two regional hotel restaurants by the age of 20. Aware of his need for more formal training, he attended the Culinary Institute of America in Hyde Park, NY, during which time
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(cont.)

he also cooked at the highly acclaimed Hamilton Inn in nearby Millerton. He ascended to the top of the fine-dining world during a nine-year run as executive under Charlie Palmer at Charlie Palmer Steak in Washington, D.C

Voltaggio has been a finalist on Bravo's "Top Chef," as well as "Top Chef Masters"—the first contestant to compete on both shows—during which he raised funds for Share Our Strength, a charity he avidly supports throughout the year. The James Beard Foundation Award recognized VOLT in 2009 as a finalist for "Best New Restaurant." In 2011,

Voltaggio and his brother, Michael Voltaggio of L.A.'s INK, co-authored the cookbook, Volt.INK; his second cookbook, HOME, was recently released. Recently, it was announced that the Voltaggio brothers are collaborating on an upcoming steakhouse concept for the MGM Casino in National Harbor. **You can watch Voltaggio cook up a recipe from HOME during the OCHMRA Trade Expo on Sunday, March 6th at noon in the Culinary Showcase Corner.** Cookbooks will be on sale and a meet and greet is planned for immediately following his cooking demo.

SPRING TRADE EXPO EDUCATIONAL SESSIONS

SEMINAR ROOM ~ Room 210 Second Level

The OCHMRA Trade Expo is more than just a trade show; it is a complete learning experience for improving business. "Industry experts have been lined up to help attendees gain a little extra knowledge to improve their operations," stated Executive Director, Susan L. Jones. Online giant, TripAdvisor will deliver a session on how to win guests and grow business, while Comcast Spotlight will delve into behavioral targeting and online conversions during their session "Using Digital Video to Find New Customers." The Comcast Spotlight session will teach attendees how to find their target audience, deliver their message and track users as they convert into customers. They will also learn how a behaviorally targeted video ad campaign can be both effective and efficient in converting digital leads.

Other sessions include Cohn Reznick, who will discuss making the restaurant season more fun and profitable. During his session "Service and Social Media," attendees will explore the ten most important questions a service team must ask to help improve your service, increase sales and create a social media buzz to get people into a restaurant. Cohn Reznick will also deliver, "Getting Customers to Return – Regularly," where attendees will learn the ten most powerful ways you can maximize your in-season throughput. In other words, how to get customers in, make them happy, get them out quickly and make them want to come back.

The equally entertaining and informative economist, Anirban Basu, has been scheduled to appear prior to the show floor opening. **Basu, Chairman & CEO of Sage Policy Group, Inc., will deliver his message on**



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Monday, March 7th at 10am in Room 208. Recently, Maryland Governor Larry Hogan appointed Basu as Chair of the Maryland Economic Development Commission. His presentation will provide a detailed, data-driven update of the performance of the global, national, and relevant regional economy. Special attention will be given to key aspects of economic life, including trends characterizing financial, real estate, energy, and labor markets. Anirban Basu is the Maryland Tourism Coalition's favorite economic prognosticator and comic.

DOCKSIDE'S RED, WHITE & BREW CULINARY STAGE

For those restaurateurs who are ready to grow profits and support a local movement, more than 30 craft breweries, from throughout Maryland, DC and lower Delaware will be featured in the Dockside Hall. Learn from these breweries how to implement a craft beer beverage program as Brewmasters will be on hand to discuss all the aspects of their craft.

ShoreCraftBeer.com and the MD Brewer's Association have partnered to deliver, "Taste This...How Craft Beer will Attract More Customers with More Money." During this discussion, industry veterans will share their insight and offer helpful tips. A food and wine pairing discussion and demonstration is also planned and will be led by Chef, instructor and business owner, Tony Hiligoss. Additionally, he'll teach how to make your own wine. In 2012, Hilligoss was inducted into the American Academy of Chefs® (AAC®), the honor society of the American Culinary Federation. Tony and his wife own Brews Up, a new supply store offering beer and wine making classes.



Ocean 98 and the OCHMRA teamed up to develop their newest contest, In Your Face Trivia Challenge. This bracket elimination will take place on Monday, March 7, beginning at 1pm and is sure to test participants hospitality knowledge. Details are still being finalized at press time, so be sure to check out the Expo website, www.oceancitytradeexpo.com or listen to Ocean 98.1 for details.

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~~ New Products ~~

Everything to make your business run more efficient, faster, cleaner, better and tastier will soon be found in Ocean City. One of those new products brought back is Yuengling ice cream bars. "This product was first created during prohibition when they couldn't make beer, they made ice cream," stated George Swayngim of George's Ice Cream. Many new hand-dipped flavors will be on display at the Hershey Ice Cream booth, including salted caramel cookies and cream. Bar Controls of North America will showcase their draft beer monitor which counts ounces of beer by brand and reports them to your PC! A new energy drink hits the market as Cannabis Energy Drink makes its debut at the Expo.

Hotels and resorts are "customer centric" businesses. With guests demanding the best service available, hotels and resorts need more efficient ways of meeting those demands. New exhibitor, SYSCALL will feature a complete and reliable Wireless on-site messaging system.

Latte art will again be created by a local barista and can be viewed in Eastern Shore Coffee & Water's booth 228-229 on the lower level in Exhibit Hall A/B. Latte artist, Andrew Wackett noted, "it requires both a perfect shot of espresso, as well as perfectly steamed milk, both of which are very difficult to achieve. My favorite design to make is the design that was the most difficult for me personally, the tulip." Demonstrations will be showcased at 11:30, 1:30 and 3:30pm on Sunday and 11:30 and 1:30pm on Monday.

The Expo is only open to hospitality professionals; therefore to attend, guests must be in the lodging or dining business, a liquor store, convenience store, cafeteria, nursing home, hospital or school, etc.

Free pre-registration is available until February 26th, after that, you may register on-site for \$15pp with proof of being in the industry: business license, business card, names on letterhead. We are no longer accepting pay stubs. For more information, and to register, check out www.oceancitytradeexpo.com or call 1-800-626-2326, ext 2.



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BOARD MEMBER SPOTLIGHT: *Bill Salvatore*



Bill Salvatore, a native Marylander and the son of an Italian immigrant, was raised with the entrepreneurial spirit which has guided and driven his entire life. When his family sold their grocery store and bought the Eden Roc Motel, in Ocean City, Bill was able to spend my summers in Ocean City working at the motel and as a waiter at Phillip's Crab House. In 1973, upon graduation from Univ of MD School of Pharmacy, Bill opened the Fenwick Pharmacy. In 1980, Bill married fellow pharmacist, Patti, and soon after, they had son Steve. About this time, his parents retired and sold the motel to Bill and Patti. Knowing the motel business was seasonal, and that doing both would provide a great life, they became motel owners. Sadly, Patti was killed in an accident in 1982, and Bill badly injured and raising a 9 month old alone. However, having Steven gave Bill purpose and motivation. In 1987, Bill built a 12-unit efficiency building directly on the boardwalk, behind the Eden Roc. Steven excelled and is now a Renal Pathologist at New York Presbyterian Hospital in New York City.

Bill found love again and married to Debbie Larson-Salvatore which has created a rather interesting life. Debbie has worked for the Federal Government for over 20 years and doesn't want to fully retire, yet, so the weekend romance has become the norm as Bill said, "this marriage could last a long time!"

Bill served as President of the HMRA in '87-88, is a past Director of the Atlantic Methodist Church, past Director of the OC Chamber and is Chairman of the OC Board of Adjustments and Appeals of the Int'l Building Code, and not to be left out, an Eagle Scout!

Bill is basically retired from the business and during his free time he enjoys playing golf, hunting and fishing and certainly cooking and eating. He's trying to learn Italian but he has a ways to go!



Congrats to **Lisa Mannon**, who is now Director of Sales at **Fenwick Inn. Carousel Group** has added **Tidelands Caribbean** to their group of hotels. Congrats to **Dan LeMay**, who is the new General Manager at **Paradise Plaza**. Congratualtions to **Kim & Brad Gillis, Becker Morgan & Sperry Van Ness** respectively, on the birth of their son Beau, who joins the family with brother Jackson. Congrats to OC native, **Tara Nunan**, who was promoted to General Manager at **Harrison Hall & Michelle Miller** promoted to General Manager at **Quality Inn 54th Street**. Congratulations to **Mark Elman, Clarion Resort Fontainebleau**, who was selected to join the Board of Directors for the **MD Hotel & Lodging Association**.



Condolences to **Troy Purnell, ocmotels.com**, on the loss of his mother, **Nancy Brown**. Condolences also to **Therese "Shou" Goldberg, Bull on the Beach**, on the loss of her father.



Beer Talk & Tasting: Beer & Cheese Pairings: February 3, 4:30 - 6:30, Clarion Resort Fontainebleau
Chesapeake Martial Arts Tournament Team Fundraiser: February 15, 2-5 pm, Planet Maze
Shore Craft Beer Fest: February 20, Seacrets
Re-live Rock & Roll History Bill Haley: Saturday, March 26, 7:30 PM, Ocean City Performing Arts Center



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January Dinner Meeting

[Click here for all the pictures!](#)



Alane Emerson, Tanger Outlets, Tom Quinn, Dunes Manor, Terrin Reinhart, Tanger Outlets



Kerry Collins, Tom Collins, Fred Cross, & Jackie Olson, Maryland State Firemen's Association



Kim Wootteon, Doug Dominguez & Cristina Pinteá, Grand Hotel & Spa



Kevin Andrade, Anya Trapnell, Briana Mattern & Cole Taustin, Embers/Blu



Norma Dobrowolski, Ocean City CVB Tour & Travel, Suzy Taylor, Ayers Creek Adventures, Jennifer Antonelli, Comcast Spotlight, Justin Noble, Mercantile Processing Inc.