



Hospitality Hotline

Connecting the industry through
Advocacy, Education and Partnerships

Feb-March 2017

News from... THE BOARD OF DIRECTORS Tourism Economics Report

The State has released it's annual report detailing visitor spending, employment and earnings generated by spending and travel-generated tax receipts at the State and local levels. You can find the Worcester County and Ocean City info on pages 110-112 and 116-118.

Tourism Day

On Friday, March 3rd, 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.

Terrorism Awareness Session March 22

We have partnered with the OCPD to host a Community Terrorism Awareness Session where we will have a Task Force Officer from the FBI Joint Terrorism Task Force present. They will discuss various awareness related topics which include: Potential Indicators of Terrorist Activities Related to Hotels and Motels; Terror Attacks against Bars, Restaurants and Niteclubs; The Importance of Public and Private Sector Partnership in the Homeland; Homegrown Terrorism Awareness & The Lone Wolf Offender. This session will be held on **March 22nd** in the newly renovated Fenwick Inn beginning at 9:30am. To RSVP, call 410-289-6733 or inquire@ocvisitor.com

FEATURED KEYNOTE SPEAKER

Designed with the hospitality industry in mind, the 43rd Annual Ocean City Spring Trade Expo continues to develop educational sessions which will enhance your experience and spark your vision. Expo organizer Susan Jones notes, "Hospitality businesses cannot survive on food or rooms alone; staff is an integral part to their success. Therefore, during the Expo, several sessions will deliver applicable lessons and best practices to help owners achieve success."



Headlining these educational sessions will be Foodservice Monthly columnist, Bob Brown. Bob Brown is an industry expert, author, and seminar leader, trainer and keynote speaker. Bob's passion, humor and high content presentations have inspired executives, managers and front line employees in over 20 countries for over 20 years. His strategies, tools and techniques have been incorporated into the cultures of industry leaders that include Marriott, Disney, Waldorf Astoria, Hilton, Jumeriah, Nordstrom, Ritz Carlton, Viceroy, Morton's of Chicago, Olive Garden and Red Lobster.

(cont.)

WHAT'S IN YOUR HOTEL ROOM?

- DONUT SHOP
- COLOMBIAN
- GUATEMALAN FRENCH ROAST
- DECAF

Offering single serve, Coffee Ecups,
4-Cup In-room & Equipment

Packages

Also Ask us about our lobby
programs



CONTACT US AT 410-749-4494



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Bob's first session will be on Sunday, March 5th at 1:30pm in Seminar Room 208 where he will present, **"Turn Your Staff into Sales Superstars – How to Not Leave \$\$ on the Table – 8 Keys to Dining Sales Success"** The target audience will be Foodies - Owners, Managers and Supervisors. Bob will explore these angles; how much money are you leaving on the table with robotic order takers? During this program, learn 8 steps to help move your staff to star status by helping them break the yes/no habit, giving them guided tours of your products, upsell without being pushy while enhancing the guest experience. Bob has shared these techniques during his sessions with Disney, Marriott, Ritz-Carlton, Red Lobster and Olive Garden.

His insight and teaching will continue and Monday, March 6th at 10:00 am (prior to show opening) where he'll present **"Service Excellence for Lifetime Loyalty – How to Handle Today's Demanding Customer."**

This target audience is Owners, Managers, Supervisors and Front of the line employees. In today's review driven, word-of-mouth marketing travel world,

learn how you can win over customers through 5 proven steps to give your business the service edge. We will examine the process of creating a winning service culture while learning how to turn dissatisfied customers into some of your most loyal advocates and in turn, helping your reviews.

Bob's tactical practical approach helps restaurants, hotels, nightclubs, casinos and other business interested in improving their customer service to increase sales, improve market position, improve leadership skills and boost employee morale and retention. Bob's high content, inspirational presentations are packed with proven takeaways. He is a top rated keynote speaker at restaurant and hotel GM conferences, state and national association meetings in the US and abroad. *He's been rated #1 four of the five times he's spoken at the National Restaurant Association Show in Chicago.* Bob is the author of the best-selling Little Brown Book of Restaurant Success selling over 100,000 copies worldwide and is frequently quoted in the Wall Street Journal, the New York Times and the Washington Post.

SPRING TRADE EXPO EDUCATIONAL SESSIONS

SEMINAR ROOM ~ Room 210 Second Level

Sunday, March 5th - 3:30pm &

Monday, March 6th - 2:30pm

From Boss to Coach:

Turning Great Managers into Great Coaches

*Presented by Leslie Sheldon & Phil Monetti of
The Integrity Team*

Success in management isn't based solely on following a set of mechanical, process-driven rules. It begins within the head and heart of the person. This session focuses on shifting managers' coaching mindset from that of a "mistake catcher" and "problem solver" to a coaching leader capable of instilling confidence, a sense of ownership, and fully realized potential in the people they manage. In this seminar attendees will

learn a practical roadmap for building a coaching culture that unleashes inner potential and drives results from people of all ages and experiences. Attendees will leave with the recognition that effective coaching is a developmental process that equips managers with knowledge, skills, attitudes and beliefs to improve performance and develop people of all ages and backgrounds to their highest potential. We will discuss the "Law of Limited Performance" and how to overcome its negative consequences. We will explore the reasons why some managers are reluctant to coach, but share a simple, practical roadmap for building a coaching culture that unleashes inner potential and drives results from people of all ages and experiences.



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Sunday, March 5th - 1:00pm

Monetizing WiFi

Presented by AdTran

Wi-Fi is now the preferred method of access to the network. More and more applications are moving to the cloud. Consumers are demanding always on, anywhere wireless internet access and they are expecting it for free. This possesses a significant challenge for owners who were, not that long ago, able to charge for Wi-Fi internet access in public venues and share in the revenue. Particularly for the owner, what was once a source of revenue has now become a cost. So what are the options for monetizing Wi-Fi without a direct exchange of money?

Sunday, March 5th - 2:30pm

Tracking Security Personnel in Real Time and Reporting

Presented by Delmarva Two-Way Radio

PD41X Patrol System is a guard tour solution to provide real-time tracking management. It's composed of a Patrol Radio, Receiving Station, Patrol Checkpoint

and Patrol Software. It allows an operator to monitor the real-time tour guard because the patrol data is sent to the receiving station connected to PC (Patrol Software w/Location Mapping). Learn about this latest technology so you can better manage your property!

Monday, March 6th - 12:00pm

Helpful tips on how to avoid employment wage violations

Join the Maryland Department of Labor, Licensing and Regulation as they guide you through some of the Maryland minimum wage and overtime laws.

Monday, March 6th - 1:00pm

Revenue Management – The Basics and Beyond

Presented by InnQuest

A detailed review of best practices and use of roomMaster's innovative Revenue Management Tools and Interfaces to help your property increase REVPAR!

...New Products Galore...

New products and the latest innovations are always a highlight of tradeshow and rest assured, you'll find many of these at the Ocean City Trade Expo. **MXH Hospitality** will showcase RoomCast™ which allows today's guests to watch TV the way they want to using their mobile devices and apps like Netflix, YouTube, and Pandora. Also featured, will be their GIZGO HUB which contains a charging hub with 8 portable chargers. The chargers have integrated iPhone and Android lightning cables, so your customers can charge their smartphones at their table. Both the charging hub and the chargers are brandable and are the perfect solution to increase customers staying time, in turn, increasing sales. New exhibitor **Micros Synapse** will unveil their POS System and digital menu boards for the restaurant industry. Showcasing an all-in-one

restaurant management software, **SynergySuite** will demonstrate their cloud platform managing the entire back office; from inventory management and controlling your supply chain end-to-end, to business intelligence, food safety and employee scheduling. **Essential Systems Solutions** announces partnership with MobileBytes, an EMV capable iPad POS technology company. Partnering with MobileBytes will give ESS the unique opportunity to offer a full featured, cloud based, POS system for iPad. The high quality MobileBytes solution is designed for a variety of food & beverage environments.

Living Canopies, developed by a University of Maryland professor and students, is set to be one of the most unique products shown. The product grows plant panels so that customers will have full canopies



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for shade when the al fresco dining season begins in the spring. The patent pending, self-watering system keeps the canopy looking great all season long. Because the Living Umbrella allows air to pass through its leafy canopy, unpredictable weather will not blow it down or break it, so there is no worry about the living umbrella being out in a storm. **Rooftop General Contractors** will unveil their new rooftop grease containment system which collects grease from the exhaust fan on the roof. This product will help keep grease out of drains and out of the bay!

Pioneer Concepts, Robert Wyne is an honest, hard-working entrepreneur, inventor and restaurateur who was born in Maryland and with his wife Rose has served over 55,000 guests at their award-winning restaurant On the Bay Seafood. Anyone from Maryland knows that crabs have a certain odor, so Rob was determined to develop a solution. Using the restaurant as a "test-pad" for some of his products, he ultimately is first in line to be the first customer/buyer of his own products. He was involved in the development of a unique product line called DumpsterCure. This odor absorbing granule helps to eliminate odors, flies and germs while fragancing. This product line is now being manufactured by Uni-Kem Chemicals. Rob has also been working extensively on bringing this great, commercial product to a new marketplace, now known as TrashCan Treat for the residential usage. TrashCan Treat has been re-packaged for a convenient, easy-to-use, application for your home. Stop by **Pioneer Concepts** booth to find out what is next!

New exhibitor, **DryZone**, will highlight their PolyLevel® injection foam which will raise settled concrete so owners will get a faster, affordable alternative to repair concrete slabs. **BFPE International** uses electronic reporting for testing and inspection of fire protection systems. These reports can be sent as electronic files that can be saved, filed and forwarded

electronically making fire protection easier to manage. Ocean City native, Wyatt Harrison entered the Expo last year with great success with his new company **PLAK THAT**. He creates truly unique, customizable wood prints which showcase any image on his beautiful and sustainable wood. This year, he'll introduce custom printed sound panels. New exhibitor, **ICF** will introduce the BGE Smart Energy Savers Program® which offers a variety of energy efficiency programs that can help hotels, motels and restaurants cut costs. Incentives are available for such things as guest room energy management systems (e.g., HVAC and receptacle occupancy sensors), lighting retrofits, new HVAC equipment, and kitchen and refrigeration equipment upgrades.

Restaurateurs will find several new products to spice things up. **Tatanka Sauce** is a national and world award winning sauce with a unique blend of spices and herbs that create waves of flavors through four levels of heat to satisfy all that enjoy spicy foods. Check out their Screaming MiMi, which was an award winner at NYC Hot Sauce Expo or their "Pepper Blend" which placed 3rd in Louisiana World Hot Sauce. **Belair Produce & Watermark Foods** will highlight their new lines, La Padella Olive oil cooking blend and Corto extra virgin olive oil brands. **XS Energy / ELK Marketing** has an all new blast mixer which is great for smoothies and juice bars as it is an alternative to the high priced cans normally found behind the bar. It is an all-natural energy with mega B vitamins and herbs; try a sample at booth 1200. Also in the beverage category, try the new flavors from **Slush Puppie** which is the newest addition to the Signature Program line at **H & M Wagner and Sons**. Baked Sliced Italian sub rolls in small, medium and large, as well as, the new Artigiano plain and garlic gourmet breadsticks will be found in the **Traditional Breads/CBF** booth.

The delicious, made in Ocean City, **Hoop Tea**



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will be debuting two new flavors at the trade show for release in the spring; Peach Tea Lemonade and Watermelon Mint Green Tea which are made with all natural flavors, organic sweeteners, and contain 4% alcohol. Wholesale distributor, **MS Walker** will showcase The Pogues Irish Whiskey which is dubbed as the official Irish whiskey made in Skibbereen, West Cork. It is a blended whiskey with sweet and intense notes of malt and cracked nuts. **MS Walker** will also feature samples from West Cork Distillers who is now one of only two independent distilleries in Ireland, as well as, St. Elder. St. Elder is crafted in small batches from a natural extract of fresh elderflower blossoms resulting in a finely balanced, versatile liqueur that easily pairs with a variety of spirits, wines and beers to liven up any classic cocktail. It offers up silky floral notes and alpine herb aromas with undertones of sweet ripe stone fruits and notes of citrusy grapefruit on the palate. **Bacchus Importers** will bring along High West Distillery which won the 2016 Distiller of the Year by Whiskey Advocate. Additionally, they'll showcase Four Vines Naked Unoaked Chardonnay. To help keep alcohol sales tracked and accounted for, check out **Bar Controls of North America's** Berg interface. This product permits the bartender to pour the drink and automatically ring the sale into the POS or cash register, providing speed,

accuracy and accountability.

Located beside Bar Controls of North America, you'll find **Sysco Eastern MD**. Recently, Sysco entered a new partnership with North Coast Seafood out of Boston and can now sell FRESH fish and shellfish harvested just hours before. Satisfy your sweet tooth by stopping by long-time exhibitor **Hershey Ice Creams** booth. They'll be sampling some of their new hand dip flavors for 2017: Salted Caramel Bananas Foster, Honey Roasted Peanut Butter, Ferocious Fireball, Autumn Apple Pecan Crunch, Brown Butter Bourbon Truffle and value priced Tally Ho Farms in 9 flavors! Hershey's will also have new novelties which include: Salted Caramel Brownie Bar, Brownie Batter Sandwich, and a No Sugar Added Orange Ice Pop. If you are interested in capturing pizza sales, then check out **Market First's** new Neapolitan ovens, which are designed specifically to accommodate the high-volume pizza making with brick ovens. These ovens will also be at the Orlando, Las Vegas and Chicago food shows. **Georgeo's Water Ice** has grown over the many years of exhibiting and he will now offer products that meet state standard nutritional needs, such as, RICH'S A+ SCHOOL products & ROSATI. Finally, a retired nurse turned entrepreneur will roll out her delicious creation at her booth **Smoers2.0**.

Culinary Showcase Stage

The Culinary Showcase Stage will come alive when the vibrant **Brooklyn Baking Barons** step up to provide a glimpse into their journey and their recipes during the 43rd Annual Ocean City Spring Trade Expo. Creators of the Honey Whiskey Cake, Tony Lanuza and Chris Poeschl, will share their stories and baking tips as they describe this culinary adventure. Oozing with sweetness, their cake has been compared to the Caribbean's Rum Tortuga Cake.

Chris and Tony are partners in work and in life. A mutual friend introduced them in 2012 and fate brought them back together in 2013 in New York, where they were both pursuing professional careers in the theater. As they hosted dinner parties,





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friends were impressed with the quality of their meals, and they were insistent that they “do something” with their cooking skills. While neither has professional baking training, they both grew up with the kitchen being the heartbeat of their families. “Family is food,” Chris stated. Tony, whose background is Italian and Spanish, nodded in agreement. “The kitchen was our family,” he added. For Chris’s birthday in 2014, he told Tony he wanted a cake that was like a rum cake, but not a rum cake. Tony went to work and developed what was the first test of their now signature dessert: the honey whiskey cake. Shaped like a personal sized bundt cake, the honey whiskey cake has a caramel-like sweetness and moist consistency from the subtle whiskey infusion.

As their minds began moving, the mission soon became to share all things delicious. The next step was booking tickets with the foodie talk show, *The Chew*, where they planned to roll out the revolutionary marketing plan for the new business. When Co-host Mario Batali tasted the cake, he couldn’t resist helping to put them on the culinary map. Soon after, *The Chew* co-host Daphne Oz shared the cakes with another television personality, Ree Drummond of Food Network’s *The Pioneer Woman*. Drummond went on to select Honey Whiskey Cake as one of her “Gifts for Foodies” in the Dec. 7, 2015 issue of *People* magazine. With the publicity from *People* and subsequent online buzz, the Barons got so busy, they needed to hire 15 part-time staffers, to help bake and ship nearly 3,000 mail orders through the 2015 holiday season.

Michele Obama has enjoyed their cakes aboard Air Force One, thanks to a friend who works as a makeup artist for the First Lady, and Oprah has sampled them as part of her famous annual “Favorite Things” collection. They have been featured in: *People Magazine*, *Coastal Style Magazine*, *Forbes Magazine*, HGTV, *Huffington Post*, *Jarry Magazine*, *Live with Kelly and Michael*, NBC 4 New York, *Robb Report Magazine*, *The Chew*, and also *The View*.

While the Honey Whiskey Cake put them on the map, it isn’t their only product. “Cake is just the beginning of us,” Chris said. “We’ve come up with a lot of great partnerships with different companies around the country. We want this to become a lifestyle brand. This cake is getting us into everybody’s home, and now we want to stay there.” Their goal is simple; they want to bring flavor and joy into people’s lives through their food.

Their energy and enthusiasm will spill over throughout both days of the Expo as they will make more than dessert. They are perfecting their skills and will deliver appetizers, entrees and dessert demos on the Culinary Showcase Stage. Look for the Brooklyn Baking Barons to infuse their cooking with local craft brew. Their Expo journey begins on Sunday, March 5th at noon in the Ocean City Convention Center.

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 24th, 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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Member Highlights

MAD Design group has welcomed new employee, **Jack Bulak**. Congrats to **Crystal Giesey, EASCO Laundry Systems**, on the birth of Ryder- and also congrats to new grandfather, **Danny Massey!** Congrats to **Kevin Hughes, Sysco**, for winning the Jefferson Award.

Condolences

Condolences to **Senator Mathias**, on the passing of his mother, Dolores. Condolences to **Madalaine How, MAD Design Group**, on the loss of her brother, Marty.

It is with great sorrow that we share the news that the **Founder & Editor of Foodservice Monthly- Michael Birchenall** passed away on January 9th, 2017. Michael's passing will certainly leave a void in our foodservice world as the depth of his knowledge and passion were unmatched! His humble and heartwarming personality, combined with his natural ability to connect so many industry puzzle pieces, will be remembered forever. Each year, we looked forward to our Expo as we knew that meant we'd be able to catch up with Michael. They both loved our view from above overlooking the tradeshow floor; that was one of his favorite spots for capturing Expo photos.

January Dinner Meeting

[Click here for all the pictures!](#) Photos by Next Wave Studios



Annemarie & Jim Dickerson, Francis Scott Key Family Resort, David McGriffin, Telewire



Lisa Payne, BBSI, Olivia Momme, Kacey Decker, United Way



Jamie & Heidi McNelley, New Wave, Felecia BenZakan & Paul Kahn, Beach Plaza Hotel



Joe Koziol, Patricia & Michael Smith, Sue Ann Hudson, Eddie Kelly, Castle in the Sand