



July 2015

# Hospitality Hotline

Connecting the industry through  
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## News from... THE EXECUTIVE DIRECTOR

### Shop & Save with the OCHMRA Community!

Founded in 1971, our local non-profit trade Association has been in existence for 44 years! The original founders, many of whom are still in operation, have always made it a point to support our "Allied" members. These Allied members are businesses who sell and service the hospitality industry. Given today's climate, it is critically important that we maintain our local connections and support our Allied Members who help to support our Association.

Recently we emailed our "Allied Member Supplier Guide" to our Active and Associate members, and they will also find it in their member renewal packets. For your convenience, this Guide features businesses by category. Please take a moment to review the Guide and remember it when it comes time for your next purchase! As always, your support is appreciated!

Click here for the Allied Member Supplier Guide!



### Tourism Community Loses Great Friend Reba Felty

Reba Felty was the consummate tourism professional. She embodied what hospitality is all about ~ giving of herself for a cause not just to further her business opportunity, but rather, working for the good of the whole.

Her volunteerism was beyond compare. Each year, at the Maryland Tourism & Travel Summit, you'd find Reba at the Silent Auction table from start to finish. And, just this past November, she refused to quit; she needed to volunteer, she called and told us nothing would keep her from volunteering. Then, this past March, she wasn't about to give up her volunteer shift as the gatekeeper at our annual tradeshow....when we asked if she felt up to it, she said nothing was keeping her down, she needed to be with us. It was this tenacious attitude, exceptional customer service and ability to take any task and single handedly get it right that earned her the prestigious MD Audrey Davenport Hospitality Award in 2010.

On Reba's Linked In page, she had a statement which read, "I truly believe we can all make a difference no matter how

Cont'd

## Spruce Up Your Hotel Program

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small." Giving back to her community was of utmost importance to Reba and when I sent out the news of her passing, my inbox was flooded with comments from our members.....here are some of those thoughts:

- you will find no one more committed to helping others than Reba
- very, very sad news
- what a wonderful soul
- that breaks my heart
- she will be so missed
- she was a very good person
- my heart hurts
- amazing, fun, most generous person
- what an incredible individual, a pleasure and honor knowing her

One member even called to say that Reba was the first person to take her in. This member had just moved to town and attended the networking event, Reba noticed she looked a little lost and invited her to sit at her table. Reba's gracious, kind soul will surely be missed by her tourism friends.

1 Peter Chapter 5, verses 6-7 tell us to "Humble yourselves, therefore, under God's mighty hand, that he may lift you up in due time. Cast all your anxiety on him." Reba cast her anxiety on God...her facebook page noted, "You never know how strong you are until strong is the only choice you have." Her strong attitude and resilient soul have now found peace and she's been given rest. *God Bless Your Soul Reba!*



## THE DISH: Restaurant industry trends

By: Betsy Craig, MenuTrinfo

### MENU LABELING MADE EASY

As Americans eat out more, the restaurant industry continues to grow. The National Restaurant Association (NRA) research shows that the average American adult purchases a meal or a snack from a restaurant more than five times per week, and 45 percent say that restaurants are an essential part of their lifestyle. As restaurant consumption has grown, so too have overall industry sales. In 1980, restaurant industry sales were \$119.6 billion. Thirty-four years later, sales are expected to reach approximately \$683.4 billion, according to latest NRA research. Prepare your restaurant menus and your menu boards by taking these seven steps toward menu labeling.

**Step 1. Get your nutritional information together:** Gather all the necessary information from your kitchen and work with a third-party service to create nutritional information for your menu items.

**Step 2. Verify your information:** Once you have gathered your nutritional information, have it verified by a third party. Additionally, if your nutritional information is more than one year old - or if you've changed suppliers and/or ingredients, have your nutritional information reanalyzed and verified for accuracy.

**Step 3. Identify allergen and gluten-free menu items:** Once you have identified food allergens and nutritional information on menu items, place an asterik or special image next to the menu item to

communicate its designation as an allergen- or gluten-free menu item.

**Step 4. Communicate your nutritional information in your restaurants:** Use in-store charts to highlight the nutritional calculations of restaurant menu items in addition to posting this information on in-store menus and menu boards.

**Step 5. Communicate your nutritional information on the web:** Once you have communicated your nutritional information in your stores, you will be required to provide that same information on your websites; however, be on alert for patent trolls.

**Step 6. Create a Disclaimer and Policy:** Create a policy for both the back-of-house and front-of-house crews. This policy should reflect how each person should handle and react to questions about allergens and gluten-free menu items. Policies also should include the resources you use in your restaurant to handle special dietary needs and how your staff handles customers with special requests.

**Step 7. Maintain your information:** Be prepared to publicly state who provides your nutritional analysis. Retain a good working relationship with your nutrition analysis provider so your information is always up to date, even when you add new items or change your ingredient supplier.

**Read the whole article by clicking here.**



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## Stress Management Tips – Part 1

By: Dr. George Ojie-Ahamiojie,

Department Head and Associate Professor, Hotel-Motel-Restaurant Management, Wor-Wic Community College

What is stress? I will define stress as “anything that interrupts the normal function of the body, life and daily activities.” As you prepare for the busy season, the

amount of stress you will be facing would increase exponentially. While some amount of stress is necessary to be motivated and challenged, any stress that cannot be handled is not good for the mind and body. So, what is the easiest way to handle this stress?

The first thing is to **recognize what triggers your stress**. Things such as our characteristics, personality and experience determines our ability to handle stress. Triggers are any situations that make you to respond unfavorably, emotionally or unhappily, the people present during the situation, the environment, and your reactions and feelings. Once you have identified these triggers, find the mechanism to tackle them.

In general, these are some basic stress coping mechanisms:

**1. Learn how to breathe.** Breathing is a necessity, so remember to breathe and enjoy doing it. Take several deep-deep-breaths from the bottom of your abdomen any time you feel stressed. Each deep breath allows full exchange of oxygen, lowers heart beat and stabilizes your blood pressure. The tension you are feeling easily slips away, and you can begin to enjoy some physical feelings of relaxation.

**2. Take care of yourself.** Your health is important, take care of it! Get a good night sleep all the time. A well-rested mind is a collective and productive mind. Eat foods with which contain complex carbohydrate, fiber, beta carotene, fruits and vegetables.

Exercise routinely. Twenty minutes brisk walk,

dance, swim, or meditation will expand your mind and release any negative emotions in you. Monitor any physical activity and increase rigidity as you progress.

**3. Know your biological primetime.** You should know and be aware of your “biological prime time.” Your biological prime time is the best time of the day when you are highly efficient and effective. Reserve the most difficult tasks for this time. Do not go to bed angry or think about what to do the next morning or when you return to work the next day. Tune off the job!

**4. Take a break – always.** Find time to take a break to relieve some of the pressures you are going through. Find time to exhale and refresh. Give some tasks to others to perform; take a break, and do not try to be a superhuman!

**5. Think positively.** The power of positive thinking is real. People who are optimistic are stress-hardy because they can handle challenges, possess good sense of humor, and accept obstacles as a part of life. See every challenge as an opportunity; accept every opportunity as room for improvement; and every room for improvement as a chance to do something different.

**6. Smile, giggle and laugh.** Smile, giggle, and laugh all the time. Endorphins which are responsible for making us happy also reduce our stress level. With the increase of endorphins, the stress hormone cortisol is reduced. It may also interest you to know that faking a smile works all the time. The brain does not really know the difference between a real and a fake smile. But, don't fake it!

This is the first part of this article on Stress Management Tips. Second part of this article will be published in August edition. Until then, keep smiling, giggling and laughing.



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## BOARD MEMBER SPOTLIGHT: CINDI WILDE

A favorite summer vacation for Cindi's family was always a trip to Ocean City. After graduating high school, she knew that she wanted to attend college close to the beach. She earned a Bachelor of Arts degree in Social Work from Salisbury State College (now Salisbury University). Upon graduation, she worked for the Department of Parole and Probation and then the State's Attorney's Office for Worcester County. It was during that time she met and married Ross Wilde whose family had been in the lodging business in Ocean City since 1962. The Wilde family has built and operated 11 separate lodging properties, all of which are still in operation today. Cindi worked various jobs at the motels over the years and was asked to join the OCHMRA.

Cindi and Ross have twin sons (27) Ryan and J.T. Ryan recently moved from New York City back to Ocean City to help run the businesses as a third generation partner. J.T. lives in Manhattan, New York and is the Director of Print Media for NBC Universal.

Cindi enjoys playing tennis and is a past president of the Ocean Pines Tennis Club. She also served for 14 years on the Board of Directors of Historic St. Martin's Church in Showell, Maryland. Other interests include running and travelling.

Happy retirement **John & Linda Lynch, Commander Hotel**. Welcome new faces at the **Commander Hotel, Todd Burbage**, co-owner, and **Abby Haught**, new sales manager. Best wishes to **Bank of Ocean City** President/CEO **Wayne Benson** on his upcoming retirement & to **Reid Tingle** who will take over his spot. Congratulations to **Worcester County Tourism** Director, **Lisa Challenger**, on her appointment to the Maryland Heritage Areas Authority. Congrats to **Tammy Lempel, Pepco & Delmarva Power C & I Energy Savings Program**, on her new baby. Farewell wishes to **David Reel**, who resigned from **MH&LA** to pursue consulting in the Mid-Atlantic Region. Congratulations to **APPI Energy & Walter Moore**, recently elected to National Energy Marketers Association Executive Committee.



## Happy retirement John & Linda Lynch, Commander Hotel!



Congrats on 85 years!

Pictured: Will & Mandy Lynch, Linda & John Lynch, Delegate Carozza with her parents Mary Pat & Tony Carozza.