



July 2017

# Hospitality Hotline

## Connecting the industry through Advocacy, Education and Partnerships

### News from... THE BOARD OF DIRECTORS

#### Your Info Needed

Recently, we met with the MD Secretary of Labor to discuss ramifications of paid sick leave. As you know, the bill passed, Governor Hogan vetoed it and we expect the veto to be challenged in January. Governor Hogan is sending the Secretary around the state to hear from owners and their employees on how the bill will affect them. Rather than hearing the collective voice of associations and chambers, he'd like first hand individual accounts. This data will be collected throughout the next few months, so please take a moment to respond. Tell them what you already do for your employees and how you will be affected! Follow this link: <http://www.dllr.maryland.gov/paidleave/> or send us your info and I'll see the Secretary receives it.

#### Support Allied Members!

Founded in 1971, our local non-profit trade Association has been in existence for 46 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. The Guide features businesses by category – check it out here.

### MINIMUM WAGE INCREASE EFFECTIVE JULY 1ST, 2017

As a reminder, the MD minimum wage increases on July 1st. If you have not made adjustments, keep in mind there are law firms who actively seek disgruntled employees via social media. *From the MD DLLR website:* Most employees must be paid the Maryland State Minimum Wage Rate. Tipped Employees (earning more than \$30 per month in tips): must earn the State Minimum Wage Rate per hour. Employers must pay at least \$3.63 per hour. This amount plus tips must equal at least the State Minimum Wage Rate. Amusement and Recreational Establishments (who meet certain requirements): must pay employees at least 85% of the State Minimum Wage Rate or \$7.25, whichever is higher. Employees under 20 years of age: must earn at least 85% of the State Minimum Wage Rate for the first 6 months of employment. Additionally, employers are required to have the Minimum Wage Poster; free posters are at this link: <http://www.dllr.state.md.us/labor/wages/minimumwagelaw.pdf>

Complete information, including the exceptions, can be found on the MD DLLR site: <http://www.dllr.state.md.us/labor/wages/wagehrfacts.shtml>

**DINE UNITED OC**  
UNITED WAY OF THE LOWER EASTERN SHORE  
JUNE 1 - OCT 1

WE'RE BACK!!  
This summer, give back to your community by doing what you love!  
Dine at restaurants in OC supporting United Way and help local residents in need.

PRESENTED BY

**PARTICIPATING COMMUNITY MINDED RESTAURANTS**

32 palm restaurant, ARRICHA Cafe & Bar, BLU chabhouse & LOUNGE, CORAL BEE RESTAURANT, CRAB BAG, Grotto Pizza the legendary taste, HARRISON'S HARBORWATCH RESTAURANT & RAWBAR, Sello's Italian Oven & Bar cibo vino vita, the original, HAPPY JACK, MARIANA MODE, The Little HOUSE OF PANCAKES RIBS & PIZZA, RUMBAS, THE DEEP END, Caribbean POOL BAR & GRILL, The Dough Roller, Da Vinci's BY THE SEA, Central Coffee Roasters, OUTBACK STEAKHOUSE, Phillips SEAFOOD, Brass Balls Saloon Ocean City, MD

ONE TOWN. ONE SUMMER. THOUSANDS OF LIVES CHANGED.  
Visit our website for restaurant special details. [www.unitedway4us.org](http://www.unitedway4us.org)  
#DINEUNITEDOC

Logos for sponsors: BLU, Embers, United Way, WRDE, WORSTV, Comcast Spotlight, KISS 95.9, 99.9, FOX 45 DELMARVA, 1470 WJBY, Q105, MAGIC 98.9



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## OCHMRA SPOTLIGHT: DONNA GREENWOOD

The “volunteer extraordinaire and delightful lady” known as Donna Greenwood, has been a part-time tourism coordinator with OCHMRA since 2011. She was born in Baltimore and graduated from Towson State College (Towson University) and then taught elementary school for 6 years in Baltimore County. Her parents had rental apartments (Emerald Isle and Shannon Mist) on 43rd St, which was uptown at the time, and she spent every summer in OC since she was 13 years old. Back in those days, she worked at the Embers Restaurant and went on to marry Bill Greenwood, moving to OC year round in 1971. She and Bill owned the Coffee Shop in the Surf and Sands Motel for 11 years and later opened the Greenwood Farms Restaurant in Bishopville which was a family style favorite for 23 years. Bill passed away in 2011. Two sons, Chris and Jamie, help keep Donna busy as both of them have and still work in either the hotel or restaurant business. Chris can be found at the Comfort Inn Boardwalk and Jamie at SDHS teaching math. Donna cherishes her time with Jamie’s son and is excited that another grandchild is coming in September. When you don’t find Donna at HMRA, you’ll find her working at Alex’s Italian Restaurant, the Downtown Association Information Cottage or at one of her numerous volunteer gigs, such as Beautification Committee, Play It Safe, OC Lioness, Holy Savior Catholic Church, OCDC Public Art Committee! In her spare time, she loves to read and grow tomato plants and flowers.



### TOWN TO INSPECT ALL REQUIRED LANDSCAPING

It is important to remember the purpose or intent of the Town of Ocean City’s landscaping requirements. There are a number of reasons that we have a landscaping ordinance:

- Landscaping helps to protect, preserve and promote the aesthetic appeal, scenic beauty, character and value of Ocean City; and
- Landscaping is to visually screen of parking areas and property abutting public ways and provide a buffer between non-compatible land uses; and
- Landscaping promotes public health and safety through the reduction of noise pollution, storm water runoff, reduces heat island effect, prevents erosion, and improves air quality, visual pollution and artificial light glare.

All development activity and parking areas are required to provide landscaping according to the Town code. See code Section 30-553(8) and Chapter 98 Landscaping.

The Town, having required landscaping for over 40 years, has a bit of a dilemma. Trees have reached maturity and some are too big for the location where they were installed. Trees also get sick or diseased and storms uproot trees or break branches. It is important to realize that these trees were required at

the time it was developed. The code therefore includes a maintenance provision. The Town understands that trees and landscaping may have had to be removed for various reasons. But it is important to note that landscaping was required at one time so it has to be replaced and maintained.

The Town is required by code to inspect the landscaping on properties every 3 years. Therefore, this summer we will be canvassing the Town to insure that properties are up to code. We will be sending out notification to the property owners should the landscaping on their property be insufficient. If you are notified that the landscaping must be installed you will have 60 day compliance period. If properties are not in compliance the Town can assess fines and penalties.

It is also important to mention that when a tree or large shrubs are removed you can replace it with another similar sized tree or shrub of a difference species and in a different location. But replacement is required at a 1:1 ratio. There is a exemption policy where replacement is not practical or reasonably achievable but this must be approved by the Town

The Town has developed a number of grant and rebate programs to offer incentives to plant more landscaping. Please contact Gail Blazer in the Engineering Department at (410) 289-8825 for more information on these programs or any Landscape related issue, questions or concerns.



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Congrats to **Suzie & Craig McElroy**, on the birth of their granddaughter, **Reese Marilyn**. Welcome to **Byron Green**, the new Assistant GM & Director of Sales at the **Hampton Inn & Suites**. Congratulations to **Pete and Royette Shepherd of Hooper's Crab House** in West Ocean City on being awarded with the Bright Lights Award for Innovation and Entrepreneurship by Peter Franchot, Comptroller of Maryland. Congratulations to **Devanna Young**, the new GM at **Ocean1**. **Meaghan Poulin** has joined the team at **OCRooms**, congrats! **Cody Billotte** has joined the **Monte Carlo** team. Welcome to **Brandon Morris**, the new GM at the **Holiday Inn Express in West OC**. Happy retirement to **Nancy Jones**, formerly of **Gregory & Associates**. Congrats to the team at the **Commander Hotel** for winning the "Outstanding Service Delivery" award for all of **Real Hospitality Group** hotels. Welcome **Kerryann Martin**, Director of Sales and **Alina Kellar**, General Manager, both of the **Fairfield Inn & Suites**.

### Condolences

Sincere condolences to **Buddy Trala, Sunset Grille**, on the loss of his father. Condolences to **Austin Purnell, OCMotels**, on the loss of his grandmother, Norma. Condolences to the **Bunting, Brous, and Rothermel** families on the passing of **Coleman Bunting Sr.** Condolences to **Rebecca Moore, Seacrets**, on the loss of her father.



## THE DISH: Restaurant industry trends

### ESSENTIAL SKILLS OF A RESTAURANT MANAGER

By: Dr. George Ojie-Ahamiojie

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



The job of a manager in the hospitality industry can be stressful. Having been in the hospitality industry and worked as a guest service manager at different levels and line of businesses, I can say that the job of a restaurant manager is one of the most difficult jobs in the industry. The restaurant manager plays different roles in the restaurant operation. If the manager is to be efficient and effective, and leading the employees successfully, the manager must develop some, if not all the following essential skills:

**Planning and organizing.** Planning is the prime management objective. No manager can succeed without planning. It is necessary for a restaurant manager to plan ahead of the next day's business by first looking at the business forecast, ensuring there is adequate staffing, and having enough supplies of all products. It is necessary to conduct pre-shift meetings, provide adequate information for the employees to make decisions and be available and visible.

**Stress management.** Ability to manage stress is nonnegotiable for a restaurant manager. If a restaurant manager cannot manage the stress that comes with the job, then, the manager cannot manage the operation and supervise the employees effectively. Determine how you will handle your stress since everyone deals with stress differently. If a manager is unable to manage the stress that comes with the job, it will reflect on the employees.

**Social skills.** A manager is on the stage (front of the house). Learn social skills that will be useful in this industry. Smile all the time, be tactful in all your responses, be approachable, the job is mostly on the floor of the restaurant, make contacts with your customers.

**Empowerment and delegation.** No manager can do the job alone, the employees are there for a reason. Empower employees to make decisions within their job description, with some guidance, because you can only be in one place at a time. Delegate some of your duties, but not your responsibilities to the best employees. Remember to also give the employee the power to do the job, and communicate this decision to other employees.

**Team formation.** This is the hospitality industry, no one person can perform all the duties; so, select your employees carefully and build a strong team. The manager should know the motivation and leadership skills of each employee. With this, the manager can successfully build a self-directed team. This team will make your job easier because it will be independent, empowered, and takes ownership of certain responsibilities.

**Flexibility.** Remember that as a manager, you cannot do the job by yourself. See the employees are integral part of the business and address their needs when they come to you. Listen to the employees. If any employee asks for a time off, tell the employee to find coverage; make it the employee's headache and not yours. Remember, if you do not listen or solve the employee's problem, the employee may call in sick, and it will be your headache to fill that shift.

**Effective interpersonal skills.** Be the peoples' manager. Show the employees that you have what it takes not only to do the job, but to supervise and lead them as well. Build personal, close, and good relationship with the employees because you spend more time with them than you probably spend at home with your family. Make the place of work an enjoyable place for all.

**Excellent customer service skills.** Remember that customer service is the key to your operation's success. Develop good service standards and implement them. Continue to improve the customer service standards. Always talk to the employees; they interact with the customers all the time. They are the manager's eyes and ears. As a manager, your job is not easy, neither will it become easier because of changes in demography and globalization. At Wor-Wic Community College, we have courses like Food Service Management, Food and Beverage Management and Customer Service courses that can enhance your skills as a manager. If you need more information on this courses, please call me at 407-572-8719, or email at [gojie-ahamiojie@worwic.edu](mailto:gojie-ahamiojie@worwic.edu).

Until next time, let the muzik play.....



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## REST EASY: Lodging industry trends

By: Stuart Dickinson,

### 5 HOTEL MARKETING TIPS FOR BETTER GOOGLE SEARCH RESULTS

While bringing in website traffic certainly is one of Google's most important functions, it's not the only way hoteliers can leverage success from the search giant.

Google offers a variety of different services that can help hotel marketers expand their reach, increase online visibility, and ultimately improve their business – and better yet, they're easy to implement and most won't cost you a cent.

#### #1: Get listed on Google My Business

Google My Business (previously known as Google Places) is a must-have, free-to-use platform for hoteliers. It combines Google Search, Maps and Google Plus (also known as Google+) to help your hotel connect with potential guests by making it much easier for them to find you in an online search.

A comprehensive Google My Business listing will ensure that: Your hotel will be pushed much higher up Google's search rankings. You're able to make the booking process far easier for potential guests by uploading photos, videos, GPS coordinates, phone numbers and more. Reviews are also pulled through to your unique information feed displayed on the Map entry, or to the right of the search results page (also known as a Knowledge Graph or Card) - and if they're positive, people will be more compelled to make a booking. Your listing will be linked to your Google Analytics page so you can monitor your traffic and popular page hits. It's free to use, mobile friendly and allows you to upload multiple locations if you have more than one property in a city.

Simply visit Google My Business and follow the prompts to get the ball rolling. Managing multiple properties can get a little confusing, but luckily you can follow Google's handy guide to simplify the process – check it out here.

#### #2: Update your Google+ pages

Google+ is Google's very own social network that allows you to connect with other users who have the same interests and ideas. While the success of Google+ is often debated, its impact on your SEO, and the fact that it's connected to your other Google features, makes it something worth paying attention to.

What you need to know:

Your Google+ page data forms part of your Google My Business listing, so make sure your information is up-to-date. It will add even more value to the Knowledge Graphs displayed in Google's search listings.

Google+ pages are good for your SEO (or organic search rankings)

TIP: Visit the Google+ homepage and do a search for your hotel to make

sure there is only one listing. Duplicated listings could result in the wrong information being pulled through to the search results.

#### #3: Give your guests a visual tour with Google Street View

Google's popular Street View functionality isn't restricted to, well, the street. Marketers looking for a new approach can give potential guests an engaging online tour of the hotel's interior by using this innovative platform, also called Business View. With a collection of high-quality images, you'll be able to put together a beautiful 3D showcase of your hotel for curious online viewers, and inspire greater confidence among potential guests.

#### #4: Get even more traffic with Google Hotel Ads

If you want to take your Google search listings to the next level, consider using Google Hotel Ads. Google Hotel Ads can be used by OTAs or hotels themselves to make sure that their stock and prices are also listed across Google's different platforms (searches, Maps, Google destinations, etc.).

What you need to know:

To get started, you need to work through a 'Hotel Ads Integration Partner' (find one here). These are the guys who will give Google your hotel rates, availability information and manage your campaign.

You can choose a PPC (pay per click) or commission based model

#### #5: Understanding Google's new event search feature

Google is constantly looking for ways to improve the mobile user experience. As part of that quest, the search giant has been busying itself with a new event search feature that, much like point one mentioned above, will allow mobile users to enter a blanket search term like 'events near me', and return search results most relevant to their geographic location.

What you need to know:

Google has partnered with a growing number of event websites like Ticketmaster, Bandsintown, Eventful, Meetup, Yext, Vividseats, EventBrite, Seatgeek and a few more, to drive their search results.

All you need to do to make sure your hotel's events are displayed is sign up to one of these partners.

At the moment, it looks like this feature is being predominantly rolled out in the US, but keep an eye out for updates going forward.

As you can see, Google is far more than a simple traffic generator. The search giant is quickly becoming a 'one-stop-shop' for all things travel related, and if used properly, can help you increase your online footprint and attract more business.

READ THE WHOLE ARTICLE BY CLICKING HERE.



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## Sponsor a Can



Remind beachgoers that trash belongs in receptacles and not in the sand. In this pilot program developed by the Green Team and Art League of Ocean City, artists will design eye-catching artwork for trash cans on the beach in Ocean City. Put your logo on a can for the summer of 2017 and help keep our beaches clean! Cans will be between N. Division St. and 4th St. for maximum viewing.

### SPONSORSHIPS:

\$260 per trash can or \$750 for three and sponsorships are tax deductible

For more information contact Rina Thaler at [rthaler@artleagueofoceancity.org](mailto:rthaler@artleagueofoceancity.org) or 410-524-9433

## Mark your Calendars!

Thursday, Aug 3rd

7-9pm

Sunset Park Party Nights

OCHMRA will co-sponsor OCDC's popular Sunset Park Party Night  
with band Full Circle

8TH ANNUAL

# DIAKONIA

## Golf Tournament

WEDNESDAY, JULY 19, 2017

Ocean City Golf Club · Seaside Course

Diakonia, the only comprehensive provider of emergency and transitional housing for men, women and families on the Lower Shore, is accepting registrations for its 8th annual golf tournament on Wednesday, July 19, at the Ocean City Golf Club, Seaside Course, on South Point. This is the organization's most important fundraiser of the year.

Registration includes golf cart, Captain's Choice Scramble, tee gift and complimentary refreshments. Mulligans will be available. A catered lunch begins at 11:30 a.m., followed by a shotgun start at 1 p.m., with hors d'oeuvres and a cash bar during the final scoring segment. The event concludes with an awards presentation and announcement of all raffle and 50-50

prize winners.

Sign up with a team of four, or as an individual and be assigned to a team. Cost is \$100 per player, \$400 a team. Business or professional sponsorships are also available at the \$1,000, \$460 and \$150 level. Event and Team sponsorships include free golf for four players and prominent inclusion, with logo, in the program. Tee Flag sponsorships include business logo on flags on the course.

To register to play, or inquire about being an event, team or tee-flag sponsor, contact Sandy Sribnick at 301-922-4127 or email at [diakoniagolftournament@gmail.com](mailto:diakoniagolftournament@gmail.com)

PO Box 340 • Ocean City, MD 21843 • 410-289-6733 • [www.ocvisitor.com](http://www.ocvisitor.com)



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Congrats to Dry Dock 28  
on their Grand Opening &  
Ribbon Cutting!



Wini Roche, MD Tourism Coalition, Lisa Challenger, Worcester County Tourism, Melanie Pursel, OC Chamber, Donna Abbott, Town of OC Tourism, Susan Jones, HMRA, and Renee Seiden, Clarion Fontainebleau, discussed the upcoming MTC Summer Soiree.



Senator Cardin spoke on the  
Boardwalk about Ocean City and  
bringing more to the shore!

## The Association around town!

Congratulations to Rare  
& Rye on their Grand  
Opening & Ribbon Cutting!



J-1 Safety Night



Thank you to the Fenwick  
Inn for hosting a delicious  
breakfast in the newly  
remodeled OC360!



Gov. Hogan was at the grand  
opening of the Fairfield Inn & Suites  
- welcome to the community!

