



October 2015

Hospitality Hotline

Connecting the industry through
Advocacy, Education and Partnerships

News from... THE BOARD OF DIRECTORS

**Welcome New Allied Members
Eastern Shore Brews Krooz,
Sandpiper Energy, Aeromax**

Dine Out During Restaurant Week

Returning October 11 – 25, Restaurant Week will offer a great opportunity to dine out! Additionally, this promotion is a member only benefit so restaurants, get as creative as you'd like! You can tailor your menu to fit into whatever price point you prefer as the fall focus continues to be "Great Deals on Great Food." If you'd like to participate and be featured on www.oceancityrestaurantweek.com, make sure you sign up today! Call us at 410- 289-6733 or email inquire@ocvisitor.com to sign up.

AirBnB Update

With an increasing number of vacation rentals on the internet, OCHMRA is working to ensure a level playing field. The room tax collected by OC's hotels and motels generates close to \$14 million annually, of which 2% of gross room revenue gets slated for the Town's advertising fund. So, if hotels and motels are generating the ad dollars, it is only fair that anyone renting to visitors be asked to collect room tax too. The City Auditor has reached out to AirBnB and is working to have them collect tax too. Stay tuned!

Shore Craft Beer Month

October has been named Shore Craft Beer Month and to celebrate, the OCDC and ShoreCraftBeer.com have launched a new festival. Taking place on October 24th at Sunset Park, patrons will have the opportunity to sample 9 local breweries craft beers. For more info, check out, www.shorecraftbeer.com.



New Ordinances for May 2016

Many thanks to the businesses who came to the City Council meeting to discuss proposed ordinances which would have hugely impacted your business. Fortunately, the Town removed the proposed parking and landscape ordinances from the agenda and instead chose to focus on current State law which the OCPD can enforce. The State law is MD 10-201 Offenses Against Public Peace and Order. You will find a copy of the proposed new ordinance at this link - <http://oceancitymd.iqm2.com/Citizens/FileOpen.aspx?Type=1&ID=1034&Inline=True> page 116 which basically calls for special signage which reads, "WARNING Disturbing the Public Peace and Disorderly Conduct is a Violation of MD State Law." Technically, the signage will be required as of May 1, 2016, however, if you'd like to put them up now, contact OC Public Works at 410-524-7715.

Additionally, the Trailer parking ordinance has passed, however, it will not be effective until May 1, 2016. Your guests who are registered Cruisin', BikeFest or other special event participants, will be able to apply for a permit. They will be able to park in town, excluding along Baltimore Avenue. Other trailers, not affiliated with the special event will need to find trailer parking at parking lots, as it will be unlawful to park on municipal lots or public streets 5/1 - 10/31.

Here is a link to that ordinance <http://oceancitymd.iqm2.com/Citizens/FileOpen.aspx?Type=1&ID=1034&Inline=True> see page 118.

More specific details will be provided as to how the process will work once we obtain it.



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PAST PRESIDENT 1992-1993 SPOTLIGHT: STAN KAHN

Stan was born in Winthrop, Mass. When he was six years old, the youngest of four boys, his family moved to Lakeland, Florida. His father owned and operated The Market Bar and Restaurant, which included 16 rooms on the second floor, in Plant City, Florida.

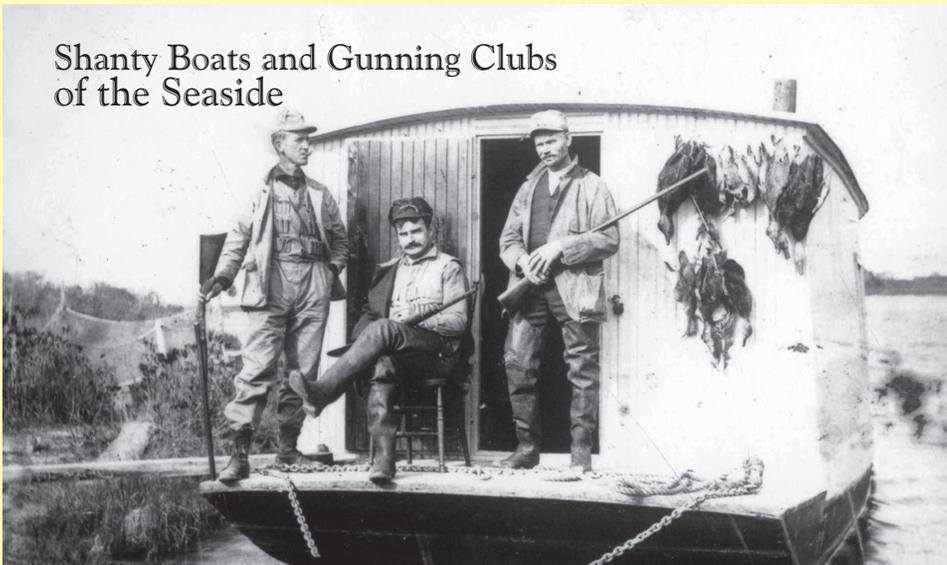
After graduation from Admiral Farragut Academy in St. Petersburg, and the University of Florida in Gainesville, Stan joined the Naval Reserve to avoid being sent overseas. After he returned from Vietnam, he moved to Miami and began his career in the hotel business at the Americana Hotel on Miami Beach.

He and his wife, Veronica, moved to Orlando Florida with Hyatt Hotels, and four years later, he accepted a position with Marriott Food Service at the Carousel Hotel. Kahn's son Paul, was born while they lived at the Carousel.

Soon after he moved to Ocean City, Stan got involved with the community. He was president of the Ocean City Chamber of Commerce, Ocean City Hotel-Motel-Restaurant Association, Maryland Tourism Council and Ocean City/Berlin Rotary Club; He has served on the board of the Red Cross, Beth Israel Synagogue, Ocean City Paramedics, Wor-Wic Community College and the Maryland Hotel and Motel Association. He was vice-chairman of the Atlantic General Hospital Foundation and Leader of Den 7 of Cub Scout Pack 261.

In 1985, Dr. Leonard Berger was considering buying the Sheraton. He was going to build meeting space, and he needed someone who had a proven sales record. Stan worked for him for 16 years. Michael James worked for Stan at the Sheraton. He moved to DC with Hospitality Partners, and the two remained friends. Michael wanted to move back to the area, and his company, bought the Carousel. Stan became part of the package. Stan retired from the Carousel Hotel, January 1, 2015.

Shanty Boats and Gunning Clubs of the Seaside



An interactive discussion on Thursday, October 15, 2015 • 7 p.m.
Worcester Preparatory School, Guerrieri Library

Salisbury
UNIVERSITY

Thursday, October 15, 2015 7 p.m.

Worcester Preparatory School, Guerrieri Library
Hosted by Charles R. "Buddy" Jenkins with
Delmarva historian Dr. Ray Thompson

More information:

skgordy@salisbury.edu

You are invited to follow the uniquely American waterfowling tradition of gunning on Delmarva's seaside. We welcome you to this interactive discussion and encourage you to bring along your piece of history, photographs and memorabilia from this important era. Bring along your family (including children) who have experienced or want to learn more about this important time in history.



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Are you a “manager” or are you a “leader?”

By: Dr. George Ojie-Ahamiojie,

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

Much has been discussed and written about management and leadership. The fact is they are not the same, yet they cannot be separated. Management and leadership are linked, they complement each other, they go hand-in-hand, they are both needed to be efficient and effective, and they are both needed to be professionally successful.

The managers are engaged in planning, organizing, coordinating, leading, and controlling. So, management is the “ability to manage the functions of an organization by efficient use of limited resources through people.” A person becomes a manager by the virtue of their position and authority; and people listen to them because they have been given this authority by upper management or owners.

Leaders are engaged in motivating, developing, inspiring, and innovating. So, leadership is the “ability to lead people to a desired organizational goal or result.” Leadership is an informal position because it is awarded temporarily by the people who follow the leader. However, leadership power is consolidated by the person’s ability to motivate and inspire the followers to carryout and complete the vision in a specific way.

Management	Leadership
Managers copy	Leaders are original
Managers maintain the status quo	Leaders challenge the status quo
Managers are work focused	Leaders are people focused
Managers control	Leaders inspire
Managers ask how, when and where	Leaders ask what and why
Managers have subordinates	Leaders have voluntary followers
Managers seek comfort and ease	Leaders seek risk and opportunity
Managers take credit	Leaders give credit
Managers have good ideas	Leaders implement ideas
Managers react to changes	Leaders create environment for changes
Managers delegate responsibilities	Leaders delegate duties and take responsibility
Managers are transactional	Leaders are transformational
Managers like to operate, maintain operations and upgrade systems	Leaders make things happen, think about the future, and less about the present
Managers keep their eyes on the bottom line	Leaders create environment for success
Managers “do things right”	Leaders “do the right thing”
Efficient managers try to repeat the same success (“do things right”)	Effective leaders “do the right things right”

Below are some differences between management and leadership.

Some management skills:

Time management, collaboration, decision making, empowerment, delegation, problem solving, goal setting, communication, politicking, technical, human, conceptual, flexibility, interpersonal people.

Some leadership traits:

Vision, zeal, energy, trust, respect, knowledge, self-awareness, enthusiasm, justice, objective, determination, decisive, conscientious, confidence, awareness, empathy, sympathy, optimism, honesty, inspiration, emotional intelligence, judgment, patience, humor.

Since management and leadership are different, and individuals need different skills and traits to be efficient and effective, not all managers will be leaders, and not all leaders will be managers. The best thing to do is to analyze your skills and traits, identify your areas of strength, levels of skill, innate traits, and areas of improvement and be whatever you aspire to be. But remember, people want and gravitate toward leaders.

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



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Condolences

Condolences to **Danelle Amos, Beach Walk Hotel**, whose mother passed away. Condolences to **Melanie Pursel, OC Chamber of Commerce**, on the passing of her grandmother.

Member highlights

Welcome to this side of the bridge, **F. A. Taylor & Son**, who opened a new office in Salisbury. **Matt Taylor** will be managing the new location. Congrats to **MAD Engineering**, who celebrated their 35th Anniversary at one of their projects, Shipwreck Cove. Congratulations to **Adams Radio Group**, who signed on "Your country K107-7" to the Delmarva market. Welcome back to **Gene Rutzler**, who is joining **Touch of Italy and Holiday Inn Conference Center**. Congratulations on the birth of Finlay Patrick Greenwood, **OCHMRA's** own **Donna Greenwood's** new grandson! Welcome **Joanne Shriner**, formerly of the MD Coast Dispatch, to her new position at **Ocean City Rec & Parks** as the new marketing coordinator. Congrats to **Marisa Kossakowski, Ocean City Convention Center**, on her engagement to **Matt Penrose**. Welcome to **Claire Almand**, who is the new **Worcester County Tourism** Social Media Coordinator. Welcome to **Lisa Mitchell** to **Mike's Carpet Connection**, Window Treatment Specialist.

REST EASY: Lodging industry trends

Anthony Melchiorri

ASK ANTHONY

Anthony Melchiorri, hotel fixer and host of Travel Channel's Hotel Impossible, loves dishing out advice. From sharing best practices to tackling operational issues, he's here to answer your questions. (From Lodgingmagazine.com)

With the hotel economy at an all time high, how long will it last?

There are people around the world who work at well-known firms and get paid to answer that very question. I'm sure you read the same forecasts I do and, regardless of what experts say, there are smart things hoteliers can do to extend the good times and soften the blow of another downturn.

First, work like you're going out of business. That doesn't mean being reckless, slashing amenities, or implementing draconian cuts, but rather keeping the pressure on.

Second, be sure to adequately save a portion of your cash flow for the capital needs of the hotel. In hand with that, always clean the hotel as thoroughly as possible every day. It benefits the lifespan of the FF&E, it's good for the guest, and it builds value for your rates.

Third, pay your staff well and treat them like key components to your success, because they are.

Finally, be sure to study now, tomorrow, and next week, and keep an eye on what's relevant and impacting the business going forward. Simply put, run your business the way you first envisioned it before politics and the chaos of the world descended upon it. Your concentration on the nuts and bolts of the business will pay off.

Upcoming Events

Wednesday, October 14- Sim Center Interactive Tour- The Richard A. Henson Medical Simulation Center 106 Pine Bluff Road Salisbury MD 21801 - The Women's Circle of Salisbury University is offering a free special peek into SU's "Sim" Center, the Eastern Shore's only medical and psychiatric simulation center. Guests will experience interactive tours of this highly technological facility. More information: skgordy@salisbury.edu

Thursday, November 19- Women's Circle Power Hour- Nanticoke Room, Guerrieri Center, Salisbury University- During The Women's Circle Power Hour Annemarie Dickerson, Owner Francis Scott Key Family Resort, Laura Deeley Bren, President Atlantic/Smith, Cropper & Deeley, and Dr. Chrys Eagan, Associate Professor Communications and Gender Studies, at Salisbury University will share their experience with topics presented in the book and then open the floor for discussion. This is a great opportunity for networking and professional development. Reading the book is suggested, but not required. More information: skgordy@salisbury.edu

Saturday, November 7- John Ford Coley- Ocean City Performing Arts Center

Saturday, November 21- Hal Glick Distinguished Service Award presented to Jack Burbage- The Clarion Fontainebleau