



HospitalityHotline

Connecting the industry through
Advocacy, Education and Partnerships

Feb-March 2020

News from... THE BOARD OF DIRECTORS

Welcome New Members

ACTIVE

TRU by Hilton

ALLIED

Ocean Elements Salt Spa & Float Center
United Work & Travel

February Dinner Meeting

Mark your calendars to join us on **February 20th** for our networking dinner being held at the **Dunes Manor**. **Tom Perlozzo**, Director of Worcester County Recreation and Parks, Tourism and Economic Development will be the guest speaker. There is no March dinner due to Trade Expo and April 16th is the final one of this season, so make plans to join us on February 20th!

Hospitality Sales & Marketing Partnership

HSMP will meet on February 12th at 4pm at Ocean Downs. This meeting offers the opportunity for hotel and restaurant sales and marketing staff to gather and support one another in the development and discussion to facilitate business in Ocean City. RSVP to Susan.

Tourism Gathers in Annapolis

Statewide tourism professionals will gather in Annapolis for Maryland Tourism Day on February 14th. The MD Tourism Coalition is organizing the event and there is still time to sign up! Visit MDTourism.org for details.

Anti-Harassment Seminar

Recently, Delaware enacted a law to require businesses to have a certified anti-harassment trained employee on staff. In anticipation of this being done in Maryland, Deeley Insurance has developed a certification training session. This session will be held on April 7th at the Dunes Manor; mark your calendars and stay tuned for more info!

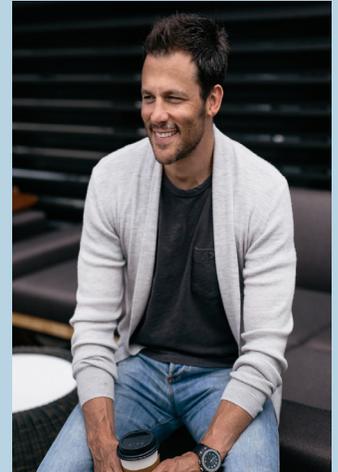
**MARK YOUR CALENDAR
MONDAY, MARCH 9th
9:30am Room 208**

**EXPO KEYNOTE SPEAKER:
RYAN ESTIS**

**ADAPT & THRIVE: HOW
LEADERS CAN PREPARE TO WIN**

Hired by IHG, Microsoft, MasterCard, NBA, Dallas Cowboys and countless other large companies, we are super excited to bring Ryan Estis to Ocean City! We partnered with the Restaurant Association of Maryland to bring you this free presentation as part of the Trade Expo. Session attendees will receive a free copy of his e-book! Read on for more details on his presentation.....

(next page)



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Ryan Estis cont'd:

Brought to you in partnership with the Restaurant Association of MD, this keynote focuses on how you can elevate the relationships you have with your most important stakeholders: your customers and your employees. Ryan teaches organizations how to create remarkable experiences and earn customers for life. Customer expectations have changed. For buyers, an alternative choice is usually just a click away. Today, customers want an experience, and the best brands step up and deliver, consistently. This keynote examines how category-leading companies start with their people, aligning employees around a common mission and empowering them to create memorable customer experiences.

Ryan explores current trends and shares standout customer and employee stories from his portfolio of case studies. He will demonstrate how technology and social connectedness are influencing thinking and changing the way we engage with a brand. He helps participants shift their thinking and emerge with new ideas about both customer and employee relationships that will impact the business.

Recruitment, retention and engagement will be explored so you can be a culture champion! The outcome of this keynote will be an audience prepared to capture employee commitment and customer loyalty to drive business growth.

Learning Objectives

- Learn global workforce trends from our research portfolio.
- Understand how to capture your unique How Advantage.
- Explore what it means to be a chief experience officer.
- Examine the importance of brand evangelism.
- Understand the impact of social connections and technology on the brand experience.

This session will be held on Monday, March at 9:30am in Room 208 of the Ocean City Convention Center.



Wanna get more involved?

Volunteer at the OCHMRA
Spring Trade Expo! Help needed Saturday
through Monday 3/7 - 3/9

EMAIL SUSAN AT SUSANJONES@OCVISITOR.COM
TO CHECK ON TIMES & AVAILABILITIES



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Two Days. One location & Thousands of Attendees

Make plans to experience the excitement and energy of the hospitality world as countless product innovations will be showcased in OCMD on March 8th and 9th at the 46th Annual Hotel-Motel-Restaurant Association Trade Expo. We will welcome the return of many loyal exhibitors and showcase new and emerging regional companies and products. Filling three halls of the Convention Center, our Expo has become the Mid-Atlantic's premier industry event. Attendees have the opportunity to see, touch, taste and experience the latest trends in every component of the hospitality business. With 400 exhibit booths, you will leave armed with new ingredients, knowledge, equipment and inspiration to successfully run your business. The face-to-face interaction provides a valuable, efficient, and cost-effective opportunity to do one-stop shopping and product comparisons. Avoid the crowds on Sunday by starting upstairs and working your way down!

The ART of Hospitality

T.C. Studios OC Painting Experience is back by popular demand and will feature the "Art of Hospitality" at this year's Expo. Located in the Dockside Hall, booths 1210-1212, Ali Jacobs will guide attendees through step by step instruction in the creation of the official hospitality symbol, a pineapple, the sign of "Welcome."

Inspirational Educational Sessions

The OCHMRA Trade Expo is more than just a trade show; it is a complete learning experience for improving business. Insightful educational sessions are being designed with operators' challenges in mind and will run throughout the two-day Expo. Sessions will be located in Room 210 on the second level. Here are the topics planned so far:

Driving Demand through Digital Tactics:

Digital Advertising and Social Media stressing you out? Your online reputation is constantly at risk, and the Internet makes this a bigger challenge than in the past. Join us to explore social media and discover how to track the number of customers who walk-in from your digital ads so you can track the return on your advertising spent. Get ready for a session packed with current best practices, valuable tips and insider real-talk. *Presented by Todd Collins of Restaurant Reputations*

ID Class 101: Alcohol Awareness Training

Alcohol is all around us and serving alcohol responsibly is a must. Make sure you are up to speed. Standard carding techniques, spotting a fake ID, alcohol awareness and cutting off intoxicated customers will be explored in this session. *Presented by Eric Chaplin, Card 101*

Cover Your Assets – Cyber Security and All the Other Stuff You're Not Thinking About

Some of your most valuable business assets are invisible, and protecting them requires a new level of awareness. Our panel of insurance experts will answer your questions and bring you up-to-the-minute advice about Cyber Security and Employment Practices Liability Insurance. We'll simplify insurance with real-world scenarios and discuss the protection/coverage you need in 2020. We want to help you Be Sure and Cyber Secure! *Presented by Deeley Insurance Group*

*Be sure to check the complete
Schedule of Events on the Expo
website!*

Culinary Showcase Stage

World Food Championship competitor, Jonathan Hicks will be a featured chef and is sure to entertain the crowd as he did last summer at Maryland's Foodie Fest! Check him out on Sunday, March 9th!



A complete line up of chefs and other awesome mixology discussions, Meet the Maker and more are being planned so stay tuned!

The Expo is not open to the public, therefore to walk the show floor, you must be a buyer or guest in the industry and you must be 21+. For example, hotel, motel, restaurant, catering, concessions, bed & breakfast, condo/property management, campground, coffee house, ice cream store, nightclub, liquor store, convenience store, cafeteria, nursing home, schools/colleges, hospital. Expo management reserves the right to determine if your registration fits these parameters. If you sell to these types of businesses, you would be considered an Exhibitor and must purchase a booth to attend the Expo.

Expo hours are Sunday, March 8th from 11:00am – 5:00pm and Monday, March 9th from 11:00am – 4:00pm. After Feb 28 on-site registration is \$25pp with proof of being in the industry; a business card or license or letter from employer on company letterhead; paystubs not accepted. For complete Expo information, oceancitytradeexpo.com call 410-289-6733.



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★ Member highlights ★

Winter always brings a flurry of activity within the business community. **Commander Hotel** has just acquired neighboring **Buckingham Hotel** and congratulations to **Danielle Costello** who will now serve as Operations Manager. **Dan Shuler** has been named the GM at the **Home2Suites** and **Tyrone Lewis** will serve as Director of Sales at the **Home2Suites** and the **Fairfield Inn & Suites**. Congratulations to **Danielle Rickett** who is joining the Princess family as the **Princess Bayside** Director of Sales. Kudos to **Alli Kennedy Hutchinson** on her promotion from DOS to Assistant GM at the **Hyatt Place!** Michael Hayes has led the team at **Aloft Hotel** in being named MD Hotel & Lodging Associations **Hotel of the Year for Guest Relations** - Congrats! Finally, **Jackie Ball** of the Park Place Hotel and **Kevin Bresnahan** of the Carousel Group became grandparents to a baby boy, enjoy!

Condolences

Condolences to Ocean Downs Nancy Dofflemyer on the loss of her mother. Also losing a mother, condolences go to Michael Dreseidel of Noovis, Inc. and condolences to Carolyn Lott of Sysco on the loss of her father.

January Dinner Meeting

for additional pics, visit [OCHMRA Flickr page](#)



Congrats to the Stay United & Dine United Winners!



Lachelle Scarlato, Worcester Econ Dev, Ruth Toomey MD Tourism Coalition, Kathryn Gordon Worcester Econ Dev & Mike Watts Noovis Inc



Casino at Ocean Downs crew - Ashlee Brazelton, Kate Maloney, Eric Cantine, Rebecca Taylor and Nancy Dofflemyer



Susan Jones, OCHMRA with Tyrone Lewis, Dan Shuler and Denzil from Home2Suites & Fairfield Inn & Suites



The Castle in the Sand Crew - always smiling!
Back row: Patricia Smith, Jeremy and Joe
Front row: Peggy & Jim Parkinson