



April 2015

Hospitality Hotline

Connecting the industry through
Advocacy, Education and Partnerships

News from... THE BOARD OF DIRECTORS

Welcome New Members Associate

King Kone Ice Cream

Allied

Chesapeake Paving
Delmarva Media Group
Extreme Pest Control
Tezla Group

Front-line Employee Training

Once again, the HMRA, Chamber, EDC and Wor-Wic have teamed up to bring FREE front-line employee training. Course instructor, Caitlin Evans will help employees: Understand the "new" customer and how to meet their needs, Manage stress, Understand how the hospitality industry works and how to position yourself for advancement, and Learn the do's & don'ts of social media. The course is a four-session class on Wednesday & Thursday, April 13 & 14 and Wednesday & Thursday April 20 & 21 from 5-7pm and participants must attend all four sessions. It will be held at the Clarion Fontainebleau Hotel on 101st Street. If you wish to send any of your front-line employees, please provide the following info: 1). Employee name, phone #, email address and job title 2). Name of employer and contact for employee's supervisor. Information should be sent to Denean Jones at djones-ward@worwic.edu. Requests to attend should be received by April 5th to guarantee space. If you have any questions, please contact Denean at 410-334-2815.

Another Awesome Trade Expo!

Once again, we had a successful Trade Expo thanks to the members of our Association! We could not make this show happen without the many Allied Members that support us by exhibiting and the MANY members that come out and volunteer. Please know



how grateful we are to all of you! With 6,407 pre-registered, we had the most attendees in the history of our Expo! Top Chef & Top Chef Masters finalist Bryan Voltaggio demonstrated a delicious recipe from his cookbook, HOME-- we still have a few more copies to sell if anyone missed out! If you weren't able to attend the Expo, feel free to check out our site where you'll find links to all the Exhibitors by category on the "Find Exhibitors" link, as well as, pics and video on the "About / Photo Gallery" link. Your support is much appreciated!



LET'S WORK TOGETHER

You are invited to participate in the Ron Jon Referral Program. Ron Jon provides discount cards for distribution to your guests and you earn a rebate for every card redeemed at Ron Jon Surf Shop. No limit on rebate earnings.

To participate or receive more information, contact Tracey Gray at Traceyg@rjss.com or 321-799-8880 x1048.



Hospitality Hotline

Connecting the industry through
Advocacy, Education and Partnerships

TO OUR VOLUNTEERS: WE THANK YOU!

Andy Adkins - Pizza Hut
Meg Alvarado - Happy Jack Pancake House
Pat Ambler-Perry- Boardwalk Hotel Group
Danelle Amos- Beachwalk Hotel
Joel Brous- Flamingo Motel
Karen Cramer
Joseph Cusato - Commander Hotel
Scott Dahlberg- (Retired) Wor-Wic Community College
Annemarie Dickerson- Francis Scott Key
Mary Eastman- Cayman Suites Hotel
Mark Elman- Clarion Fontainebleau
Carrie Garner - Commander Hotel
Stefanie Gordy - Salisbury University
Sandy Hale- Hale Miller Group
Jennifer Hallon- MAD Design Group
Dan Hallon - Adams Radio Group
Pat Harman- Commander Hotel
Marie Hopper - Holiday Inn Express & Suites North
Madalaine & Harry How- MAD
Design Group 1
Patricia Ilczuk-Lavanceau- Adams Radio Group
Suzanne Jackson - Commander Hotel
Danielle Jones - Princess Royale
Stan Kahn - (Retired) Carousel Resort Hotel
Dean Langrall- Boardwalk Hotel Group
Gigi LeKites - PKS
Jeff LeVan - Delmarva Media Group
Suzie & Craig Mc Elroy - Gregory &
Associates
Theresa McDuffie - MAD Design Group
Brian Mushrush - Phillips Crab House
Dawn Nock - Princess Bayside

Tara Nunan - Harrison Hall Hotel
Heidi Ogg -Tezla Group
Lana Raskutsis - E-Taxes
Robert Rendel - Trimper's Rides
Ashley Rodriguez - Courtyard by Marriot
Chuck Scott - TD Digital Printers
Renee Seiden- Clarion Fontainebleau
Nellie Shaffer - Comfort Inn Gold Coast
Dave Shaffer - Adams Radio Group
Patricia Smith - Castle in the Sand
Marge Steele - Dunes Manor
Martha Strickland - Princess Royale
Steven Sweigert- PKS
Tom Tawney - Cayman Suites Hotel
Suzy Taylor - Ayers Creek Adventures
Rebecca Taylor - Captain's Table
Lauren Taylor - Captain's Table
Bob Torrey - Happy Jack Pancake House
Chris Trimper - Trimper's Rides
Charlie Twigg - Trimper's Rides
Mike Wood- MAD Engineering
Kim Wootteon - The Grand Hotel



**To view the pictures from the Trade Expo....
click here!**



Hospitality Hotline

**Connecting the industry through
Advocacy, Education and Partnerships**

BOARD MEMBER SPOTLIGHT: *Leighton Moore*



Pictured being named Maryland Restaurateur of the Year.

Having been born and raised in Ocean City, Leighton has hospitality in his blood. He began his career running the Gateway Motel on 48th street for his father, and eventually built the Gateway West and Brass Rail Saloon, now the Princess Bayside. After that, he constructed and operated Ocean Club and later sold to Dr. Lenny Berger. Leighton served as President of OCHMRA from 1982-1983 and soon after, opened Seacrets during the summer of '88. The original local's only bar has now grown to employ more than 600 people, and will feature a new distillery this summer. This new added attraction, complete with tasting tours, will showcase Seacrets Spirits. Leighton's advice to the young crowd is to "stay in school," as he only made it through the 11th grade, later getting his GED. His greatest joy is spending time with his wife Rebecca, and for fun, he likes to watch people having fun at Seacrets. Finally, he enjoys traveling and "the satisfaction that comes from designing and creating something out of nothing and seeing it become reality." *As told to Coastal Style Magazine.*



**WORCESTER COUNTY
MARYLAND**

TOURISM REVIEW

[CLICK HERE FOR WORCESTER COUNTY TOURISM 2015 TOURISM REVIEW](#)



OCEAN CITY
**RESTAURANT
WEEK** *a culinary experience*

food for the soul

In celebration of Ocean City Restaurant Week's 10-Year Anniversary, we've partnered with the Art League of Ocean City to develop "Food for the Soul." Artists will select a restaurant and be invited to experience a meal there (of the chef's choosing) and then create a piece of artwork inspired by the food and atmosphere. Once the artwork is created, it will be included in the Ocean City Center for the Arts May exhibit.

On Thursday May 12, a special fundraising event will be held at the Center for the Arts, "Food for the Soul," will feature food and beverage tastings by local alongside the inspired creations. This is a wonderful opportunity to showcase the creativity of our community and for restaurants to gain exposure and new clientele.

The 10th Anniversary Restaurant Week kicks off April 17th and runs through May 1st. (if you'd like to offer your RW deal longer, that is fine too!) Participating restaurants and menu offerings can be found on www.oceancityrestaurantweek.com. To participate in Restaurant Week, give us a call today!



Hospitality Hotline

Connecting the industry through
Advocacy, Education and Partnerships



Welcome to **Wini Roche**, the new Executive Director at the **Maryland Tourism Coalition**. **Delmarva Media Group** welcomes **Aaron Eckman**, new advertising manager, and **Jeff LeVan**, new multimedia representative. Welcome to **Joseph Cusato**, who joins the Sales team at the **Commander Hotel**. Congrats to **Danielle Jones**, who joined the Sales team at the **Princess Royale**. Welcome to **Paul Kahn**, who is the new General Manager at **Beach Plaza**. Congrats to the **Francis Scott Key Family Resort** on being named one of Trip Advisor's Top 25 Hotels for Families. Congrats also to the **Dunes Manor Hotel**, who is celebrating the Grand Opening of their new **Dunes Suites** with a Ribbon Cutting on April 1st, from 2-3pm, with the ribbon cutting at 2:30pm. **Atlantic House Bed and Breakfast** has teamed up with Tesla Motors and will now provide a Tesla Destination Charging Station. Congrats to **Irvine Miller**, who is celebrating 40 years at the **Flamingo Hotel**! Welcome to **Anya Pendzhyieva**, new sales manager at **Residence Inn Ocean City**.

HMRA has partnered with the United Way and Embers/BLU to present The Inaugural Competition for Ocean City restaurants to make a real difference for our community with our local United Way! Dine UNITED will take place June 15th thru Labor Day. Here is how it works ...

Restaurants Develop Creative Fundraising Ideas ~

- \$1 of a Special Cocktail or Appetizer goes to United Way
- Employees have an extra good night? Ask them to make a small donation.
- Have a United Way Donation Box for both employees & customers
- Offer Payroll Deduction for employees to give even \$1 per week from their paycheck

Restaurant Competition Categories will be based on seating capacity: [0 – 150], [150 – 300], [300 – 600], [600+]

Benefit for the restaurant: HEAVY marketing promotions provided by United Way & HMRA, including printed materials, e-mail marketing, social media & online, local newspapers and radio. Winning Restaurant receives Trophy & Bragging Rights for Most Successful Fundraiser in each category & the Most Creative Fundraiser Overall!

JOIN THE COMPETITION CREATE POSITIVE CHANGE IN OUR COMMUNITY by contacting United Way's Kacey Decker at (410)742-5143 or kacey@unitedway4us.org



2016- INTERNATIONAL STUDENT WORKFORCE CONFERENCE

EMPLOYERS & MANAGERS

The summer season is just around the corner - Are you prepared ??

- Updates from the Department of State regarding program regulations and 2015 statistics
- NEW initiatives from SHA and OCPD regarding student safety
- Seasonal housing rentals, code violations
- Cultural differences; customer service training for students
- Enhancing the cultural experience through planned activities
- Updates regarding weekly orientations at City Hall and Social Security Card distribution
- Much more!

Everything you need to know about hiring international students from the people who know it best. Plus, you will have the chance to meet representatives from the sponsoring organizations that connect international students with employers.

Who should attend? Owners, Managers, Human Resources & Payroll Personnel

Location: Carousel Resort Hotel - 118th St

Date: April 14th - 2016

Time: 8:30 am - 1:00 pm; Check-In 8:00 AM, Conference Begins 8:30

Cost: FREE! Includes plated breakfast

**Please RSVP no later than Friday, April 4. Click here or call the Chamber at 410-213-0144 ext. 104



Hospitality Hotline

Connecting the industry through
Advocacy, Education and Partnerships

No Tobacco Sales to Minors: Tobacco Laws and Retailer Responsibilities

The Worcester County Health Department is working with local community groups to provide education about Youth Tobacco Access Laws to local tobacco retailers. The law is clear that only individuals 18 years of age or older are able to purchase tobacco products, paraphernalia, and e-cigarettes. Retailers must check ID of everyone under age 27 who attempts to purchase any tobacco or vaping product. Breaking that law has consequences that could include suspension or loss of tobacco license and fines up to \$11,000.



The State of Maryland Department of Health and Mental Hygiene provides an online tobacco retailer training. The training is available at NoTobaccoSalesToMinors.com and includes a post-training test and certificate of completion. If you would like additional information about the youth tobacco access laws or to request onsite training for your employees, please call the Worcester County Health Department Prevention Program at 410-632-0056.

MGH SEASON KICK-OFF

The April Economic Development Committee Breakfast Meeting will be held on Wednesday, April 13th, at 8:30 a.m. OC's Tourism Director, Donna Abbott, will present the "Annual Season Kick Off" along with Andy Malis, President/CEO of MGH. This year's "Season Kick-Off" presentation will include a preview of the advertising plan, television commercials and print media schedule and will include time for a question and answer session.

Tuesday, April 13 - 8:30 AM - Carousel Oceanfront Hotel
RSVP to lindy.kosydar@carouselhotel.com

Registration is now open!
Delmarva Spring Birding Weekend April 21-24, 2016

The 2016 Delmarva Birding Weekend is set to bring hundreds of nature enthusiasts to the Shore April 21-24 to enjoy the full complement of mid-Atlantic birds as the region welcomes warblers, tanagers, and other spring migrants and prepares to bid adieu to its loons, falcons, and waterfowl as they head northward. Registration for the popular event is now open at www.delmarvabirding.com.



Prothonotary Warbler - Photograph by Dana Kester-McCabe

TRAILER ORDINANCE HIGHLIGHTS

EFFECTIVE MAY 1, 2016

- **NO TRAILER OR OVERSIZED VEHICLE PARKING ON BALTIMORE AVENUE AT ANYTIME.**
- No trailer or oversized vehicle parking on any street or public lot without a permit between May 1 and October 31, except the 100th Street Municipal Lot and the West Ocean City Park & Ride.
- Permits are available to registered participants of certain special events from event promoters including Cruisin' Ocean City, OC Bikefest and Endless Summer Cruisin' for a fee of \$50.
- Other permits will be issued on a case by case basis by the Town of Ocean City's Director of Special Events.
- The new ordinance applies to trailers that are both attached and detached from vehicles.
- An oversized vehicle is any vehicle that is either over 21 feet, 2 inches in length and/or over 6 feet, 8 inches in width.
- The fine for trailer and oversized vehicle violations is \$250.
- Scofflaws (3 or more outstanding tickets or \$100 or more in outstanding fines) may be booted or towed.





HMRA Ocean City, Maryland Hospitality Hotline

Connecting the industry through
Advocacy, Education and Partnerships

Photos by KRR
 Photography

February Dinner Meeting Photos



Karen Norvell, Boardwalk Hotel Group, Sue Etz, Harrison Group Sales, Pat Ambler-Perry, Boardwalk Hotel Group



Martha Strickland, Princess Royale, Greg Dominguez, The Grand, Heidi Ogg, Tezla Group



Lindsay Jones, Worcester Technical High School, Anna Hines, UMES Scholarship Recipient, Phil Cropper & Caitlin Evans, Worcester Technical Highschool. Many thanks for supporting WTHS & buying cupcakes!



Top Row: Renee Seiden, Clarion Fontainebleau, Trisha Seitz, Mark Elman, Clarion Fontainebleau
 Bottom Row: Jennifer Antonelli, Comcast Spotlight, Patricia Ilczuk-Lavanceau, Adams Radio Group



Cole Taustin, Embers/BLU, discussing Dine United. Check out more on page 4.

Click here for more!