



April 2018

# Hospitality Hotline

Connecting the industry through  
Advocacy, Education and Partnerships

## News from... THE BOARD OF DIRECTORS

### Welcome New Members ACTIVE

Bluewater Development  
Dry 85 & Red Red Wine Bar  
Hyatt Place

### ALLIED

Ocean Tower Construction  
One Payment

### Paid Sick Leave FAQ

Even though paid sick leave has become law, there are still many questions. At our Trade Expo, attorneys from Niles, Barton & Wilmer guided attendees through the various issues. If you would like a copy of the presentation, please let us know! Additionally, the MD Department of Labor, Licensing and Regulation has created an informative website with FAQs.

Link for FAQ <https://www.dllr.state.md.us/paidleave/paidleavefaqs.pdf>  
Full website: <https://www.dllr.state.md.us/paidleave/>

### ADARA Data Co-op

Help us help you ~ sign up to participate in this digital data collection and analytics program. In a nutshell, a pixel is dropped on members' websites and tracks users from point to point. The pixel will show where the user is booking, how much revenue they are driving, where they are coming from. This data is anonymously shared with ADARA and the aggregated results will be given to Ocean City for optimizing digital marketing. If you'd like to participate, give us a call!

## A special note for our Trade Show Volunteers

On behalf of the Board of Directors and Past Presidents, THANK YOU to the Allied Members who purchased exhibit booths, Active & Associate Members who attended the Expo and to the many volunteers who helped make the Expo a true success. With 424 exhibit booths, this was our largest Expo yet! **Your support is sincerely appreciated!**

- Deb Carven - APPI
- Hope Thomas - Atlantic Smith Cropper & Deeley LLC
- Mellissa Esham - Atlantic Smith Cropper & Deeley LLC
- Ryan Wilde - B.E.S.T. Motels
- Cindi Wilde - B.E.S.T. Motels
- Danelle Amos - Beachwalk Hotel
- Elly Davis - Boardwalk Hotel Group
- Betsy Fauntleroy - Burgundy Inn
- Tom Tawney - Cayman Suites Hotel
- Mark Elman - Clarion Fontainebleau
- Pat Harman - Commander Hotel
- Suzanne Jackson - Commander Hotel
- Carissa Scaniffe - Commander Hotel
- Danielle Costello - Commander Hotel
- Spencer Byrd - Courtyard Ocean City Ocean Front
- Joanne Cunningham - Dunes Manor Hotel
- Suzie Mc Elroy - CG Accounting Group, LLC
- Bob Torrey - Happy Jack Pancake House
- Melissa Piper - Harrison Group
- Tara Nunan - Harrison Hall Hotel
- Marie Hopper - Holiday Inn Express anmd Suites
- Laura Morrison - Landmark Ins. & Financial Group

thank  
you

cont.

**ACTION ELEVATOR**

Partnering with our customers to provide tailored service plans and unparalleled modernization solutions using the most innovative non-proprietary products.

Let us show you what can be accomplished when you take ACTION!

[www.actionelevator.com](http://www.actionelevator.com)  
12505 Coastal Hwy, Ocean City, MD 21842  
410-250-7070



# Hospitality Hotline

Connecting the industry through  
Advocacy, Education and Partnerships

Carl Bozick - Macky's Bayside Bar & Grill  
Jennifer Hallon - MAD Design Group  
Jack Bulak - MAD Design Group  
Dan Hallon - Ocean Tower  
Madalaine & Harry How - MAD Design Group  
Georgette Greason - Ocean City Center for the Arts  
Nancy Howard - Ocean City Museum Society  
Jeff LeVan - Delmarva Media Group  
Bethany Cheeks - Phillips Seafood Restaurants  
Adrienne Reed - Phillips Seafood Restaurants  
Jennifer Krumpholz - Phillips Seafood Restaurants  
Steven Sweigert - PKS Investments  
Danielle Rickett - Princess Royale Ocean Front Resort

Martha Strickland - Princess Royale Ocean Front Resort  
Courtney Blackford - Residence Inn  
Keith Whisenant - Residence Inn  
Stefanie Gordy - Salisbury University  
Karen Tomasello - Sello's  
Joe White - Shrimp Boat  
Chuck Scott - TD Digital Printers  
Robert - Trimper's Rides  
Charlie Twigg - Trimper's Rides  
Jim Simon - Trimper's Rides  
Sean O'Hagan - WRDE TV  
Karen Cramer  
Michael Day

SEE ALL THE TRADE SHOW PICTURES HERE!

*"A Shore Thing"*

**Sunday, May 6, 2018**

Clarion Resort Fontainebleau Hotel  
10100 Coastal Highway, Ocean City

GALA 2018

Conference Center

WHEN: Sunday, May 06, 2018 -- 5:00PM-12:00AM.

WHAT: Gala Weekend 2018 "A Shore Thing" - 2018's Stars of the Industry Awards Gala is going to be better than ever this year! Join us for a night of celebratory fun, food, drinks and of course enjoying the best of what Ocean City has to offer.

WHERE: Clarion Resort Fontainebleau Hotel - 10100 Coastal Highway, Ocean City.

**BUY YOUR TICKETS HERE!**

Discounted rooms are available in the Restaurant Association of Maryland Room Block until April 7, 2018. Please call 1 (800) 638-2100 and request the "Restaurant Association of Maryland" group rate.

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



# Hospitality Hotline

Connecting the industry through  
Advocacy, Education and Partnerships



Thank you to the **Commander Hotel** for our new office microwave!  
Congrats to **Spiro Buas** on the acquisition of the **Surf Inn Suites**, and welcoming **Jayson Vit** as the new General Manager. **Acme Paper and Supply** welcomes **Joe Brennan** to their sales team. **BlueWater Development** welcomes **Kim Wooteon** to their team. **Brook Hamrock** is the new General Manager at the **Hotel Monte Carlo**. **Fenwick Inn & Suites** has welcomed **Peter Kartanos** as the the General Manager. Welcome to **Skip Coleman**, the new Director of Sales at the **Clarion Resort Fontainebleau**.

## Condolences

Condolences to **Lisa Osman, OC Tourism Department**, for the loss of her father.  
Condolences to **Stephanie Brough, The Grand Hotel & Spa**, for the loss of her mother.  
Sincere condolences to **Susan Sturgis, Shangri-la**, and **Pam Harrington, Sea Hawk Motel**, on the loss of their brother.



## THE DISH: Restaurant industry trends

### SPRING RESTAURANT WEEK APRIL 15-29

Restaurant Week returns April 15-29 and is sure to please your palate with entrees like seared diver scallops and lobster ravioli! In addition to their regular menu, participating Restaurant Week establishments offer special Restaurant Week fixed price menu options. Dining options range from the clean and simple to fine dining.

It's not to late to sign up to participate (no charge to be involved) ~ Restaurants can choose any price-point putting together multiple course options. This

allows smaller restaurants as well as more expensive restaurants to participate. You may offer multiple price-points if you choose. The price points are \$10, \$15, \$20, \$25, \$30, \$35, \$40. All menus are posted on the website.

Give us a call at 410-289-6733 and we'll add you to the site, [OceanCityRestaurantWeek.com](http://OceanCityRestaurantWeek.com). Lots of free exposure and promotion surrounds the event! Mark your calendars!!



## A message from MDOT

This letter is to inform you that The Maryland Department of Transportation State Highway Administration (MDOT SHA) will

begin resurfacing MD 528 (Coastal Highway) in early April. This work, which is part of the median fence project, will take place on Coastal Highway between 26th and 62nd streets in the upcoming weeks. This work is expected to take six to eight weeks, with the paving to be completed by late-May, in time for the summer season. To keep you updated on the project, here is a list of remaining

construction tasks to be completed by Memorial Day:

- Grinding and paving of Coastal Highway in the project limits;
- Installing the median fence;
- Landscaping in the median; and
- Installation of light poles

Although business owners and residents can expect to be mildly impacted by the roadwork, please be assured that visitors and business patrons will have full access to establishments located in the construction area.



# Hospitality Hotline

Connecting the industry through  
Advocacy, Education and Partnerships



By: Dr. George Ojie-Ahamiojie

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

## LEADERSHIP: WHAT TYPE OF LEADER ARE YOU?

Leadership is the ability to lead a group of people to a desired goal. That includes how that leader interacts with the employees, controls employees' work, and how the employees produce the good and services of the organization. Leadership also includes the way to give directions, instructions, discipline, and rewards. There are many types of leadership styles to choose from, this article will discuss autocratic, democratic, bureaucratic, laissez-faire, and theories X and Y styles of leadership.

### Autocratic

The autocratic leader is that person who gives orders to the employees without asking for their opinions or inputs in the decision making process. This person thinks that the employees' ideas are inferior. When this type of leadership is the practice, the employees become dependent on the manager and cannot make decisions on their own. This leader does not share responsibilities, and when it happens, it is a talk-down command. The employees' everyday needs are less important. Advantage: there are times when this needs to be because decision by consensus is not always practicable. Disadvantage: may lead to employee turnover because talking down is not a way of life in the place of work.

### Democratic

The democratic leader is the reverse of the autocratic leader. This leader seeks the opinions of the employees, and considers their inputs when making decisions. The democratic leader also wants to get the employees involve in the job and share some responsibilities. With this leadership style, employees have good information about company policy and procedures because they are part of the process. Advantage: everyone feels important and valued. Disadvantage: manager may lose power, if it defers to employees often.

### Bureaucratic

This leader follows the rules and have no deviations, because decision is by the book. This type of leadership knows and follows rules, procedures, regulations, laws, policies, and makes decision based on them. This person maybe too rigid and can overlook something that is going wrong in the company because the policy is not addressing the issue. Advantage: good to follow rules. Disadvantage: rule maybe too rigid and can affect employee morale.

### Theories X and Y

The theory Y leader sees employees as wanting to be in the place of work, likes what they do, work is play and natural, it fulfills inner needs, and satisfies employees' wants. The theory X leader see employees as lazy, lacking motivation, dislikes job, perform job just because of the pay, like coercion and control. Advantage: theory Y is a way to see employees and treat them well. Disadvantage: theory X has no place in the hospitality industry, PERIOD!

### Laissez-faire

This is the hands-off type of leadership. The person is doing little and involves little in the operation. The employees make majority of the decision because the leader is aloof and somewhat indifferent. Employees could be making the wrong decision with no one there to check to see if the decision is right or wrong. Advantage: good if employees are competent and self-motivated to do their jobs. Disadvantage: it has no place in the hospitality industry, **PERIOD!**

So, what type of a leader are you? Until next time, let the muzik play.....



# Hospitality Hotline

Connecting the industry through  
Advocacy, Education and Partnerships

## 2018 - International Student Workforce Employer Conference

April 19, 2018, 8:00 AM - 1:00 PM at the Carousel Resort Hotel

**Employers & Managers -The summer season is just around the corner - Are you prepared?**

Learn about –

Updates from the Department of State regarding program regulations & 2017 statistics

NEW - OC Chamber & Town of Ocean City Safety Video

Enhancing the cultural experience through planned activities

2018 Cultural Events & Activities

Everything you need to know about the J-1 Visa Summer Work Travel Program from the people who know it best. Plus, you will have the chance to meet representatives from the sponsoring organizations that connect J-1 participants with employers.



## Motor Event Partnership Recap

Approximately 40 members gathered this week to listen and learn from one another and our friends at the OC Police Department. By working in collaboration we can assist the OCPD in controlling guests while safely addressing disorderly behavior on private property. Common problems on private property are disorderly conduct, trespassing, malicious property destruction and traffic violations such as burnouts and throwing substances on roadways. One very important step in the right direction is for each business to ensure they assign a "Business Owner Designee" and that this person is visible on the property, especially between 5pm and 1am. This person can be an owner, manager or security personnel and it is best for that person to be in the business uniform therefore being easily identifiable.

The responsibility on private property begins with property owner, and on public property, such as sidewalks, the OCPD has responsibility. When issues arise on private property, the safety of all is important. 80% of the time, a "Designee" can defuse the situation.

Here are a few ways to address disorderly behavior on your private property:

- Seek voluntary compliance by requesting the subject discontinue their behavior
- Ask the subject to leave the property by giving a trespass warning
- Enact a security deposit policy, if applicable, to prevent malicious destruction of property
- Enact evictions if necessary

If the "Designee" can not obtain voluntary compliance, call the police! (this allows the police to come on private property and assist)

- In many trespassing cases on private property, the officer will be able to make an arrest particularly if the warning is given in the officers presence
- Officers are not always able to make an arrest, some offenses qualify for a criminal citation in place of an arrest

- If an arrest is made, the Designee may be subpoenaed as a court witness

How to address serious traffic violations on private property: (this includes reckless and negligent driving that involves willful and wanton endangering of life/property.

- Visually identify the driver of the vehicle and be sure that you're able to describe the driver to the police
- Obtain the license plate number of the vehicle
- Evict the driver if warranted

Crime Prevention Recommendations for Private Property Owners:

- Sign up for TEAP (Trespass Enforcement Authorization Program) – this is intended for businesses that close and gives the police the authority to enforce trespassing on the property when the owner/designee is not present. (works best for restaurant & retail)
- Hire security personnel – 24-hour on-site security is helpful during the three major motor events; person needs to be a decision maker and easily identified as security or representative of business
- Keep accurate records of tenants staying on property – drivers license & tag number
- Install security cameras throughout property – this acts as a crime deterrent; ensure cameras are in working order and you have ability to provide police with immediate access; post signs identifying security cameras are in use

We will be working with the OCPD and the motor events to create a flyer that you can distribute to guests. It will contain rules, enforcement and penalties, as well as the new (if passed in legislature) special event zone ordinance. Additionally, the flyer will contain the event schedules and the info for the new controlled burn-out area. Stay tuned!



# Hospitality Hotline

Connecting the industry through  
Advocacy, Education and Partnerships

## “Me too” in the Workplace: Preventing and responding to claims of sexual harassment

In light of the increase in sexual harassment lawsuits, we thought we'd include resources for you to review. Recently, the Chamber of Commerce held a seminar and the powerpoint is available. (link here).

Additionally, the National Restaurant Association has useful info which can be found here.

---

## *Finding Staff in a Tight Labor Market*

As the season approaches, we're hearing from many of you that it has been increasingly difficult to find employees. In addition to the traditional methods of classified ads in local papers, make sure you don't forget to post help wanted on your marquees - this method works!

Other avenues for finding staff include the OneStop in Salisbury which is a one stop shop for employment and training services. They regularly have folks they are trying to place in jobs -

Talk with a Business Resource Representative to develop a customized solution for your staffing needs.  
Phone: 410-341-8533 Ext. 0 [salisbury@dllr.state.md.us](mailto:salisbury@dllr.state.md.us) <http://www.onestopjobmarket.org/>

The Maryland Workforce Exchange also provides an outlet for recruiting -

<https://mwejobs.maryland.gov/vosnet/dashboards/defaulttemp.aspx?enc=3dTrsgno6wkhHWLe3JrMMCPQuHV/MwJTDnfWTtfJ2me2BUfxzj4ZYJS/Jg63TFyN>

OC's Chamber of Commerce job board - <https://chamber.oceancity.org/jobs/>

OC Help Wanted sites: <http://oceancityhelpwanted.com/> & <https://jobs.delmarvanow.com/>

Wor-Wic Community College's Hotel & Restaurant Management program has students eager to work in our industry! Connect with them via Dr. George - [gojie-ahamiojie@worwic.edu](mailto:gojie-ahamiojie@worwic.edu)

University of Maryland Eastern Shore also has a great hospitality program – find students through Dr. Ernie Boger - [epboger@umes.edu](mailto:epboger@umes.edu)

Let's all remember to play nice in the sandbox and not recruit from fellow members :)

**WE'RE  
HIRING!**



## **OC BikeFest September 13 – 18, 2018 | Restaurant Incentive Program**

Our goal is to enhance the experience for all attendees who purchase the Official Event wristband for OC BikeFest 2018 by driving business to you through promoting your restaurant as a destination. This offer will be applicable only to the properly wrist banded attendee as an incentive to eat and/or drink at your location.

We will have a unique page on our website ([ocbikefest.com](http://ocbikefest.com)) and in the Event Rally Guide highlighting participating restaurants only. The web page will have a unique message explaining this benefit to purchasers along with your logo containing a direct link to your URL. A sample of the Official Event wristband will be provided to you so that you and your staff can easily identify participants.

It is up to the restaurant to establish and manage the incentive. An example might be to offer a free appetizer with two adult meals, or buy one get one, etc.

The sponsorship fee to participate is \$250.00. If you are interested, please follow up via email to [alicia@ocbikefest.com](mailto:alicia@ocbikefest.com) by June 30.

Please make checks payable to: OC JAMS

Mail to: OC JAMS  
W1166 Hidden Oaks Drive  
East Troy, WI 53120

Once we receive your check, we will need an image of your logo in high resolution for the website and the Event Rally Guide. We look forward to a great event for all!

Kathy Micheal

OC JAMS



**HAVE FUN WHILE MAKING A HUGE DIFFERENCE IN OUR COMMUNITY!**

Local restaurants compete to see who can raise the most for the United Way of the Lower Eastern Shore.

**HOW IT WORKS ...**  
**DEVELOP CREATIVE FUNDRAISING IDEAS**

\$1 FROM A "SPECIAL" APPETIZER OR ENTREE

\$1 FROM EVERY CHECK GOES TO UNITED WAY

CREATE AN EMPLOYEE COMPETITION TO INCREASE DINE UNITED SPECIALS SOLD.

OFFER EMPLOYEE PAYROLL DEDUCTION

CONTACT VENDORS TO SEE IF THEY WILL CONTRIBUTE OR DO A MATCH

**WHAT'S IN IT FOR ME?**

**1. HEAVY MARKETING PROMOTIONS**

Provided by United Way, including printed materials, e-marketing, TV, local newspapers, and radio. Also advertised to over 280 local companies who have United Way campaigns.

**2. TROPHY, BRAGGING RIGHTS, & GREAT COMMUNITY PR**

- Most successful fundraiser in each seating capacity category
- Most successful overall (including additional outside donations, such as employee campaigns, vendor gifts, and corporate matches)
- Most creative fundraiser

**3. SUPPORTING YOUR NEIGHBORS IN NEED**

All proceeds support our local United Way and its 80 funded local programs with 100% staying on the Eastern Shore of Maryland.

**JOIN THE COMPETITION**  
**AND CREATE POSITIVE CHANGE IN OUR COMMUNITY!!**

by contacting United Way's Olivia Mommé  
at (410)742-5143 or [olivia@unitedway4us.org](mailto:olivia@unitedway4us.org)

**PRESENTED BY**



**FOR MORE INFORMATION | UNITEDWAY4US.ORG**



# STAY UNITED OC



UNITED WAY OF THE LOWER EASTERN SHORE



**HAVE FUN WHILE MAKING A HUGE DIFFERENCE IN OUR COMMUNITY!**

Local hotels compete to see who can raise the most for the United Way of the Lower Eastern Shore.

## HOW IT WORKS ... DEVELOP CREATIVE FUNDRAISING IDEAS

SET AN AMOUNT FROM A SPECIAL PACKAGE TO GO TO UNITED WAY

CONTACT VENDORS TO SEE IF THEY WILL CONTRIBUTE OR DO A MATCH

CREATE AN EMPLOYEE COMPETITION TO INCREASE "STAY UNITED OC" SPECIALS SOLD.

HAVE A RESTAURANT? GET INVOLVED IN "DINE UNITED OC" TOO!

OFFER EMPLOYEE PAYROLL DEDUCTION

## WHAT'S IN IT FOR ME?

### 1. HEAVY MARKETING PROMOTIONS

Provided by United Way, including printed materials, e-marketing, TV, local newspapers, and radio. Also advertised to over 280 local companies who have United Way campaigns.

### 2. TROPHY, BRAGGING RIGHTS, & GREAT COMMUNITY PR

- Most successful fundraiser in each room capacity category
- Most successful overall (including additional outside donations, such as employee campaigns, vendor gifts, and corporate matches)
- Most creative fundraiser

### 3. SUPPORTING YOUR NEIGHBORS IN NEED

All proceeds support local United Way and its 80 funded local programs with 100% staying on the Eastern Shore of Maryland.

**JOIN THE COMPETITION AND CREATE POSITIVE CHANGE IN OUR COMMUNITY!!**  
by contacting United Way's Olivia Mommé at (410)742-5143 or [olivia@unitedway4us.org](mailto:olivia@unitedway4us.org)

## PRESENTED BY



FOR MORE INFORMATION [UNITEDWAY4US.ORG](http://UNITEDWAY4US.ORG)