



November 2017

Hospitality Hotline

Connecting the industry through
Advocacy, Education and Partnerships

News from... THE BOARD OF DIRECTORS

Make a Date with Delicious

It's time to tempt your tastebuds and energize the local economy by taking part in Ocean City Restaurant Week. The table is set and the promotion begins, Sunday, November 5th and runs through Sunday, November 19th. View menus and see which restaurants are participating on the official website, www.oceancityrestaurantweek.com. Go ahead, make a date with delicious!

MD Tourism Director Visiting OC

Liz Fitzsimmons, MD's Director of Tourism, Film & the Arts, will be our guest speaker at the upcoming HMRA dinner meeting. She always provides a wealth of information, so be sure to mark your calendars to join us! We'll gather on November 16th at the Holiday Inn Conference Center beginning at 6pm. Our palates will be pleased by Touch of Italy's culinary delights.

Hotel Data Co-op Launched

Partnering to gain insight and find new visitors are the reasons behind the recently launched Hotel Data Co-op. Lodging Members met with reps from ADARA to learn more about collectively helping our destination. ADARA uses a comprehensive view of travel to predict and monitor future demand. Using predictive analytics, we can enable proactive marketing to create demand in real time. To help us in this endeavor, sign up with Charlie at CharlieMorris@adara.com, 404-293-1126, or contact Susan Jones.

PAID SICK LEAVE - HELP US SUSTAIN THE GOVERNOR'S VETO

As you may be aware, the legislature passed the Mandatory Paid Leave Bill this past session. This would essentially require all businesses with 15 or more employees to provide paid leave to employees working 12 or more hours per week. For seasonal businesses, accrual of leave commences upon hire, but may not be used until after 106 days of employment, however many seasonal businesses have staff longer than this period, which would allow them to earn and use leave at the end of the season which is often a very difficult time for employers to stay fully staffed. Due to the severe impact on small business in MD, as well as, the strict sanctions for non-compliance, the Governor did veto this bill. However, there is a very strong chance that the veto may be overridden during the 2018 legislative session. We are working diligently to sustain the veto- but we need your feedback and participation!

During this session the Chamber's expert panel will cover:

- The provisions of HB1
- The impact of HB1 on businesses
- What would businesses like to change?
- Prospects of a veto override
- What you can do to help sustain the Governors Veto and support a more reasonable bill

For more information and to take action on the effort to sustain the veto, please visit <http://www.savemdjobs.com>.

Please join the Chamber & OCHMRA for this important session on **Tuesday, November 14th at the Dunes Manor**. Continental breakfast will be provided at 8:30am with meeting beginning at 8:45am. Please RSVP to inquire@ocvisitor.com or 410-289-6733.

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Kudos to Merry Mears, Kathryn Gordon and team at Worcester County Economic Development. The 2017 Worcester County VIP Commercial Real Estate Tour brought together commercial developers, bankers and realtors while highlighting County assets, amenities, infrastructure and gorgeous property! Lots of great connections were made throughout the day. Thanks for including OCHMRA!

Gigi LeKites, PKS Investments, Merry Mears, Worcester County Economic Development, Melanie Pursel, OC Chamber of Commerce, Susan Jones, OCHMRA, & Kathy Shubert, Worcester County Economic Development

LODGING ROUNDTABLE RECAP



Lodging members gathered to share information and brainstorm during the recent fall roundtable held at the newly renovated Fenwick Inn. Many issues were discussed including the town's clientele, negative publicity, image and perception and the increase in daytrippers and busses. Everyone agreed that

we need to do a better job of spreading positive messages and getting ahead of social media users telling our story. Additionally, we discussed how to get the tradition back and what activities and experiences visitors are seeking. Once the town's visitor survey is complete, we may gain more insight. Regaining control of inventory was discussed at length and it was suggested to make sure hotels don't give permission to third parties to bid on one's own hotel name. It is critical to have the official hotel site appear first on search engines. Driving direct bookings requires building an effective marketing strategy that ensures the hotel gets its fair share, rewards brand loyalty and converts the right guests. Additionally, it is critical to have the booking engine front and center on the hotel website; confirmation messages while guests are staying can help build future bookings and post stay surveys and follow up are useful. Finally, creating and maintaining some sort of loyalty program can help drive direct bookings.

Welcome to **David Trebor**, who has joined the sales team at the **Clarion Fontainebleau**. Welcome **Chef Jim Lewis** to **OC Brewing Company**. Congrats to **Sara Sabia, Hilton Hotel & Suites**, on her recent nuptials to Tom Simon! Congrats to **Stephen & Kristen Lewis, MR Ducks**, on the birth of son, William Turner Lewis. Welcome **Shannon Madden**, the new Food & Beverage director at **OC360 in the Fenwick Inn**. **Ocean City Fish Company** welcomes new chef, **Travis Mckenna**. **Mahlet Yosef** has joined the team at **Diakonia** as the new communications coordinator.





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THE DISH: *Restaurant industry trends*

Continuing Education - Wor-Wic Community College

By: Dr. George Ojie-Ahamiojie

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



Wor-Wic Community College – Hospitality Management Program

Do you know that Wor-Wic Community College hospitality program has courses that can enhance your career development in the hospitality industry? If you are not aware of this, here are some of the culinary courses we offer and what you will learn by taking these courses:

American Regional Cuisine: You will learn cuisines from across the United States ranging from southwest to New Orleans, southern cooking, and across the America's heartland.

Baking and Pastry: This course will introduce you to basic baking techniques such as the science of bread and pastries production, ingredient measurement, and proper evaluation of recipes.

Garde Manger: This course will familiarize you with cold food production in commercial operations. Exposure will include preparations in marinade, cold sources, forcemeats, mousses, hot and cold d'oeuvres, sandwiches and proper buffet set-up and presentation.

International Cuisine – Asia: This course exposes you to cuisines from different cultures, religion and geography, and historical perspectives from countries like Vietnam, China, Korea, Thailand, Mongolia, India, Middle East, and Africa.

International Cuisine – Continental: This course exposes you to cuisines from different cultures, religion and geography, and historical perspectives from countries like Greek, Spain, Scandinavian, Russia, Switzerland, British Isles, and other countries.

International Cuisine – Latin: You will be exposed to cuisines from Mexico, Central and South America. Exposure will also be in tradition recipes, herbs and spices, and cooking techniques.

Sanitation and Safety Systems: This course will introduce you to public health issues such as disease transmission, improper food handling, cooking safety and regulations, and personal hygiene.

All the ingredients used in our kitchen to teach our students are all made from scratch.

We also offer academic courses like:

Customer Service: You will learn the art of providing clearly outstanding customer service in a competitive environment. You will learn the art of providing "Customer Experience" from companies like Walt Disney, Four Seasons, and Ritz-Carlton.

Event Planning and Meeting Management: You will learn the art of planning, organizing and coordinating events such as weddings, meetings, catering, family reunions, and many more.

Healthy Menu Management: In this course, you will learn how to respond to individuals with dietary and special needs. You will also learn about essential and nonessential nutrients, balanced cooking and menu.

As you can see, we have an array of courses in our program. If you need more information, please reach out to me at 410-572-8719; or email me at gojie-ahamiojie@worwic.edu. You can also reach out to Chef Suplee at 410-572-8717; or email him at psuplee@worwic.edu.

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



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REST EASY: Lodging industry trends

Every company wants great employees—without them, a company can't survive. That's especially true in the hospitality industry where employees are the face of a property. Lackluster employees will only translate to poor guest experiences, and those guests will take their business to the competition. However, retaining great employees has become more difficult in this industry. People are spending less time at jobs than they have in the past. A new generation of employees has entered the workforce with different wants and needs, which aren't always clear to hoteliers. What is clear is that once great employees are found, it's important to keep them from going elsewhere. Talented team members have a greater capacity to be more efficient, bring value to other departments, and can continuously evolve in their area of expertise while expanding on new skills and talents. They are the drivers behind successful hotel operations that ensure guests will return to a property. Retaining great employees can be a challenge. Below are four best practices to help along the way.

1. Lead by example with open communication

If a hotel is not leading by example, it may soon be saying goodbye to its best and brightest. Think about what working environment you want for your hotel. Chances are that what you want aligns with what your employees want, too. Maintain a positive, team-focused environment with an open-door communication policy to ensure employees always feel heard. Communication should be constructive with performance evaluations that don't solely focus on the negative. Frame reviews from the positive side to reinforce and encourage the continuation of great work. These evaluations should not be written like a high-school grade card, but they should allow for an open dialogue between employees and management. Employee surveys are another way to promote open communication. These surveys will provide invaluable feedback on employees' attitudes toward their jobs. They also give teams a chance to suggest changes that may be helpful to consider when looking at operations.

2. It's not just about the money

A lot of people think the only way to retain employees is to look at the dollar signs, but that's not always the case. Many

FOUR TIPS TO RETAIN EMPLOYEES

By: Jim Sichta

in the workforce today are looking toward professional development opportunities. If a manager takes an interest in an employee's growth and development, that can go a lot further than a \$1 raise.

Likewise, mutual respect is key. It starts with the details—as minor as paying attention to basic aspects such as proper uniforms for employees so that they look and feel good while working. Job titles can also be a way to show respect, such as "guest-service host" instead of "front-desk agent." Being more respectful of an employee's role can help lift them up.

3. Be flexible

A great work/life balance will work wonders for employee retention. Hotels are a 24/7 business, so balance can be challenging sometimes. But people aren't meant to work 24/7 jobs. Employees need to be able to take care of themselves and shouldn't be afraid to ask for flexibility on doctor appointments or time off for family issues. A liberal paid time off (PTO) policy that encompasses holidays, sick time, and personal time can work well for employee retention. Employees can use their PTO to take time off for their needs, or they can use it for extra cash in their paychecks.

4. Focus on training

It's not enough to train new employees by having them shadow staff for two days before throwing them in the fire. Training needs to be done on a one-on-one and continual basis. Remember that no two people are the same. One person might be ready within a few days, while another might need more time. If employees aren't trained properly based on their needs, the guest experience will suffer and unhappy employees will look elsewhere for work. Cross training is equally important for your operations, not only because it can help with succession planning but also because it exposes a team to different areas of the hotel. It allows employees from different departments to interact, understand each other's jobs, and form a mutual respect. At the end of the day, happy employees will stay. If this isn't the year a hotel decided to focus on employee retention, next year will be too late. Take notice of your team now so that the competition doesn't get stronger by wooing away the heart of your hotel.



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HOTELS HELP HYGIENE

On November 15th, students at Stephen Decatur High Schools Connections Club will take part in building hygiene kits as part of our partnership with Clean the World. These kits will include necessities such as shampoo, soap, deodorant, washcloths and razors. Once complete, the kits will then be taken to Diakonia in West Ocean City for disbursement. And, on November 16th, Worcester Prep student, Maddie Simmons, will lead her fellow students in building hygiene kits at Worcester Prep. Maddie and her mother, Jackie Berger of the Clarion Resort Fontainebleau Hotel, have been instrumental in connecting with Clean the World. CTW was founded on the principle that soap saves lives. They collect and recycle used hotel amenities and send them to those in need. Poor hygiene is one of the leading causes of death in children. Since its founding in 2009, CTW has diverted more than 14million lbs of waste from landfills. CTW Representative Marcus Thomas will be joining us at our November dinner to highlight the program and answer any questions.



Clean the World[®]



The Worcester County community is about to embark upon a new performing arts journey with The Launch~Faces of the Moon, A Celebration of the Performing Arts, which will take place Saturday, November 4, 2017 at the Ocean City Performing Arts Center.

This inaugural event will showcase an evening of fabulous performers who have auditioned and met a high level of talent required by a panel of judges. No age restrictions were placed on performers but with a focus on finding the best "local" talent, performers were required to have "roots" in Worcester County.

Tickets for the LAUNCH are \$25 for adults and \$10 for students and may be purchased at the Ocean City Convention Center box office or online at www.ticketmaster.com.



Blake Haley will perform
live at Brews & Bites

BREWS & BITES

A BENEFIT FOR THE MACKY & PAM STANSELL HOUSE
AT COASTAL HOSPICE AT THE OCEAN

Thursday, Nov. 9 - 5:30 - 8:30 P.M.

Embers Restaurant

2305 Philadelphia Ave, Ocean City

Tastings from fine craft breweries. Fabulous food and raffle auction. Live music!

CLICK HERE FOR RESERVATIONS - \$50 - OR CALL 410-742-8732

NEW ! Don't Miss This Great Opportunity

Holiday Happening's Guide

Ocean City, MD

New for 2017/18 **The Ocean City Chamber of Commerce** will be producing a **Holiday Happenings Guide**. This 24 Page - Full Color Booklet will highlight businesses that are open during our 2nd Season .

Highlight your Specials - Operating Hours - and more !

- Full Color / 10,000 Copies -

1/4 page 5" x 2" \$75

1/2 Page 5" x 4" \$125

Full page 5" x 8" \$225

This booklet will highlight

~ Holiday Light Displays ~

~ Dining ~

~ Shopping ~

~ Entertainment ~

and much, much more !!

Ads must be submitted to Lisa@oceancity.org
by Nov. 3rd at 4:30 pm

Business Name _____

Business Contact _____

Email _____

Phone # _____

Ad Size 1/4 Page \$75

1/2 Page \$125

Full page \$225

Pmt. Enclosed Call for CC Pmt.

Mail to: Ocean City Chamber of Commerce ATTN: Lisa Layfield 12320 Ocean Gateway—Ocean City , MD 21842

Questions ?? Call Lisa Layfield—Events Director 410-213-0144 ext. 104



2017 Chamber Lights Decorating Contest



Hosted by the Greater Ocean City Chamber of Commerce
Sponsored by Local Businesses

The Holidays are getting closer and will be here before you know it.

The Chamber & our Community Partners are promoting the Annual "Chamber Lights" Decorating Contest.

In a effort to promote our local businesses in the winter season & involve our residents in the fun of the holiday's as well.

The Decorating Contest is open to all members of the OC Chamber , OCDC, HMRA, the Downtown Association and Residents as well!

NEW for 2017 we are producing a Holiday Happenings Guide that will include all participating businesses & residents, along with advertisers promoting what they have to offer during Ocean City's 2nd Season!

10,000 copies will be printed and be available locally to our residents & visitors as well as Winterfest of Lights !

This will help bring new customers to your establishmnet during the 2nd Season as they view your beautiful holiday decorations!

The winners will be announced at our Chamber Business After Hours on **Jan 4, 2018** at BJ's On The Water

• If you would like to be a part of our Chamber Lights Decorating Contest, please fill out the entry form below and submit by Monday **November 13, 2017** (This is the deadline to be included in the program)

• Judging will take place the week of December 4th, 2017. You will be notified in advance via e-mail of your judging date.

CHAMBER LIGHTS ENTRY FORM

Business Name: _____
Contact Name _____ Contact Phone # _____
Contact email: _____
Physical Address _____
Mailing Address _____
Business Phone # _____ Business E-mail _____
Directions To Your Business _____

We would like to be judged on the following categories:

- General Business Indoor General Business Outdoor Both
 Hotel / Motel Indoor Hotel / Motel Outdoor Both
 Restaurant Indoor Restaurant Outdoor Both
 Residential (outdoor only)

**** Judging will be the week of Dec. 4th - You will be notified in advance of date & time via email & phone call**

Submit your completed form:

Via Mail: The Greater Ocean City Chamber of Commerce 12320 Ocean Gateway Ocean City, Maryland 21842

Via E-Mail: lisa@OceanCity.org **By fax to:** 410-213-7521

Questions ?? Call Lisa Layifeld - Events Director at 410-213-0144 ext. 104

Thank you for supporting your Greater Ocean City Chamber of Commerce

Visit the Chamber online at www.OceanCity.org