



October 2017

# Hospitality Hotline

Connecting the industry through  
Advocacy, Education and Partnerships

## News from... THE BOARD OF DIRECTORS

### WELCOME NEW MEMBERS ACTIVE

Hotel Monte Carlo Oceanfront

### ALLIED

Belair Produce  
Encore Construction  
Seaboard Media  
Northern Building Restoration

### Bikefest a Success

Many thanks to the following members for volunteering at our inlet beer booths. We wouldn't be successful without them!

**Earl Conley** – Bank of Ocean City,  
**Steve "Chief" Hoffman** – 28th St Pit-n-Pub, **Suzanne Jackson, Will Lynch & Scott Templeton** – Commander Hotel, **Gigi LeKites & Steve Sweigert** – PKS Investments, **Tom Tawney** – Cayman Suites, **Chris Trimper & team** – Trimper's Amusements & Marty's Playland, **Dave Shaffer & Karl Bubba** Thank you! :)

### Participate in our Data Co-op

Hotels are invited to join us on October 12th to learn about building a data co-op. This partnership will allow us to glean data and make the most of digital marketing; in turn finding customers to visit OC!

The meeting will be in conjunction with ADARA and is slated to be held at Courtyard Marriott with happy hour at Captain's Table afterwards! Details will be in an upcoming email.



### JOIN US FOR FALL GM/OWNER LODGING ROUNDTABLE

After a successful spring roundtable, several of you requested we continue discussions with a fall roundtable. Topics on the table include: friendly credit card fraud, advertising/marketing mix & taking back your inventory! Join us on **Tuesday, October 10th at Fenwick Inn's Rooftop** meeting room at 10:00am. Please RSVP at [inquire@ocvisitor.com](mailto:inquire@ocvisitor.com).



### PARTICIPATE IN FALL RESTAURANT WEEK

Restaurant Week returns this fall, beginning on Sunday, November 5th and running through November 19th. In addition to price fixe menus, the fall RW features "great deals on great food." We'd love for you to participate and as always, there is no cost to do so ~ just another OCHMRA member benefit! To sign up, call 410-289-6733 or email [inquire@ocvisitor.com](mailto:inquire@ocvisitor.com).

**DELMARVA  
PUBLIC  
RADIO**  
[www.delmarvapublicradio.net](http://www.delmarvapublicradio.net)

WSDL 89.5 FM Arts & Culture  
WSDL 90.7 FM Rhythm & News

For underwriting/marketing,  
Hannah Miller,  
443-783-4271

**Salisbury**  
UNIVERSITY  
Serving the Delmarva Peninsula  
from Salisbury University

SU is an Equal Opportunity/AA/Title IX university and provides reasonable accommodation given sufficient notice to the University office or staff sponsoring the event or program.



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## BOARD OF DIRECTORS SPOTLIGHT: SPENCER BYRD

Spencer Byrd was born and raised on the Eastern Shore and is currently the GM of the Courtyard by Marriott. After receiving his BS degree in Recreation & Leisure Studies, concentration in Tourism from Shepherd University, he began his career at the Carousel Resort Hotel. Having played golf at Shepherd University, he was a natural fit as the Golf Director in the Group Sales Department. He was also part of the Manager on Duty program where he assisted with problem solving in all departments. The Carousel is where he decided the hotel industry was a natural fit. He and his wife Mia, who is a teacher at SHES, enjoy life with Homer (a Golden) and Duke (a chocolate lab), as well as the rest of the family. In his free time, you'll find

Spencer playing and watching sports; usually golf, basketball and baseball. Last year, he received Newport Hospitality Group's GM of the year title. This comes as no surprise to me as when asked about his management philosophy, here was his answer, "I inspire by leading by example and doing anything/everything I can do assist. I would not ask someone to do something I cannot or would not do."



**J-1 VISA**  
EXCHANGE VISITOR PROGRAM

### OCTOBER ECONOMIC DEVELOPMENT MEETING

The next Economic Development Committee meeting will be held on **Wednesday, October 4, 2017 at 8:30 a.m. at The Carousel Hotel** on 118th St. in Ocean City. The guest speaker will be Carrie Linch, Eastern Regional Director, ASSE International Inc./Aspire Worldwide. ASSE International Inc./Aspire Worldwide is the official sponsor organization designated by the US Department

of State to administer the J-1 Visa cultural exchange programs matching international students with US businesses.

The White House may be considering reducing the J-1 visa exchange visitor program, which brings in more than 100,000 students from foreign countries to the U.S. each summer, often to work in tourist destinations like Ocean City. Carrie will be discussing this topic along with business owners and city officials. There will be a question and answer session following her presentation.

Committee members will also have an opportunity to present updates and discuss upcoming events.

Please R.S.V.P. to [Lindy.Kosydar@Carouselhotel.com](mailto:Lindy.Kosydar@Carouselhotel.com)

Welcome to **Steve Silberman**, who joined the team as Head of POS at **Mercantile Processing**. Welcome to **James Cilione**, the new GM at **Coconut Malorie**.



Condolences to the **Caneloro** family, **Ocean Terrace**, on the loss of **Frank Caneloro**.



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## COMING UP-

Worcester County Education Foundation Benefit concert for Education presents:

### AN EVENING AT THE COTTON CLUB

Seacrets Friday, November 3rd 7-10 PM

NY Jazz & Swing with Tavern on the Green's Allyson Briggs & Fleur Seule. Light hors d'oeuvres, silent auction, and happy hour bar. Individual tickets are \$35. Dress in 30's, 40's or 50's evening attire and win best dressed!

Tickets: 443-880-7795 or [www.wced.foundation](http://www.wced.foundation)

## GUEST SERVICE ADVANTAGE: THE RITZ-CARLTON WAY

By: Dr. George Ojie-Ahamiojie

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



When it comes to customer service, many hospitality businesses pride themselves for the good customer service they provide. While each business is slightly different, all of them offer a homogeneous or a generic product. In other words:

- Every hotel has a bed and bathroom in a private room.
- Every restaurant serves food in the restaurant or drive-thru to its customers.
- Every airline has seats in its aircrafts for their passengers to be seated.
- Every department/grocery store provides shopping carts for the convenience of their customers.

Given these circumstances, there will be differences in the environment, setting, culture, styles, and personality of the hospitality business. What really makes the difference is the culture and quality of the service provided to the clients.

Creating a culture of service and incorporating that culture within the vision and mission statements will make the difference. A company that does is The Ritz-Carlton Hotel.

The Ritz-Carlton Hotel strategy is providing exceptional and outstanding guest service. For being the best at this, The Ritz has been awarded the Malcolm Baldrige Award for Quality Service on two occasions. How did The Ritz achieve this feat? It did by proper planning, training its employees, and executing its strategy flawlessly. The Ritz-Carlton signature service is called "Gold Standards." This forms the foundation of the company. Most notable of the Gold Standard is its Motto: "We are Ladies and Gentlemen service Ladies and Gentlemen." This statement elevates its employees, who then take pride in their jobs, because they are called "Ladies and Gentlemen" and not employees. Next is the Credo, which empowers the Ladies and Gentlemen "to provide the finest personal service.... and fulfills even the unexpressed wishes and needs of our guests." The customers are referred to as "guests." The Ladies and Gentlemen are permitted to fulfil guests' wishes, which are beyond the verbalized.

The Service Value includes statements such as:

**"I own and immediately resolve guest problems."**

It does not matter where the problem emanated, the specific Lady or Gentleman owns the problem and should solve the problem.

**"I have the opportunity to continuously learn and grow."**

Continuous training and providing educational opportunities for the Ladies and Gentlemen is also a benefit to the company.

**"I am involved in the planning of the work that affects me."**

By allowing employees to have a say in their jobs, it improves morale and self-esteem, and the Ladies and Gentlemen the confidence to implement the Gold Standards.

Lastly is the "Three Steps Of Service," the basics of excellent service. They are:

- A warm and sincere greeting.
- Use the guest's name. Anticipation and fulfillment of each guest's needs.
- Fond farewell. Give a warm good-bye and use the guest's name.

This Gold Standards set The Ritz-Carlton apart from its competitors. The "Gold Standard" should be imitative and implemented across every service industry. I ask you the following questions:

1. Ritz-Carlton calls it employees Ladies and Gentlemen. What do you call your employees?
2. Ritz-Carlton empowers its Ladies and Gentlemen to fulfill guests' wishes which are beyond the verbalized wishes. Do you empower your employees to do the same for your guests or customers?
3. Ritz-Carlton allows its Ladies and Gentlemen to have a say in their jobs. Do you allow your employees a say in their jobs?

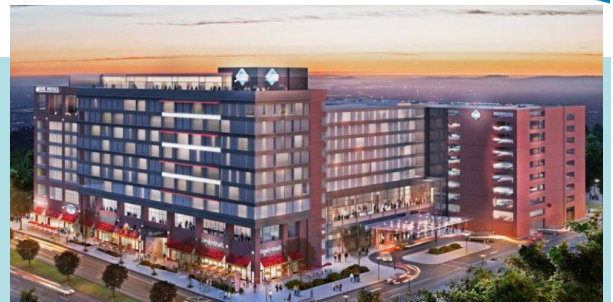
If you hire excellent employees, give them the power and authority to do their jobs. The employees should reflect your company's values, purpose, vision and mission statements, and culture. So also should your words and deeds.

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



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## MARYLAND TOURISM & TRAVEL SUMMIT

Maryland's premiere tourism event attracts 250-300 tourism and hospitality industry leaders from throughout the State of Maryland to learn the latest techniques in marketing, sales, public relations, social media, grassroots advocacy, and to hear about the economic outlook for the industry / the country. The Maryland Tourism & Travel Summit is the year's best opportunity to meet and to share with industry peers during the general sessions, award luncheons, networking breaks, receptions, mobile workshops and MTC's annual awards gala celebrating the achievements of our tourism professionals. Formally, guests of the Summit have the opportunity to be recognized in front of their peers and win professional and marketing awards for their organizations' successes or their personal achievements. Informally, the Summit also has wonderful raffle prize opportunities for Summit participants to win once-in-a-lifetime experiences, VIP tickets, posh getaways, great golf outings, and feasts for foodies.

Wed, Nov 8, 2017, 9:30 AM – Fri, Nov 10, 2017, 11:30 AM  
The Hotel at the University of Maryland

[Sign up here!](#)



## THE DISH: Restaurant industry trends

### Exporting success: Notes tips tricks and links from the Shore Craft Beer Summit

According to the significant amount of feedback we received on the most recent Shore Craft Beer Summit, people are pretty energized about the possibilities for the region going forward. In response to a number of requests, we've compiled this collection of resources to help you share the ideas we discussed with other stakeholders as you see fit. These are all the basics, but if you need any more resources (or further information on the resources we've provided) as always, just reach out and we'll get you square.

#### SUMMIT PRESENTATION

During the summit we went through a lot of numbers and concepts, many of which you might only have been seeing for the first time. [Click here](#) to see a copy of the presentation.

#### THE SHORE CRAFT BEER APP

The Shore Craft Beer App is available for iPhones and Android phones. It encourages travelers to visit as

many breweries on the shore as possible and to check in to win prizes. Prizes include things like tee shirts, gift certificates and brewery swag. Check it out in the Apple Store or Google Play Store.

THINK LOCAL, BUY  
DELMARVA CRAFT BEER



One of the exciting parts of the summit was the push to identify Del-Mar-Va as a craft beer destination. To that end, we've had logos developed that you can use to identify your restaurant or brewery as a place to drink local. The art can be made into coasters, bumper stickers, window decals or anything else that will improve the region's profile. Contact Shore Craft Beer if you are interested in developing printing sponsorships or partnerships for printing branded stickers, coasters and other merchandise to promote drinking local.



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## REST EASY: Lodging industry trends

### CLEAN THE WORLD IN OCEAN CITY

Greetings from Clean the World! Clean the World partners with 5,000 hotels and resorts to collect their used bars of soap and amenities. These goods are sanitized and recycled in an environmentally-safe manner, and then distributed to children and families all over the world who are in desperate need of proper hygiene. We are excited to let you know we have recently started a wonderful partnership with Maddie Simons, a student at Worcester Preparatory School, The Clarion Fontainebleau Resort Hotel, Marigot Beach Suites, and The Ocean City Hotel-Motel-Restaurant Association. Our goal is to have every property in Ocean City participate in our program, as the potential impact to save lives, and increase tourism by contributing to a sustainable future, would be incredible.

We would like to speak with you about getting your hotel engaged with our life saving program. While there is a monthly fee that covers all processing, marketing, and shipping, the potential benefits for your property will be long term. Through our relationship with Ocean City Partners, we have an in-depth understanding of the seasonal nature of your market, and have programs to meet your needs. We welcome your participation, and hope you will join us in creating exposure for the entire Ocean City hospitality industry. With our community engaged in this sustainability initiative at the highest level, our vision is to increase our visitors by 1 million per year.

Our goal is to have 4,500 of the 9,500 total hotel rooms in Ocean City sign up to participate in the Clean The World Program by May 2018. We need your help to get this goal accomplished. Laguna Beach, CA is the only other location that is participating as a community at this level. By joining efforts as a city, we could recycle over 21,000 pounds of soap, while diverting over 34,000 tons of waste from landfills EVERY SINGLE YEAR! Our efforts as a community will not only save lives, but are also a step towards going green, and would affiliate us with helping those in need globally, where many of our employees have families.



Marcus Thomas is available to share more about the program, and help answer any questions you may have. He can be reached at 407-574-8353 ext.1038 or via email at [mthomas@cleantheworld.org](mailto:mthomas@cleantheworld.org)

[Click here to learn more!](#)

## Adopt Your Beach

The Adopt Your Beach program is not just about litter. It's about the need for clean oceans, shorelines, and waterways. It is about residents working together to create permanent solutions to shoreline and marine debris. Our oceans and waterways have been a dumping ground for man-made debris for thousands of years. The harmful effects of litter are severe: negative economic and aesthetic impacts, harm and risk to human health and safety, injury and death to animals through entanglement and ingestion, and habitat destruction. Additionally, the Adopt Your Beach program fosters feelings of pride and ownership as local residents begin to care for "their" beach and it gives people of all ages the opportunity to learn about and actively participate in conserving coastal resources.

### PROGRAM GOALS

- Maintain clean litter free beaches in Ocean City
- Raise public awareness of clean beach issues
- Collect statistical data on debris found

Help us understand the sources and impacts of littering and pollution. Not only will you learn valuable scientific processing skills, including making observations, collecting data, but submitting the data provides valuable information to Ocean City Surf Club, Ocean City's Green Team and our partner organizations. Not only does your cleanup and your data help your community and beaches, your data helps us develop solutions to litter and pollution problems around Ocean City.





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Thank you to everyone who participated  
and promoted Maryland Week!

## *Ocean City at the Mid-Atlantic Expo!*



Susan Jones, Executive Director, cutting the ribbon  
with the Expo team!



Congrats to Paul Suplee, Wor Wic Community  
College, on winning the Bronze prize for his fish  
dish and Gold for his Poultry dish!!



Susan and Liz Meeting  
Master Chef winner  
Shaun O'Neale at the  
Expo! He's awesome!!



With our good friends at  
Acme Paper! Jim Haire &  
Deborah Jeter-Thomas.