



September 2017

Hospitality Hotline

Connecting the industry through
Advocacy, Education and Partnerships

News from... THE BOARD OF DIRECTORS

MD Travel & Tourism Summit

Each fall, the MD Tourism Coalition and the MD Office of Tourism deliver an outstanding opportunity to connect industry colleagues from around the State. This year's dates are November 8-10. Check out the Awards categories and nominate your staff or product! Nominations are due by Sept 29. All the details can be found on: mdtourism.org.

Mark Your Calendars

As we approach the fall, please take a moment to add our dinner meetings to your calendars. It is always a wonderful time to reconnect, see old friends and make some new ones! At our first dinner, MD State Tourism Director, Liz Fitzsimmons will share MD Tourism info.

- November 16
- December 14
- January 18
- February 15
- April 19

Info Sharing is Welcome

As we continue to see shifts in business, it is always helpful for us to hear from our members. Feel free to send Susan your thoughts and opinions on the summer or anything else that's on your mind!

J-1 PROGRAM IN JEAPORDY



During the spring, an Executive Order entitled "Buy American, Hire American" was signed by the Trump Administration. The order was designed to strengthen protections for certain American-made goods and calls for a review of certain legal visa work programs. Initially, the H-1B visas garnered the most attention from the Administration, however, the J1 Visa Visitor Program, has become the

most recent visa program to draw the wrath of the Administration. Most Ocean City seasonal employees fall under the J1 Summer Work Travel Visa, which allows foreign students to spend up to four months living and working temporary jobs in the U.S. Last week, an article appeared in the Wall Street Journal which stated that the Administration is considering taking action to reduce the number of work visas allowed under the program.

Of course, the political dynamics surrounding the issue is challenging and it is clear that the Administration intends to make substantial reforms to the program. The American Hotel & Lodging Association has been working with Americans for Cultural Exchange to lobby both the Administration and the Congress to limit the impact of the rumored changes to the J1 Program. (cont'd)



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
12505 Coastal Hwy, Ocean City, MD 21842
410-250-7070



Hospitality Hotline

Connecting the industry through
Advocacy, Education and Partnerships

Senators Cardin, Van Hollen and Delegate Harris have all signed on with other politicians to urge the administration to keep the J1 program in place. However, we urge you to visit Americans for Cultural Exchange website and utilize their action alert area to share your story on the importance of J1 visas for your business. Senator Cardin has mentioned that it is best to put a "face to the story," therefore, share your experiences of how your students interacted with your American staff, or how you created a cultural experience for your student employees.

Additionally, show your support of the program by signing up TODAY
<https://www.americansforculturalexchange.org/join-us/>

ONE-SIZE-FITS-ALL MANDATES DON'T FIT

A one top-down approach on paid leave doesn't help workers and businesses in Maryland. Last session, legislators voted to require Maryland businesses to provide paid leave for nearly all employees. Governor Larry Hogan vetoed the bill, but we need your support to sustain the veto. Maryland jobs are too important to experiment on.

The National Federation of Independent Business (NFIB) conducted a study on the effects House Bill 1 would have on Maryland's economy. In short, the mandate could cost 13,000 jobs and more than \$1.5 billion in economic output by 2027. Those numbers threaten the progress Maryland has made since the recession.

And while the concept of paid leave may seem straightforward, once its costs are shown – fewer hours reduced benefits – support for such a mandate disappears. **Visit SaveMDJobs.com to show your support in sustaining the veto.**



Blues on the Bay

September 27, 2017
Macky's Bayside Bar & Grill

A benefit for Coastal Hospice at the Ocean. Open bar, great food and live music by Everett Spells. Reservations are \$75.
[Click here to learn more.](#)

9th ANNUAL BREWS ON THE BEACH

LONGEST RUNNING CRAFT BEER FESTIVAL IN OCEAN CITY --12:30 pm - 4:30 pm on September 9th
Join us at the oldest craft beer festival in Ocean City. This year, the festival will feature over 30 locally made craft beers from LOCAL BREWERIES ONLY. There will be live music and SoBos food truck will be on hand to sell food. We will have a special VIP tasting hour from 12:30 - 1:30 where you will have one hour to taste beers made by a local home-brewing club and vote for the People's Choice winner that will be made commercially by Fin City.

GA ADMISSION- 1:30 - 4:30 taste all the beer you like. Enjoy the music and pair your beers with the food truck run by SoBos in Salisbury. The first 600 in the door will get commemorative glasses.





Hospitality Hotline

Connecting the industry through
Advocacy, Education and Partnerships



BOARD OF DIRECTORS SPOTLIGHT: RYAN WILDE

3rd generation hotelier and second generation Board Member, Ryan Wilde is one of the newest OCHMRA Board Members. The Wilde family has deep roots in Worcester County, starting with his grandmother who was a Cropper. His grandfather Hugh Wilde, Sr. built many of the motels along motel row (Baltimore Avenue). He and his family operate BEST Motels which includes Beachmark, Empress, Executive, Sahara and Tides Motels. Ryan graduated from Wake Forest University where he majored in Communications and minored in Entrepreneurship and Social Enterprise. After graduation, he spent 4 years in New York City doing communication planning for American Express and Burberry, both domestically and internationally. In his spare time, you'll find him running, no matter what the weather. He also paints, is a black belt in karate and enjoys volunteering at the Art League of Ocean City.

QUALITIES OF AN EFFICIENT RESTAURANT MANAGER

By: Dr. George Ojie-Ahamiojie

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



The responsibilities of a restaurant manager are hard enough, why not make it easier by developing some skills that makes an efficient manager? Below are seven qualities that can be developed to become an efficient restaurant manager.

Patience – patience is the ability to endure, tolerate and persist in a difficult situation or environment. Developing patience as a quality and showing the patience at every difficult encounter, is a demonstration of maturity and development the employees will want to emulate. Remember, the leader of the employees.

Higher energy level – energy is the oomph, vigor and vitality that a manager has and bring to the place of work. The level of energy will be matched by the employees, thus setting the stage for the mood in the place of work. High energy managers are successful personally and professionally; and employees will gravitate to work on their shifts.

Empathy and sympathy – empathy is having the same experience as someone, while sympathy is trying to understand and making sense of what someone is going through. If a manager has not worked in most position in this our illustrious industry, the manager cannot empathize, but only sympathize. Sympathy is not enough to understand an employee complaint about a job. Take off the manager's hat, and do the employee's job, there be some EMPATHY at the end!

Amiable – amiable is to be friendly, sociable, outgoing, and gregarious. In a restaurant operation, amiable is necessary to enjoy the work, because there is interaction with people from different cultures. So, consider "amiable" a required qualification for being a restaurant manager.

Passion – passion is desire and lust for something. The restaurant job is not a glamorous job, but satisfying because of the desire to serve

people. Show the passion and the desire to make people who walk through the doors of the restaurant smile and happy. The employees who serve these customers and guests will in turn emulate and show the passion to serve. This is the "cycle of excellence."

Self-control – self-control is the will to be self-discipline and self-restraint at different times in the cause of performing the job of a restaurant manager. An efficient manager will have the self-control to allow employees to make decisions; if it is the wrong decision, the employees will learn from it by coaching from the manager. Be the manager who teaches the employees the art of self-control.

Cooperative attitude – cooperation is the ability to work together, see others people's point of view and accept people and their views as is. A manager needs to build teams of well-dedicated employees, seek employee inputs, solicit customers' feedback, work with employees to develop proper policies and procedures, and implement with room for improvements. Be the manager that builds a high-performing teams.

Open-door policy – an open-door is showing the employees that the manager is available, ready and willing to see the employees at any time. Open-door policy breaks down barriers, encourages open communication, employees' access to the manager, build trust and reliance, and tells employees that all of them can see the manager at any time.

The goal of an efficient manager is to operate the restaurant with less efforts as much as possible. Building rapport with the employees, showing cooperative efforts, enthusiasm, vitality, and empathy can lead to being an efficient manager who the employees will follow. Are you that manager? Until next time, let the muzik play.....



Hospitality Hotline

Connecting the industry through
Advocacy, Education and Partnerships



Congrats on 60 years of marriage to **Frank & Viola Candeloro, Ocean Terrace**, and they've shared 42 summers at Ocean Terrace. Congrats to the **DiFilippo family** on their new property on 12th St, the **Monte Carlo Oceanfront**. Congrats to **Donna Greenwood, OCHMRA**, and her family on the birth of granddaughter Felicity Theresa. **Debbie Wells, OCRooms.com**, is participating in the Suicide Prevention Walk this year- if you would like to donate, please email debby@ocrooms.com.

Condolences

Condolences to the **Savage family, the Majestic Hotel**, on the passing of Evelyn. Condolences to **Brooks & Chris Trimper, Trimpers Rides**, on the loss of their stepfather, Harry Zeigler. Condolences to **Annemarie Dickerson, Francis Scott Key Family Resort**, on the loss of her aunt, Bertha Johnson.



THE DISH: Restaurant industry trends

Everyone is a Restaurant Critic and Reviewer: No Education Requirements Needed

By: Henry Pertman, CohnReznick
From Food Service Monthly

I have been in the hospitality industry for about 45 years. Yes, that's a very long time, but it also makes me able to understand — and then leverage — the changes that have come about over those 45 or so years. Food and service were the backbones to great restaurants when I was making sandwiches in my parents' deli, going out only on those special occasions like senior prom or mom's birthday. There were not many restaurants to choose from, so, depending on how good the food and service were on those occasions, we would either return and become "regulars," or move on in hopes that a great new restaurant would open in the area. When it did, you could count on the review of the restaurant by the local newspaper food critic, and you would decide to go, or not to go, depending. That critic held a lot of weight in the restaurant community. A paid, trained, and professional writer, the critic was fairly consistent with appraisals and generally well respected. When I started to manage and then own restaurants, it was key for me to communicate to my staff that food and service are critically important — and to treat each and every guest that came in the door as if they were that food critic. If the staff did that, I would tell them, the day the "real" critic comes in the door, thousands of people will read the review, and voila — we would get busy, and I would get rich and famous. It was not an effective strategy, but it made sense at the time. As time went on, and as technology took over (and continues to take over our realities), the idea of treating everyone as if they are a critic has become a reality. What happened? Yelp, Trip Advisor, the Internet, Facebook, Instagram, and cell phones happened! Indeed, everyone who comes into your restaurant is a restaurant critic and reviewer, and no training comes with the job! In fact, the written critique may not even be relevant, as the number of stars you get will determine whether readers even read the written review at all. If you are not getting three, four, or more stars, you may be disqualified from the competition. Fair? Right? It does not matter.

Food is why they come into your restaurant. Make sure it is fabulous. After good food, it's all about service. The following is advice on how to make the service and experience one that each of your critics/guests will enjoy, leading them to provide the rave reviews — and stars — you need. I should not have to convince you at this point that this is not optional. Here are the steps:

1. Define yourself. On paper. What are your core values? What do you WANT your culture to look and feel like? What is your mission each and every day in your business? This will be the first few pages in your new manuals, and you will have two of them.
2. Define the roles that you expect of yourself and your managers. This will be the next few pages of what I call the Management Training and Reference Manual. BE VERY SPECIFIC. Make this a compelling and mandatory must-read, and must-follow, so that all decisions are made with a single voice, and there is no question about how you treat both your employees — and your guests.
3. In the second manual, the Service Training and Reference Manual, follow the train of thought pertaining to core values, mission, and culture. Detail every aspect of how each and every employee (they are ALL service staff), should be treating every single guest, without exception, and then with how they follow through.

Make no mistake, all of this is worthless if training, coaching, regular meetings, and consistent enforcement are not part of your defined culture. If you DO define, train, coach, and enforce, then the critics become guests, and then the guests become your friends. And that, my friends, is the end game. Do not delay. The outline is here.

Let me know if I can help in any way...and happy summer!



Hospitality Hotline

Connecting the industry through
Advocacy, Education and Partnerships



Surfer's Healing 2017

Held at the Castle in the Sand, this event provides children with Autism a chance to surf and their families to have a beach day. The Chamber and OCHMRA girls love to be the lunch ladies! Thanks to Castle in the Sand, WAWA, Chik-Fil-A & 7-11.

Susan Jones, OCHMRA, Patricia Smith, Castle in the Sand,
Melanie Pursel, OC Chamber,
Liz Walk, OCHMRA, Lisa Layfield, OC Chamber



REST EASY: Lodging industry trends

8 REASONS WHY DIRECT BOOKINGS MATTER FOR HOTELS

By: Charlie Osmond

This month the CEOs from Priceline and Expedia attempted to dissuade hoteliers from efforts to drive direct bookings. In specific circumstances they may have a point. Newly-opened hotels, for example, can get to break-even more quickly by focussing on OTA-led distribution in year one.

But in general, hoteliers guffaw at the OTA protestations. Hotels across the globe have set 'driving direct bookings' as their key strategic goal. Why? Here are eight reasons why hotels are fighting for more direct bookings:

1. Direct relationships

Hospitality is a people business. Inserting third-parties between two humans is rarely the best way to improve communications or understanding. 18 months ago Booking.com announced that it would no longer pass guest details and email addresses to hotels. That kind of relationship-blocker reduces a hotel's ability to know, understand and serve their customers.

2. Anticipation

For guests on vacation, the research is clear – they get more additional 'happiness' in the run up to your trip than in the trip itself. Building anticipation pre-travel adds value to any hotel stay. This is one reason why hotels have improved pre-stay messaging. Direct relationships make this possible.

3. Brand value

In return for services and bookings, real estate owners pay annual fees to hotel brands. These contracts are under pressure if the brands are disintermediated and fail to deliver significant direct bookings. The power of OTAs and importance of Tripadvisor reviews could drive owners towards an unbranded future.

4. Loyalty

It is far cheaper to encourage a repeat visit than it is to find a new customer. Loyalty is vital for hotels. The basic requirement for a post-stay relationship are guest contact details. These are far easier to gather during a direct booking than on-property. Furthermore, it is possible to supercharge a loyalty

programme by adding additional guest information. This can be on-site behaviour gathered thanks to a direct booking.

5. Active choice

Chip Conley, founder of Joie de Vivre hotels and Airbnb Board Member, found a clear correlation between guest satisfaction and direct bookings. In Peak, he explains how OTA-bookers are less likely to make an informed active choice to stay at your property. They are often not from your target-market and have less regard for the ethos of your hotel. This can lead to lower review scores complaints to staff and lower team morale.

6. Future-proofing digital innovation

The next wave of customer-experience innovation will be mobile-led. Whether that's app-based checkin, social sharing or mobile door-opening. Direct relationships reduce friction in testing and adoption of these services by consumers. Better for hotels and better for guests.

7. Data

Improvements in machine-learning and artificial intelligence hold great promise as tools for increasing loyalty, conversion rates and customer service. The impact may be a year or two away, but these techniques will become increasingly important and they are most impactful with 1st party-data. The most data a hotel has on a guest, the better equipped they will be to deliver personalised experiences. If guests are not researching and booking on the hotel's own website, opportunities to learn from guest behaviour and imputed desires may be lost forever.

8. Commissions

With hotels paying 15-25% of top-line revenue in commissions, high fees are sucking cash out of the industry. The costs hurt and reduce the amount hotels can invest on service improvements. This is usually the most-cited reason for hotel's obsession with direct bookings. Personally I think some of the longer-term strategic issues above are even more important.

What have I missed?



Hospitality Hotline

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

RESTAURANT

The Ram Gala is coming to Ocean City!!



ASSOCIATION
MARYLAND

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 an entire weekend of celebratory fun, food, drinks and of course enjoying the best of what Ocean City has to offer. More than just an awards ceremony, Gala is your brand's opportunity to gain exposure in front of Maryland's finest restaurants and businesses. Our sponsors receive advertising from the moment they sign up, through the nomination and voting process, and during post-event media coverage. Click here to learn more.

Do you or your staff need ServSafe Training and Certifying? Do you need Certification for your current Status? This is the ServSafe Manager's Certification Class. Sponsored by the MD, DC and DE Chapter of the ANFP.

Location: Grand Hotel & Spa

When: October 3, 10am-6pm

Cost: \$130/person: Class and Exam (Box lunch & beverages will be provided)

Call: (301) 648-7119 or email ChefRobert@FoodSafetyChef.com



UPCOMING GOLF TOURNAMENTS

Maryland Fire Chiefs Association 9th Annual Golf Tournament

September 29, 2017- Renditions Golf Course.

Contact Hugh Owens: 301-717-1161 - mdchief.org

Charlie Mac Open Memorial Golf Tournament

September 29, 2017 - Nutters Crossing Golf Club

Register: una1.org/news/golftournament

Kenny Rogers is coming to Ocean City Performing Arts Center!

GRAMMY Award-winning superstar and Country Music Hall of Fame Kenny Rogers will be coming to Ocean City Maryland Friday, November 3, as he celebrates his Final World Tour: The Gambler's Last Deal. This will be the last chance to see Kenny Rogers perform in Ocean City Maryland!

The enduring country and pop icon has endeared music lovers around the globe with his amazing songs, heartfelt performances, distinctive voice, gift for storytelling and universal appeal. Kenny will be joined on his farewell tour by special guest Linda Davis!

Labeled a "song stylist" Linda Davis' unique ability to interpret a song has made her one of Nashville's favorite vocalists. Her duet with Reba McEntire, "Does He Love You" became a #1 hit and won both artists several awards including a Grammy for Best Country Vocal Collaboration. In 2009 Linda was inducted into the Texas Country Music Hall of Fame.



Tickets to see Kenny Rogers, with special guest Linda Davis, are on sale now and can be purchased by visiting the OC Box Office, Calling Ticketmaster, 1-800-551-SEAT or online at www.oceancityconcerts.com.

For additional information visit oceancityconcerts.com.

PO Box 340 • Ocean City, MD 21843 • 410-289-6733 • www.ocvisitor.com