



SPRING HOSPITALITY HUDDLE

TOPIC: WORKFORCE

OCMD Hospitality Association & Maryland's Coast



Making a Splash in Hospitality Workforce



Making Waves in Customer Service

- Miles of Smiles: Service Promise
- Program designed with input from industry
- Flexible/customized training
- Alignment with goals of OCMD Hospitality

WOR-WIC
COMMUNITY COLLEGE



OCMD Hospitality Training

Program Overview: Four Training Tracks

Hotel Track

- Customer Service & Communication
- Conquering Complaints Confidently

Restaurant Track

- Cost Control Fundamentals
- ServSafe

Hospitality Leadership Track

- Peer to Supervisor Transition
- Communication-Emotional Intelligence

Technology Track

- Microsoft Suite
- AI in the Workplace

From Chaos to Calm Through Communication

Date: April 8th

Morning Session 9:00am - 12:15pm

Afternoon Session 1:00pm - 4:15pm

Location: Hilton Garden Inn Ocean City Ocean Front

- Practical, scenario-based skill development
- Navigate difficult conversations with composure & professionalism
- Identify early signs of employee or guest conflict & respond effectively

What Participants Will Learn

- How to communicate clear expectations across shifts and departments
- How to address conflict early with employees and guests
- How to navigate difficult conversations with confidence and professionalism
- Apply real-time communication techniques during high-pressure service moments
- Reduce tension while maintaining accountability and service standards

We want to hear from you!

Contact us!

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CEWD Director of Business, Technology and Youth
Initiatives
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OCMD Hospitality Training Survey



Training the workforce for hospitality occupations

Lower Shore Workforce Alliance a division of Tri-County Council for the Lower Eastern Shore of MD

Julie Allen

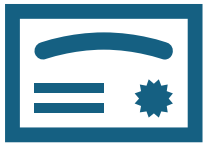


Recruitment Assistance

Advertise your
Job openings
for free

Job Fairs

Workforce pipelines



Wor-Wic Community College

Hospitality Certification
Recruit trained APPLICANTS



Connections with Tri-County Area CTE Schools

Recruit for summer work opportunities &
participate in Career Fairs



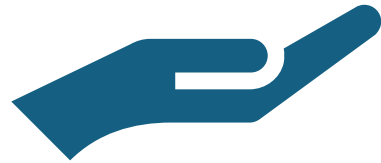
LSWA Youth Program

On the job training opportunities

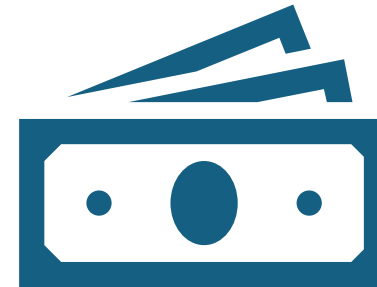
Resource Connections

- Supportive services
- Apprenticeship resources
- Skills Training through Metrix Learning

Collaboration Opportunities



Keep in touch!



More opportunities to come as grant funding becomes available!

Thank You!

Contact Information:

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- Business Services
- jallen1@lswa.org
- 410-341-4401

- The Lower Shore Workforce Alliance Board programs and project initiatives are supported by the U.S. Department of Labor. A total of \$7,918,040.95, or 94.63 percent, of funding is through Federal funding and \$425,339.84 or 5.37 percent, is funded through state and local sources.
- [Stevens Amendment Federal Funding Disclosure](#)



Apprenticeship

Maryland's Workforce Future

Understanding the basics of Registered Apprenticeship programs and how they can be developed and deployed to train Maryland's workforce of tomorrow



Why Are Hospitality Employers Using Apprenticeship Now?



Paid Employment

Apprentices are employees from day one. Giving them an instant relationship with their employer and real world work experience.

Apprentices earn **progressive wages** that increase with their skills, helping promote retention, financial mobility, and job satisfaction.



On the Job Training

Apprentices do most of their learning on the job, under the direction and **mentorship** of industry professionals.

Each apprenticeship includes a step by step plan of how **skills** are taught and introduced on the job. All based on the actual **needs of employers** and industry.



Related Instruction

Apprentices receive **rigorous technical instruction** that reinforces the theories and foundations of their work on the job.

This can include **degrees, certifications, and training** that are custom designed to directly prepare and qualify them for the occupation.



National Credential

Every apprenticeship ends with an **nationally recognized credential** issued by the Maryland Department of Labor.

Apprenticeship Completion Certificates certify that the apprentice has met the **industry standards** for their occupation, opening up a wide world of career opportunities.

What if...

**Worcester County hospitality built one shared
workforce pipeline—led by industry?**

**Coordination
~
Funding
Support**



**LOWER SHORE
WORKFORCE ALLIANCE**

- Handles administration
- Supports grant alignment
- Reduces employer paperwork

**Industry
Leadership**

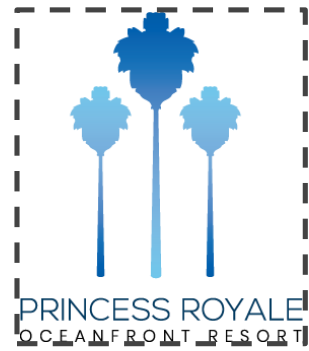
- Voice of hospitality employers
- Sets priorities
- Shapes training needs



**(OCMD Hospitality Association Member
Businesses & Industry Partners)**



**Recruitment
Support**



**Training
Delivery**



- Access to motivated jobseekers
- Connections to untapped talent pools
- Wraparound readiness support

- Training aligned with jobs
- Flexible scheduling options
- Stackable career pathways

Potential regional support through the Industry Apprenticeship Accelerator Grant

Funding & Incentive Programs

Program or Incentive	Per Apprentice Value	Maximum	AMP Youth	1st Year	2nd - 4th Year	5th Year +
Public Safety Grant Program	\$5,000	\$200,000	-	✓	✓	✓
Apprenticeship Incentive Program	\$3,000 \$7,500 for high school	10 apprentices per employer per year	-	✓	-	-
Industry Apprenticeship Accelerator	\$250,000 - \$2.5M competitive grant proposals due May 9, 2026					

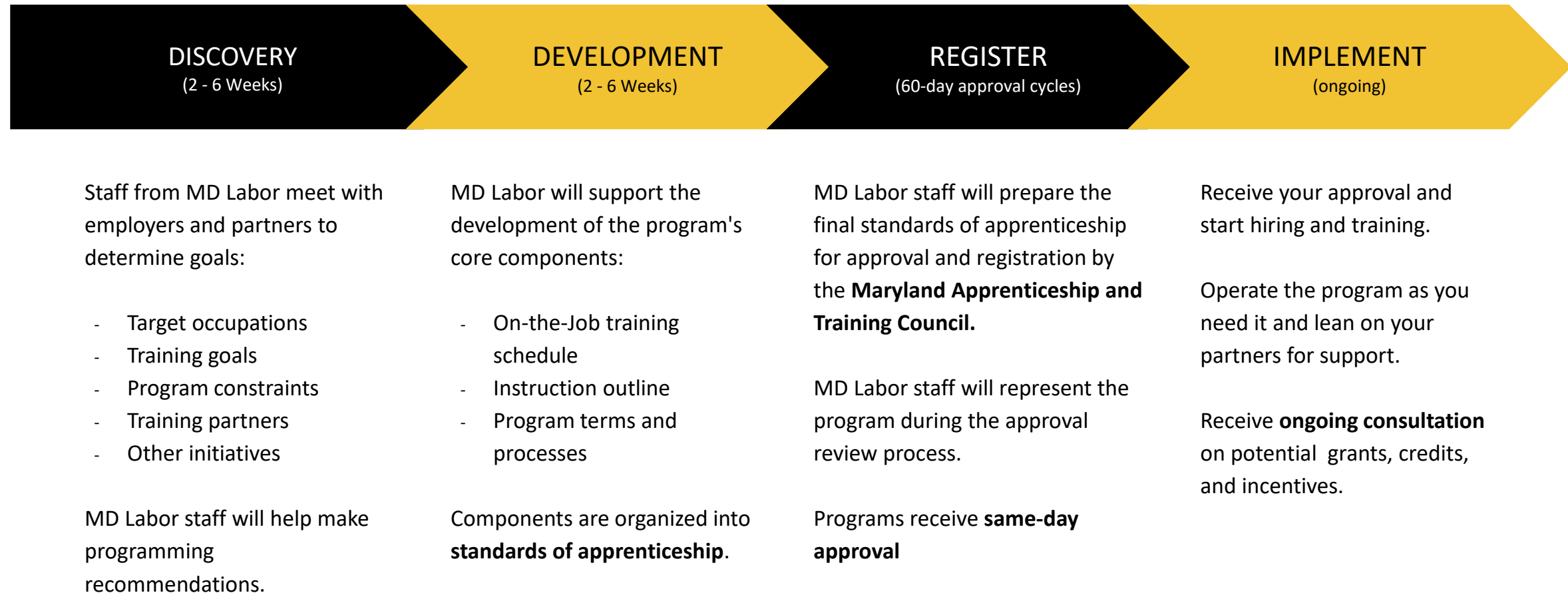
LOCAL WORKFORCE DEVELOPMENT SERVICES



Where could apprenticeship work in hospitality here?

- [Restaurant Manager](#)
- [Hotel & Lodging Manager](#)
- [Cook](#)
- [Hotel Associate](#)
- [Nutrition Care Specialist](#)
- [Maintenance \(Facility Operations\)](#)

Development & Implementation Process



Program development, registration, and implementation timelines vary based on employer need and program complexity. There is no single deadline programs are approved on an ongoing basis. Comprehensive project management and support is provided by MD Labor at no cost.



The Veteran Advantage

Division of Workforce Development and Adult Learning (Veterans Program)

Douglas C. Smith
Veterans Employment & Outreach
Representative

Douglas.smith@maryland.gov

Phone: (667) 203-5683 (M)



DORS Business Services

Recruitment & Business Support Services

- No-cost business solutions
- Wage reimbursement for On-the-Job Training (OJT)
- Recruitment Assistance:
 - Pre-screened candidates
 - Support for open positions
- ADA support, resources, & workplace guidance
- DORS-sponsored paid internships
- Onsite training topics:
 - Disability awareness
 - Barriers to employment
 - Accommodations in the workplace (ADA)



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jessie.ferrio@maryland.gov

<https://dors.maryland.gov/business>

COASTAL
Careers
Internship Program

WORCESTER COUNTY, MD

OUR PROGRAM

Worcester County Office of
Tourism & Economic Development
is seeking employers to host an
intern for 160 hours.

***The program will pay the
employer to host the intern.****

**Let's collaborate to strengthen our local workforce in skilled
trades, agriculture, tourism, and technology (STATT).**



Learn More About Our Internship Host Opportunity!

For more information contact:
Workforce Development Specialist Nancy Schwendeman
410-632-3112 x2120 nschwendeman@worcestermd.gov



* Funding for this program provided by the Rural Maryland Council and the Worcester County Commissioners.



DISCUSSION



LEARNING LOBBY - APRIL 8TH

From Chaos to Calm Through Communication

- 📅 **Wednesday, April 8th**
- 🕒 **2 Sessions:**
Morning - 9:00am - 12:15pm
Afternoon - 1:00pm - 4:15pm
- 📍 **Hilton Garden Inn 28th St.**
- 💰 **Free: MUST RSVP - Limited Seating**

Who Should Attend: Owners, Supervisors & Managers

RSVP BY 4/3



Scan QR code **OR** email Susan at
susanjones@OCVisitor.com



WOR-WIC
COMMUNITY COLLEGE

