



April 2017

# Hospitality Hotline

Connecting the industry through  
Advocacy, Education and Partnerships

## News from... THE BOARD OF DIRECTORS

**New Members  
Active**  
The Shrimp Boat

**Allied**  
Casual Designs Furniture  
Element Risk Management  
Harbor Linen  
Telewire Inc.

### Room Tax Discussion

This time of year, the Mayor & Council are in budget talks and the subject of room tax has come to the forefront. With a decrease in revenue and an increase in city services needed for additional special events, the Town noted they need additional revenues. The Town did state they have reduced their workforce by 100, however, like your businesses, costs are continuing to climb. Among the discussion is to either raise the room tax by 1/2% to 5% or to tweak the current advertising ordinance. Currently, the ordinance directs 2% of the 4.5% room tax to advertising, and tweaking could mean setting a cap and add an annual cost of living increase. Stay tuned!

### Make a Date with Delicious!

Restaurant Week returns this month, beginning on April 23rd and running through May 7th. If you are a restaurant and would like to participate, give us a call at 410-289-6733 or email: [inquire@ocvisitor.com](mailto:inquire@ocvisitor.com). **Check out our awesome new site: [oceancityrestaurantweek.com](http://oceancityrestaurantweek.com) – Thank you D3Corp!**



## 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 415 exhibit booths, this was our largest Expo! **Your support is sincerely appreciated!**

- Deb Carven- APPI
- Suzy Taylor- Ayers Creek Adventures
- Danelle Amos- Beach Walk Hotel
- Ryan Wilde- B.E.S.T. Motels
- Cindi Wilde- B.E.S.T. Motels
- Vicki Shrier- Bestemps
- Pat Ambler-Perry Boardwalk- Hotel Group
- Dean Langrall- Boardwalk Hotel Group
- Rebecca Taylor- Captain's Table
- Lauren Taylor- Captain's Table
- Mary Eastman- Cayman Suites Hotel
- Tom Tawney- Cayman Suites Hotel
- Mark Elman- Clarion Fontainebleau
- Carissa Scaniffe- Commander Hotel
- Pat Harman- Commander Hotel
- Suzanne Jackson- Commander Hotel
- Melora Olexo- Dunes Manor Hotel
- Annemarie Dickerson- Francis Scott Key Hotel
- Suzie & Craig McElroy- Gregory & Associates

thank  
you

cont.



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when you take ACTION!*

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



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Bob Torrey- Happy Jack Pancake House  
Tara Nunan- Harrison Hall Hotel  
Dean Langrall- Jolly Roger Park  
Laura Morrison- Landmark Ins. & Financial Group  
Carl Bozick- Macky's Bayside Bar & Grill  
Greer & Matt Groves- MAD Design Group  
Emily Meadows- MAD Design Group  
Jack Bulak- MAD Design Group  
Jen & Dan Hallon- MAD Design Group  
Madalaine & Harry How- MAD Design Group  
Jeff LeVan- Delmarva Media Group

Steven Sweigert- PKS Investments  
Rina Thaler- OC Art League  
Stefanie Gordy- Salisbury University  
Chuck Scott- TD Digital Print  
Jeanne Kenkel-Tajvar- Tezla Group  
Robert Rendel- Trimper's Rides  
Charlie Twigg- Trimper's Rides  
Alex- Trimper's Rides  
Kacey Decker- United Way of the Eastern Shore  
Helen Arthur  
Scott Dahlberg  
Stan Kahn



## REST EASY: Lodging industry trends

### ADA ANIMAL COMPLIANCE

As we approach the season, we'd like to remind you of the official ADA rules in regards to animals. Many people with disabilities use a service animal in order to fully participate in everyday life. Dogs can be trained to perform many important tasks to assist people with disabilities, such as providing stability for a person who has difficulty walking, picking up items for a person who uses a wheelchair, preventing a child with autism from wandering away, or alerting a person who has hearing loss when someone is approaching from behind.

We continue to receive questions about how the Americans with Disabilities Act (ADA) applies to service animals. The ADA requires State and local government agencies and businesses that provide goods or services to the public make "reasonable modifications" in their policies, practices, or procedures when necessary to accommodate people with disabilities. The service animal rules fall under this general principle. Accordingly, businesses that have a "no pets" policy generally must modify the policy to allow service animals into their facilities.

Under the ADA, a service animal is defined as a dog that has been individually trained to do work or perform tasks for an individual with a disability. The task(s) performed by the dog must be directly related to the person's disability.

Emotional support, therapy, comfort, or companion animals are NOT considered service animals under the ADA. Emotional support animals are used to describe animals that provide comfort just by being with a person. Because they have not been trained to perform a specific job or task, they do not qualify as service animals under the ADA. However, some State or local governments have laws that allow people to take emotional support animals into public places. Our City solicitor has noted that Maryland disability law defines Service animals in the same way as the ADA, in that it must be trained to perform tasks to benefit the person with the disability.

In situations where it is not obvious that the dog is a service animal, staff may ask only two specific questions: (1) is the dog a service animal required because of a disability? and (2) what work or task has the dog been trained to perform? Your staff is not allowed to request any documentation for the dog, require that the dog demonstrate its task, or inquire about the nature of the person's disability. The service animals do NOT have to wear a vest or patch or special harness identifying them as service animals.

If in doubt, the best thing to do is review the ADA guidelines by clicking [here](#) or call the hotline, 800-514-0301.



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Congratulations to **Caitlin Evans, Worcester Technical High School**, on the birth of baby boy, Kie. Welcome to our new **Booking.com** Ocean City rep, **Andres Miguens**. **Kathryn Gordon** has joined **Worcester County** as the new Deputy Director of Economic Development. Congratulations to **Kim Broeckel**, who is the new assistant manager at **Coconut Malorie**. **Carissa Scaniffe** has joined the team at the **Commander** in sales & guest relations. Welcome to **Tracy Rice**, new Guest Services & Marketing Manager for the **Dunes Manor Hotel**. Congrats to **Regina Brittingham**, who is the new Regional Sales Manager at the **OC Convention Center**. Welcome **Stacy Schaffer**, who is now Territory Manager at **Mercantile Processing**. Congrats to **Carl Bozick, Macky's**, and wife Brittany Bozick, on birth of daughter, Grace. Congrats to **Jaime Erby**, new GM at **FishTales**. **Sleep Inn & Suites** is now **Gateway Hotel & Suites**, part of the Ascend Hotel Collection. Congrats to **Mary Susan Jones** and the team at **Howard Johnson OF Plaza**, on winning "Best of Howard Johnsons 2016." Welcome **Jennifer Weaver**, the new GM of **The Hotel Monte Carlo**. Welcome **Bobbi Sample**, the new GM of the **Casino at Ocean Downs**.

## Condolences

Condolences to **Melanie Pursel, Greater Ocean City Chamber of Commerce**, on the loss of her grandfather. Condolences to **Kevin Reppenhagen, KRR Photography**, on the loss of his mother, Shirley. Condolences to **Lisa Silber, Food Service Monthly**, on the loss of her father. Condolences to **Paul Suplee, Wor-Wic Community College**, on the loss of his wife, Julie.



## THE DISH: Restaurant industry trends

### DINE AND DASH REMINDER

In 2013, Maryland passed a law making it **ILLEGAL** to require your tipped employees to pay for a customer walk-out on a check. This was known as the Dine & Dash ruling. Here is the MD Annotated Code:

3-713.

(a) In this section, "tipped employee" means an employee who is engaged in an occupation in which the employee customarily and regularly receives more than \$30 each month in tips or gratuities.

(b) (1) An employer may not require a tipped employee to reimburse the employer or pay to the employer an amount equivalent to a customer's charge for food or beverages if the customer leaves the employer's place of business without paying the charge for food or beverages.

(2) Subject to § 3-503 of this title, an employer may not make a deduction from the wage of a tipped employee to reimburse the employer for an amount equivalent to a customer's charge for food or beverages if the customer leaves the employer's place of business without paying the charge for food or beverages.

(c) Each employer shall keep posted conspicuously in a place where a tipped employee is employed a printed notice of the provisions of this section, in a form that the Commissioner requires.

You can access the poster by clicking here.





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## OCHMRA SPOTLIGHT: KENDRA PAULMAN



In our January newsletter, you learned a bit about Jayne Sawyer, now we'd like to introduce you to another part-time HMRA employee, **Kendra Paulman**. After spending 25 years with the Town of Ocean City Tourism Department, Kendra was retired and restless and needed something to do with her time. Since our Association used to be housed in the Convention Center, Susan was familiar with Kendra's amazing work ethic and hired her in January of 2012. Originally from the Baltimore area, Kendra settled in Ocean City in the early 80's. While Kendra does not have any children, she was one of 10 kids. She has a heart of gold and loves to play the office DJ finding just the right mix. She is also the office holiday decorator, making sure that we celebrate all seasons! Her favorite is Christmas where she plays Holiday Elf developing the mystery cocktail. In her free time, you will find Kendra on the water fishing where she loves to

catch her dinner! Kendra lives with her fiancé, Jack McGrath who was a Baltimore police homicide detective, retiring after 41 years of service.

By: Dr. George Ojie-Ahamiojie

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

## HOW DO YOU HANDLE A CUSTOMER COMPLAINTS?



We are in the customer service business. To put it simply, we are in the peoples' business. If we believe that we are in the peoples' business, then we need to know how to relate and handle the complaint of the people that come into our establishment. Wrong assumption led to the wrong resolution to the following customer situation:

*A man ordered a cheeseburger in a casual dining restaurant. The cheeseburger comes with two patties and two slices of cheese, but he requested to have extra slice of cheese with his burger, which he was charged for. When he realized it, he looked for his server, when he could not find the server, he took the burger and walk towards the manager. He approached the manager to explain what he has been served, before saying anything, the manager said "say nothing, I'll get you another one." So, he took the burger and trashed it. As he tried to say something again, the manager said "I'll bring it to your table." What happened here?*

This man did not want another cheeseburger; he only wanted to explain what has happened to the manager, the manager only wanted to give another cheeseburger.

The restaurant wasted a good cheeseburger because the manager refused to listen, and the customer felt he was not listened to, heard and insulted. A lose-lose situation that was not necessary. The problem here is the inability of the manager to listen. Remember our business? The peoples' business! If we believe that we are in the peoples' business, then we need to learn how to listen by doing the following:

- L**isten to the customer carefully to get all the facts.
- I**ndividualize the customer's complaint because each complaint is unique.
- S**tate what you have heard to get a better understanding of the customer's complaint.
- T**ell the customer you are sorry, and you will take care of the situation immediately. Saying sorry is not a guilty plea.
- E**mpathize with the customer; it is only human.
- N**EVER let the customer leave your establishment without confirming the customer's satisfaction!

Handling customer complaints is easier than we think. As long as we are willing and ready to listen, we will hear what the complaint is all about, and better informed to resolve the problem. Until next time, let the muzik play.....



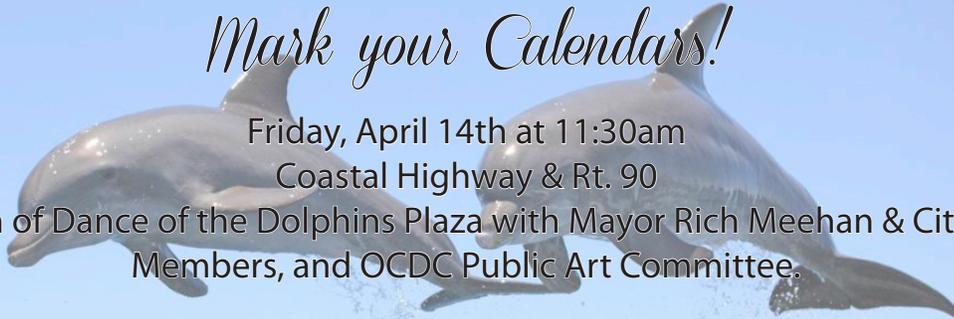
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## Mark your Calendars!

Friday, April 14th at 11:30am  
Coastal Highway & Rt. 90

Dedication of Dance of the Dolphins Plaza with Mayor Rich Meehan & City Council  
Members, and OCDC Public Art Committee.



## OC Bikefest Restaurant Incentive Offer

Our goal is to enhance the experience for all attendees who purchase the Official Event wristband for OC BikeFest 2017

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 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. This offer is limited to the first 15 approved restaurants. Our goal is to offer a variety of unique restaurants. As soon as we have received confirmation and payment, we can start advertising your logo and location on our website and social media.

**The sponsorship fee to participate is \$250.00. To participate or for more information, please contact Alicia Hensel at [alicia@ocbikefest.com](mailto:alicia@ocbikefest.com). The cutoff date is June 30 to advertise in the Event Rally Guide.**

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! Thank you for your support!



Awesome shot of the class for our Keynote Speaker, Bob Brown at the 43rd Annual Spring Trade Expo!

*See all the great photos of the 43rd Annual Spring Trade Expo by clicking [here!](#)*

Photos by KRR Photography

# LOOKING FOR A GREAT MARKETING OPPORTUNITY? LOOKING TO GET MORE INVOLVED WITH YOUR COMMUNITY?

## JOIN IN THE DINE UNITED OC RESTAURANT COMPETITION AND/OR THE STAY UNITED OC HOTEL COMPETITION THIS SUMMER!

Compete June-September, raising money for the United Way of the Lower Eastern Shore, and get recognition across all media platforms. All proceeds support our local United Way and its 74 funded programs ... fighting for the Education, Financial Stability, & Health of everyone in our community.

### Both Dine and Stay United OC were designed to be easy and fun for you to participate.

Decide how you would like to fundraise:

- Proceeds from a food or drink special
- Proceeds from a hotel rate
- Vendor participation
- The Sky is the Limit!

For your participation, you will receive radio, newspaper, television, and e-marketing to drive people to you and showcase that you are community minded.

Awards for:

- Most successful fundraiser (based on capacity)
- Most successful overall (includes vendor matches, etc.)
- Most creative overall



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

Contact United Way's Olivia Mommé  
at (410)742-5143 or olivia@unitedway4us.org



# TIMELINE



**MAY 1** - Deadline to sign on for Dine and Stay United

**MAY 5** - Deadline to submit specials

**MAY 15** - Promotional marketing starts

**MAY 23** - All in house marketing (table tents, posters, etc will be delivered)

**JUNE 1** - Competition Officially Kicks off as well as Full Marketing

**JULY 6, AUG 6, SEPT 6, OCT 6-**

Monthly check in's from UW to talk about PR and pick up checks

**SEPTEMBER 30** - Last day of competition!!!

**OCTOBER TBD** - Awards Celebration for all participants

**THANK YOU TO ALL OF OUR DINE UNITED 2016 PARTICIPANTS!  
WITH 24 PARTICIPATING RESTAURANTS WE RAISED OVER \$44,000!**

**ALSO, SPECIAL THANKS TO OUR 2016 DINE UNITED SPONSORS!**

