



August 2018

# Hospitality Hotline

Connecting the industry through  
Advocacy, Education and Partnerships

## News from... THE EXECUTIVE DIRECTOR

### BikeFest Volunteers Needed

OC BikeFest rolls into town soon ~ this year it is slated for September 13-16 and once again, our Association will be financially sponsoring the wonderful event! We also oversee 2 bars at the inlet. Volunteers are needed to perform bar-back duty, (lifting& restocking). Call us if you are interested.....if you volunteer, you'll receive a weekend wristband which entitles you to live entertainment all weekend!

### Original Wailers FREE SHOW

Just announced, Bob Rothermel, TEAM Productions, is bringing the Original Wailers to OC for a FREE show. Grab your beach chair or blanket and come to Northside Park on August 25th at 8pm for a relaxing night of reggae!

### SCAM Emails

In this day and age of scam emails, please make sure you do not click on any links which you are uncertain of. I've recently heard from another Association who has had malicious email being circulated under THEIR Association name and branding. It is a very convincing email, appearing to link to a GoFundMe account, but it actually went to a PayPal account.

It's always good practice to use your mouse to hover over the sender address and links. Many times, you'll find bad grammar, misspelling or bogus links.

If you are ever unsure of the legitimacy of an email from us, please do not hesitate to contact us 410.289.6733 or susanjones@ocvisitor.com!



**MARYLAND  
TOURISM  
COALITION**

## Summer Soiree Approaching

The Maryland Tourism Coalition and Maryland Association of Destination Marketing Organizations are once again hosting a Summer Soiree during the MACO convention. This event is a gathering of statewide legislators and tourism professionals from all across the State. It provides a relaxed opportunity for both sides to get to know one another and helps foster tourism's mission. The location is the Stowaway Ballroom at Grand Hotel & Spa on 21st Street from 4-6pm on August 15th. This event is free for MTC members in good standing and the Maryland General Assembly. Non-members are welcome to attend for a \$10 fee. Sponsorship opportunities are available. Please contact Ruth Toomey at ruth2mtc@gmail.com Thank you for your continued support of MTC and Maryland's GREATEST industry!

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## THE DISH: *Restaurant industry trends*

By: Ashley Elander, Uncorkd Blog

### MAKING YOUR RESTAURANT MORE ENVIRONMENTALLY FRIENDLY

It's the summer of 2018 and Seattle just became the first major American city to ban plastic straws. Environmental preservation is a common topic of conversation and it can be downright daunting. One of the major issues being tackled is how restaurants can reduce plastic in their operations. Here are a few simple things every restaurant can start doing today to reduce use of plastics and lighten the carbon footprint we're currently making on our one and only Earth.

What happens to plastic materials before and after we use them takes a toll on our environment. Creating plastic is a process that involves a lot of oil and natural gas. In order to use these fossil fuels, we have to burn them and that introduces carbon dioxide into the air, which is a major cause of global warming. According to NASA, "Humans have increased atmospheric CO2 concentration by more than a third since the Industrial Revolution began." Finding reusable alternatives to single-use plastics not only slows global warming, but also reduces harm to our ecosystem. "Most plastics are not biodegradable and typically take more than 400 years to degrade" notes a recent article by Chelsea Ritschel for The Independent. Plastic breaks down into smaller bits that become easier for marine life to ingest, which can also end up in our restaurant's seafood supply.

#### Easy Solutions

Fortunately, single-use plastics are easily replaceable or even omitted.

- Water bottles have no place in a restaurant setting as they're easily replaced with glasses of water. For sparkling water, invest in a sparkling water tap built into your bar that will woo customers and always remain carbonated.
- Straws are one of the biggest offenders of plastic pollution. They're also an unnecessary expense. Either don't offer them or invest in alternative options like metal or biodegradable paper straws.
- Take-out containers come in many materials other than plastic. Opt for compostable containers made from plant material, like corn or sugarcane.
- Many restaurants place take-out containers in a plastic bag. Forgo the bag option for your patrons as one layer of container should do the trick.

#### Larger Orders with Less Delivery Days

Making small changes to your weekly ordering is a great way to be environmentally minded. Bulking up your orders to have less-frequent deliveries means less carbon emissions coming from the delivery truck on your behalf. It'll also help

you lower the amount of delivery charges, so it's a win-win situation.

**Ordering products in larger quantities is a great way to cut down** on the amount of containers you'll be recycling after use. A full size keg of beer is the equivalent to 165 single-serve bottles of beer, but without all the packaging. Recycling is great, but reducing the amount of recyclables we use is even better.

#### Go Paperless

Menus are constantly evolving and needing revisions whether a new dish is on the menu or a fresh keg has been tapped. Updating your menu is a great way to build repeat customers, but can create a lot of paper waste. Digital menus, like Uncorkd, are a great way to make menu changes instantly without having to take the time to collect and replace all the menus in the restaurant. Aside from saving time, digital menus also allow you to save money on printing costs.

#### Green Cleaning

Green cleaning products offer many benefits, both to the environment and to ourselves. Not only are non-toxic cleaning products safer for your skin, they keep the air cleaner by not introducing harmful chemicals into your restaurant. Breathe easier knowing your staff and customers aren't occupying the same space as dangerous chemicals. Many eco-friendly cleaning supplies are also made using sustainable practices and packaged in biodegradable containers, lowering the impact of carbon emissions and pollution on our environment.

#### Local & House-Made

There's a reason sourcing locally is a trend: it supports your local economy, the product is fresher, it builds relationships within your community, and provides many environmental benefits. Being local means being nearby. Deliveries don't travel very far, which mitigates air pollution and gets you food while it's still fresh. Local food also comes in less packaging as smaller producers tend to put more time and energy into the product itself rather than the packaging.

Making house-made items rather than outsourcing is a great way to save money and reuse containers. Jams, vinegars, sausages, spreads, and sauces are quickly made in bulk. Customers will also be impressed with what's coming out of the kitchen.



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Congratulations to **Mike & Nadine Horsey, 28th St. & Northside Pit & Pub**, on birth of son, Nevin. Welcome **Steve Hammond**, the new Golf Sales Manager at the **Clarion Resort Fontainebleau**. Welcome to **Veronica Stancliff**, who has joined the team at **Royal Plus Flooring**.

## Mark your Calendars!

Thursday, Aug 16th  
7-9pm

Sunset Park Party Nights

OCHMRA will co-sponsor OCDC's popular Sunset Park Party Night  
with band Tranzfusion (Rock)



By Alex Paciga,  
Communication Specialist,  
APPI Energy

With Natural gas now available in the town of Ocean City, businesses in the area have an opportunity to save big (in some cases up to 80%) on their energy expenses. While the conversion process is ongoing, and will be implemented in phases over the next few years, areas in the conversion zone can immediately take advantage by shopping the natural gas commodity.

APPI Energy, an Allied Member of OCHMRA, worked with one member restaurant to reduce their natural gas expenses by \$27,000 annually. By working with APPI Energy, an Ocean City business will receive an assessment of eligibility, pricing, and expert recommendations with minimal time commitment, simply by following three easy steps.

Here's how it works:

Step 1: Obtain and forward a full bill copy from

## LET OC NATURAL GAS WORK FOR YOU

your utility for all service locations that are currently active for natural gas, oil, or propane. Invoices will be reviewed to determine eligibility and volume requirements. A minimum annual usage of 1500 dekatherms (Dth) of natural gas is required to secure pricing from a third-party supplier.

Step 2: Sign a letter of authorization (LOA) on your company's letterhead. APPI Energy can provide you with a template LOA. The letter of authorization simply provides permission for APPI Energy to upload your business's historical usage data from your utility. This does not represent any form of contractual obligation on your company's behalf.

Step 3: Provide these two items to the experts at APPI Energy, who will navigate the pricing process on your behalf.

For more information about the program, please call APPI Energy at 410-749-5507 or 1-800-520-6685. We can also be reached via our contact us page, via our website at [www.appienergy.com](http://www.appienergy.com).



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## REST EASY: *Lodging industry trends*

By: David Eisen

### HOW HOTELS CAN BEAT HOME SHARING

The hotel industry likes to whine. It's true, right? First (and still), the online travel agencies. Hoteliers love to bemoan what they allude to as egregious commission structures. Turns out, hotels have always been receptive to the traditional 10-percent travel agent commissions, but hike it up to 25 percent and throw it online and hoteliers scream bloody murder. To be fair, there are "Goodfellas" characters that would blush at that rate.

Hotel chains and their owners are never going to wrestle back control of their inventory unless they take the intrepid step of pulling their hotels off the OTA sites. I don't think this will ever happen, though the impasse between Hyatt and Expedia, which appears to have been hashed out, shows just how serious negotiation talks between hotel chains and OTAs have become. And while hotels continue to collaborate with OTAs, in recent times they've made efforts to drive a bigger proportion of direct bookings, their cheapest reservations channel.

Short of ridiculing the Travelocity gnome's height, hotel companies, to some degree of success, have pushed the notion that booking direct is unfailingly the customer's smartest move: lowest rate, loyalty-point accumulation, peace of mind that the booking is not in the hands of a third party should something happen, so on and so forth. Hotels have made strides in doing that and it's the same adherence to message that could help them blunt the impact of today's most pressing disruptor: home-sharing platforms.

The AH&LA and other lobbying groups continue to mount campaigns over the legality of sites like Airbnb—and hotel companies and owners should allow them to continue to do this on their behalf. But instead of whining over a level playing field—taxation, fire, life and safety (all important issues)—hotel companies and owners, in order to beat back home sharing, should promulgate their strengths while underscoring home sharing's weaknesses.

In San Sebastián, Spain, on vacation, a group of us used

HomeAway to find an apartment. It was cheaper than any hotel in the area (they were all sold out) and had a stunning view of the sea. All compelling reasons to use home sharing—I get it. Here's why not.

First, what better after a long trip than having to call your "host" and wait 25 minutes for her to show up with the key? Then, once she arrives, the requisite tour and instruction on how to turn the lights on and off. Second, we were there four nights and afforded one towel each. Not that I necessarily needed it since I could spit sunflower seeds harder than our shower's water pressure. Still, there was no housekeeping to replenish any linens, nor were there any travel amenities, such as shampoo or soap. Third, and what drew my real ire, no responsiveness to a vexing event.

At one point during our stay, we were locked out of the apartment. If you lose your keycard at a hotel, a quick trip to the front desk will remedy the situation. Not here. A string of phone calls to our host went unanswered, as did texts and emails. Yes, the situation was our doing, but to not have recourse to fix it was unacceptable and infuriating. Luckily, we found another tenant in the building who was able to hop the balcony and let us into the unit. Oh, and he never even asked if we were actually staying there.

Here's the upshot: the things that make hotels great can be used to dilute home sharing. This is my major issue with the hotel industry: instead of being complaintive, show conceit. Don't beat around the bush; tell the consumer bluntly why you are the better product. It's not about disparaging the other; it's about showing your wares, your benefits.

OTAs have taken their slice out of hotels. Home-sharing sites are turning residences into business opportunities. There are disruptors out there with a taste for blood. It's time to pull out the crucifix.



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## Surfers Healing

Families with autistic children find Surfer's Healing a truly therapeutic day at the beach. Founded in 1996 by California native Israel Paskowitz as surfing was a genuine way to spend quality time with his son. Last year, Surfer's Healing hosted over 4,500 autistic children. Events are now held all around the world. "Our daylong camps are about acceptance, respite, and fun. Surfing isn't a cure for autism, but you'd be surprised at the difference a day at the beach can make. It's amazing to see what our kids can do, and how they light up as they learn," stated Mr. Paskowitz.

OC will welcome back Surfer's Healing on Wednesday, August 15. It will be held on the beach at the Castle in the Sand Hotel where they generously donate their staff to ensure things ran smoothly. The OC Chamber of Commerce and the HMRA have become affectionately known as the "lunch ladies" as they find and serve donated meals to the surfers and the participating families. Check out the Surfer's Healing facebook page to see pics from this truly moving experience. To watch the autistic kids light up as the professional surfers glide with them on boards brings a tear to our eyes every year. Thank you Adam, Adam Jr, Bob, & Patricia for hosting the event!



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Thank you so much to OCFoodie Tour for our fun tour of some of OC's midtown gems! Click here to learn more !



# **J-1 Trip to Washington D.C.!**

One day only - August 16th - at the great rate of  
**\$45 per person!**



Join us for a trip from Ocean City to the nations Capital

We will meet up with J1 participants from around the country for a quick photo and then you're free to explore the city!

We will depart from the West Ocean City Park and Ride promptly at 6am and return that same evening by 8pm. To reserve your ticket please contact the Greater Ocean City Chamber of Commerce at 410-213-0144 ext. 102 or order online through link below:



<https://chamber.oceancity.org/events/details/j-1-swt-trip-to-washington-d-c-28084?range=365>

# Backflow Prevention: Why Is It Important?

*Presented By: University of Florida TREEO Center*

UF TREEO Center is holding a pre-conference session on Backflow Prevention and the importance of preventing cross-connections. Cross-connection control remains a critical link in protecting public health by maintaining the quality of our drinking water.

**August 28, 2018 | 1:00pm - 5:00pm**

## Agenda

**1:00pm: Welcome and Introductions**

*Chip Matthews, Integrated Cross Connection Partners*

**1:15pm: What is Cross-Connection and Why Should We Care?**

*Steve Fox, Hydrocorp*

**2:00pm: Testing: Then Repair or Replace?**

*Sean Cleary, Backflow Prevention Institute*

**2:45pm: Break**

**3:00pm: Challenges of Setting Up a CCC Program in a Large System**

*Tom Buckley, WSSC*

**3:45pm: Challenges of Creating a CCC Program in a State With No CCC Regulations**

*Larry Finnicum, SUEZ*

**4:30pm: Panel Discussion - Challenges of Managing CCC Programs in the Chesapeake Region**

*All Speakers*



## Who Should Attend

- Utility Administrators and Directors
- Public Works Directors
- Environmental Attorneys
- Engineers
- Cross-Connection Control Supervisors
- Backflow Prevention Testers
- Repair Technicians

## Location

Roland E. Powell Convention Center

4001 Coastal Highway | Ocean City, MD 21842 | (410) 289-2800

## Registration

[www.chesapeaketricon.org/registration.html](http://www.chesapeaketricon.org/registration.html)

\$35/Attendee early bird pricing available until August 7, 2018, \$45 after. This is for pre-conference session only. After filling out Contact Details, select Events to register for pre-conference sessions.