



Hospitality Hotline

Connecting the industry through
Advocacy, Education and Partnerships

Feb-March 2018

News from...

THE BOARD OF DIRECTORS

Welcome New Members

Go Glass
Salty Social Marketing

Paid Sick Leave Compliance Session

Navigating the paid sick leave bill will not be easy for anyone, which is why Governor Hogan has set up an office to help assist small businesses in complying with House Bill 1 (HB1), the Maryland Healthy Working Families Act. The office will be housed and report directly to Secretary Kelly Schulz within the Maryland Department of Labor, Licensing, and Regulation, the agency tasked with promulgating regulations for the new law. Currently, questions can be sent to Small.Business@Maryland.gov. The DLLR is still trying to navigate the law themselves. In the meantime, labor attorney, Doug Desmarais with Smith & Downey, will lead a compliance session being organized by the Chamber of Commerce on February 22nd. The session will be held 2-4pm at the Grand Hotel. For details and to register, go to www.oceancity.org.

Restaurant Roundtable

Thanks to the many restaurant members who attended the recent roundtable! The MD DLLR did a fantastic job of outlining wage and hour rules, overtime, tip pooling and the rules for employing minors. This forum answered many questions and will help guide our members in the future. Direct questions can be sent to Pamela.Banks@maryland.gov. The presentation was emailed out, but, if you didn't see it, feel free to call us and ask for it!

TWO DAYS, ONE LOCATION & THOUSANDS OF ATTENDEES

Ocean City is getting down to business in a few weeks and that business is all things hospitality. Make plans to experience the excitement and energy of the hospitality world as countless product innovations will be showcased in Ocean City on March 4th and 5th. The 44th Annual Hotel-Motel-Restaurant Association Trade Expo takes place in the Ocean City Convention Center and is truly a coming out of hibernation event. The quiet sleepy resort welcomes the return of many loyal exhibitors and showcases new and emerging regional companies and products.

44th Annual



SPRINGTRADEEXPO
Ocean City Hotel-Motel-Restaurant Association

Filling three halls of the Convention Center, this Expo has grown to be one of the area's premier industry events. Attendees have the opportunity to see, touch, taste and experience the latest trends in every component of the hospitality business. With a little over 400 exhibit booths operators will leave armed with new ingredients, knowledge, equipment and inspiration to successfully run their business. This face-to-face interaction provides a valuable, efficient, and cost-effective opportunity to do one-stop shopping and product comparison.

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BOOTH 102**





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Mixing It Up - Chefs Competition

The Delmarva Chefs & Cooks Association has once again created an opportunity for chefs to compete during their American Culinary Federation competition. Culinary arts continue to play a vital role in our communities and competitions raise the standard of excellence. There is no better way for a culinarian to hone their craft than by putting their skills and knowledge to the test in a competitive format. The event will take place prior to the Expo on Saturday, March 3rd at the Worcester Technical High School kitchen. There will be a best dish and mystery basket competition. Competition Chair Paul Suplee is currently taking applications for competitors. Suplee is a Professor of Culinary Arts at Wor-Wic Community College and has received numerous culinary medals and awards for competing. He is the Past Vice President of the DCCA. Participation in ACF approved competitions will also earn you continuing education hours for ACF certification. For more info, contact Paul Suplee at: pgsuplee@gmail.com, 443-880-1986 www.delmarvachefs.com



DCCA

Delmarva Chefs & Cooks

SPRING TRADE EXPO EDUCATIONAL SESSIONS SEMINAR ROOM ~ Room 210 Second Level

The OCHMRA Trade Expo is more than just a trade show; it is a complete learning experience for improving business. Educational sessions, designed with operators' challenges in mind, will run throughout the two-day Expo and will be located in Room 210 on the second level. Here is the line-up so far: Everyone's a Critic, Deal with it! - Everyday customers are talking about your business on TripAdvisor, Google, Facebook and others. Join this session to explore how to handle negative reviews and manage your online reputation; Dealing with the Dynamics of Digital Customers - Learn how to use Google analytics, SEO and other digital strategies to build relationships and create guest loyalty to drive direct bookings. And, steps to ensure mobile strategy success; Where will our seafood come from in the future? Sourcing sustainable seafood in a protein short world. Join fish expert, biologist and VP of Congressional Seafood, Tim Sughrue as he explores this topic and shares samples. Be sure to check the complete Schedule of Events on the Expo website.

...New Products Galore...

Attendees will be able to test their heat limit on UTZ Hot's! new hot pepper kettle style potato chips. Flavors come in Tomatillo Salsa, Cayenne Chili Sauce, Scorpion Pepper which are set at "burn, blaze or lava" heat limits. Also being unveiled is their wavy Heluva Good! Buttermilk Ranch gluten free potato chips. Stop by **UTZ Quality Foods** booth 323 to take the heat test!

During their first sales year last year, **Dr. Stoner's** won silver medals for their Fresh Herb Vodka and for Dr. Stoner's Smoky Herb Whiskey at the San Francisco World

Spirits Competition. In addition to being very well received by expert tasters, their sales indicate that it has also been warmly received by the buying public. In just nine months of sales, they have sold more than 5,500 cases of Dr. Stoner's Spirits. Future plans include the addition of a Dr. Stoner's Crazy Herb Tequila - Hierba Loca. Sample Dr. Stoner's in booth 2400.

Layton's Umbrellas has redesigned their Aluminum Market umbrellas! The Frame now features a polished silver aluminum. And, they have upgraded the end tips



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with a screw and grommet system. To top it off, they've added a new finial (top of the umbrella) for added style. Take a peek at the umbrellas in booths 628-631.

The Exotic Bean, the U.S. distributor for Paradise Mountain organic coffee from Thailand. It specializes in providing the highest quality, USDA certified organic coffees to our customers. Our coffees are shade grown, direct trade, non-GMO, Kosher certified and most recently trademarked The World's most sustainable coffee. We promise you will "Taste the Difference," but you can find out for yourself at Booth 316.

Madhouse Oysters will be introducing a new brand of sustainably raised oysters. These are being raised on their farm in Chincoteague Bay and will be ready for this season. Meet the folks behind the oysters at Booth 2500.

Focusing heavily on outdoor weatherproof metal signs, **Plak That** now has the ability to CNC cut the signs into any shapes after printing. They are made of aluminum and come in a variety of sizes. You can meet Ocean City native and owner, Wyatt Harrison in booth 900-901.

MS Walker Wholesale will feature their limited release West Cork Glengarriff Series Peated Single Malt & Black Reserve Irish Whiskies which according to Vince Grande are "absolutely stunning quality!" He will also feature Grand Mayan Silver and Over Aged Anejo Tequilas which are hand-crafted and artisinally produced using only 100% pure central-highland blue agave. Look for this, packaged in a hand-made and painted ceramic decanter at booth 2600.

Pinnacle Communications Corp. has introduced digital signage packages for the hospitality market beginning at \$2,500, including installation and support. Customers can select wall-mounted, 1080p displays ranging from 43 to 95 inches wide that include a cloud-based content management system, Chromebox computer, Interactivity, wayfinding and beaconing, according to Paul Payette, Pinnacle VP & GM, digital signage solutions. Learn more about this cloud based management system at Booth 101.

Oxley's Extra's exciting line-up of products are available through privately owned local businesses restaurants,

diners, bars, liquor stores, etc in our market areas and now through www.peppers.com. This veteran owned small business will feature 26 new Steak Sauce, Bloody Mary Mixes, BBQ Sauces & Hot Sauces. Sample these at Booth 1002.

After working with several different recipes and numerous tastings, **ArcticBuzz™** has cracked the code and delivers homemade, hand churned, smooth vodka frozen dairy dessert. To take it a step further, they will work closely with local distilleries to create artisan flavors that are formulated solely for their product! Currently they feature six flavors of a hand crafted vodka that provides outstanding taste for each and every palate. Find them at Booth 1122.

Picklehead LLC will be featuring their Tip Tough product which protects chefs fingers. The founder of Tip Tough is a young entrepreneur whose father is a chef who always came home from work with deep cuts. So, RJ designed the Tip Tough to protect his father's fingers and now everyone can stay safe in the kitchen. You'll find this product at Booth 1201.

Stop by booth 1004 to talk with Frank who can bring **Serv Safe Food Safety** Manager's classes to your restaurant with as few as 3 students. Let him come to you!

Summer J. Artisan Ice Pops LLC, will be in booth 2102-2103 showcasing Delaware's first all-natural gourmet ice pop company. Shortly after their daughter, Summer, was born a family member was diagnosed with cancer. It was out of this crisis that Queon Jackson and his wife became committed to creating something healthy and they created Summer J. Pops. These sweet treats can be guilt free, as they contain real fruit and do not have refined sugar, preservatives or artificial flavors. These ice pops are certified vegan, gluten free, and dairy free. They can be purchased individually and in boxes of 4. Make sure to say hello to Queon and sample Summer J. Pops.

Delmarva Two-Way Radio, Inc. of Ocean City has announced its association with other Motorola 2-Way Dealers in establishing the new "Mid-Atlantic Digital Radio Network". Based upon the Motorola "MotoTRBO" System, companies that provide delivery and service vehicles into the Ocean City/Delmarva Area are able to converse legally



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with the drivers while traveling. The system also includes GPS Tracking that can be viewed via Smartphones and PC's. Businesses will gain better control of vehicles, scheduling and route management all while saving money! "This system reminds me of the old Nextel system," stated Milt Warren, Delmarva Two-Way President. Check it out in Booth #110.

Kombucha continues to make headlines for its benefits to our health, now, it will make headlines as one of the newest products to it the Expo! Stop by **AC Beverage's** Booth 1103 to learn more about Komboucha on tap!

VIVOTEK has a new camera, which is a stereo counting camera, that tracks in real-time the flow of people movement by counting them with high accuracy of up to 98%. This metric will provide business owners the tool to make operation decisions and increase their ROI. Check it out at VIVOTEK & Maloney Telecom Booth 2001-2002.

The Bank of Delmarva has opened a new branch in West Ocean City and in addition to traditional teller services, this branch boasts a custom-developed room for cash business transactions, called CoinPlus. CoinPlus solves a problem that many cash-dependent businesses have: keeping enough cash – in the right denominations - on hand all the time. CoinPlus users can place orders for the cash they need whenever they need it. Customers would receive a key fob which would give them entrance to the front door of the branch and the CoinPlus room where there are 28 CoinPlus lockers/vaults. The customer would use their finger print on the machine inside the room which is secure and only one person can occupy at a time to access their locker/vault. Then, the finger print is pre-programed and releases a key to their locker. Stop by booth 2101 to learn more.

Maryland Plastics is introducing a new line, Sea Glass, where innovative design meets impeccable quality! These beautiful and functional plastic bowls range in size from 16oz to 10quart in size and are available in both blue and green. Stop by and see Dick White in booth 103.

Restaurant Reputations has several new platforms, among them, Menu Sync by Single Platform makes it easy to showcase and update a business's most important service information on the top search engines, review sites, online listing directories, social media sites and mobile

apps. Another one, Zenreach, was created to solve one of the most important problems in the modern economy—consumers spend most of their time online, yet over 90% of purchasing still happens offline—and there is no link between the two systems. So, Zenreach is a simple WiFi-powered marketing platform that delivers automated smart messaging, incorporates a comprehensive CRM, offers tools to manage your reputation in real-time, analyzes walk-through rates™, and more. Burbio is an event sharing platform that provides businesses with an easy way to create, track and promote their events. A business owner can easily import their existing events calendar into Burbio or create and publish events right through the platform. The online calendar gets your events on Google search, Amazon Alexa and social media. Learn more about all things digital at booth 326.

Belle Isle Moonshine, a craft distillery based in Richmond, Virginia, has arrived in Ocean City, MD with hopes to revive the art of moonshine. Balanced moonshine is an easy substitute for vodka or tequila. Belle Isle Moonshine is crafted from 100% organic corn and triple distilled for clarity. The result is an 80-proof moonshine which is just as flexible in a cocktail as vodka, but without the wicked burn or bad taste. Try it at booth 2601.

The distinctive flavor of Red Drum drove extraordinary consumer demand, transforming the popular game fish from a culinary unknown to center-of-the-plate stardom. In the 70's New Orleans Chef Paul Prudhomme's Cajun-spiced red drum fillets, seared at very high temperatures in an iron skillet, ignited the palates of fish lovers and introduced many seafood "newbies" to the fish, too. Blackened redfish, as the dish became known, grew so popular that the Gulf Coast states quickly moved to protect the species by halting commercial sales of wild red drum and reducing recreational catch limits. As a result, fisheries pressures eased, and during the 80s and 90s, wild stocks began to recover to healthier levels. The light, white meat of Copper Shoals Red Drum® tastes mild, not bland. It has a robust texture that adapts well to many cooking methods. Grill, steam, bake, pan sear or stir fry. We found the texture to be very similar to that of Striped Bass (Rockfish), but had a sweeter flavor, almost like snapper. Taste for yourself at **Capital Seaboard** booth 1100!

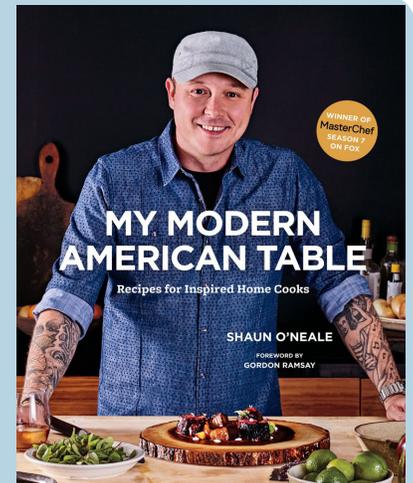


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Master Chef Headlines Culinary Stage

Winner of MasterChef season 7, Shaun O'Neale has been orchestrating dance floors from the DJ booth for almost 20 years and refining his culinary skills in home kitchens for just as long. In the late 90's, O'Neale found his love for electronic music and quickly climbed the DJ ranks in the underground rave scene, performing regularly with some of the pioneers of the dance music industry. In Tampa Florida, in 2003, Shaun would begin to move out of the underground scene and into the mainstream taking residency at some of South Florida's most legendary nightclubs and performing at some of the biggest music festivals of the time. Lured by the bright lights of Sin City Shaun O'Neale relocated to Las Vegas in 2008 and quickly became a staple in the Vegas pool and nightclub scene holding residencies at major venues like Liquid Pool, Bare Pool, Haze Nightclub, Light Nightclub and Daylight Pool just to name a few. O'Neale was also in high demand for major corporate events such as Michael Jordan's Celebrity Golf Tournament, Justin Timberlake's Shriners Open and annual events for Playboy Magazine. In 2010, O'Neale became the first DJ to ever perform on Las Vegas Blvd. for a New Year's Eve celebration in front of over 100,000 people with the beautiful Caesars Palace as his backdrop.



One thing has remained constant for Shaun O'Neale through the crazy years in the DJ booth and that is his absolute obsession with all things food! Spending years developing and fine tuning his culinary skills, O'Neale came out of the home kitchen and into the spotlight in 2016 on season 7 of the hit FOX show MasterChef. With his elevated plating and big bold flavors, O'Neale quickly became a front runner and soon began to dominate the competition. He had 8 individual wins starting with the coveted white apron and ending with the MasterChef trophy. Shaun was victorious in three Mystery Box Challenges, as well as, three elimination challenges setting a record for individual wins with his incredible flavors and unique eye for creating stunning plates. Having the honor to cook for and learn from true masters in the culinary world like Gordon Ramsay, Christina Tosi, Wolfgang Puck, Daniel Boulud, Richard Blais, Aaron Sanchez, Edward Lee and Kevin Sbraga has only intensified Shaun's passion in the kitchen as he now moves on to the next phase as a Chef, DJ and Author of "My Modern American Table".

Come meet Shaun O'Neale as he entertains at the Trade Expo on Sunday at 11:30am. Following his cooking demo, he'll do a meet and greet and cookbook signing.

Creators of the previous competitions, MIXED!, Crush the Clock, Pie in the Face and Restaurant Feud, **Ocean 98** has developed a new twist this year. The debut of MINGO will hit the Culinary Showcase Stage on Monday at 1pm. This entertaining and engaging game will be based on the ever popular bingo. Restaurant and hotel themed music will highlight the event as participants compete for gift cards and overnight stays.



Latte art will be created by a local barista and can be viewed in **Eastern Shore Coffee & Water's** booth 228-229 on the lower level in Exhibit Hall A/B. He will be showcasing his talents on Sunday and Monday.



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The Expo is not open to the public, therefore to walk the show floor, you must be a buyer or guest in the industry and you must be 21. For example, hotel, motel, restaurant, catering, concessions, bed & breakfast, condo/property management, campground, coffee house, ice cream store, nightclub, liquor store, convenience store, cafeteria, nursing home, schools/colleges, hospital. Expo management reserves the right to determine if your registration fits these parameters. If you sell to these types of businesses, you would be considered an Exhibitor and must purchase a booth to attend the Expo.

Expo hours are Sunday, March 4th from 11:00am – 5:00pm and Monday, March 5th from 11:00am – 4:00pm. After February 23rd on-site registration is \$15pp with proof of being in the industry; a business card or license or letter from employer on the company letterhead; paystubs not accepted. For complete Expo information, check outoceancitytradeexpo.com or call 410-289-6733.

Member highlights

Welcome to **Courtney Blackford**, the new Sales & Marketing Manager at the **Residence Inn. Princess Royale** welcomes **Kara Klimchok** as marketing manager. Congrats to **Sysco's Candace Hilger** on her engagement. Welcome to **Alli Kennedy**, the new General Manager at **TKO Hospitality, Monte Carlo**. **Laura Burns-Reinhart** joins the Human Resources department at **Castle in the Sand**. Congrats to

Kim Wootton & Matt Jones, who are joining the team at **Bluewater Development**. Welcome to **Stephanie Brough**, new Director of Sales at the **Grand Hotel & Spa**. Welcome **Peyton Dickerson**, **Sun Communities Castaway's** Activities Director. Welcome **Ken Conklin**, the General Manager and **Lauren Prendergast**, Director of Sales, of the **Hyatt**. Congrats to **Shannon Wilkins, Grand Hotel & Spa**, on the birth of her baby girl.

Condolences

Condolences to **Marie-Noelle Sayan, King Charles Hotel**, and **Paul & Nancy Sayan, Maridel Motel**, on the loss of her father, Elie. Condolences to the **Purnell Family, Atlantic Motel**, on the loss of John Purnell. Condolences to **Dean Wooten, Econolodge, Donnie Wooten, Econolodge, Darin Wooten, Comfort Inn**, and **Nornie Bunting, Admiral**, on the loss of Bill Wooten.

January Dinner Meeting



Joe Phillips, Jeff Phillips, Brittani Phillips,
Phillips Seafood House



Ann Hillyer, OceanCity.com,
Cheryl Simmons, Becker
Morgan, Louise Miller,
Becker Morgan

Alexandra Marginean,
Princess Royale, Jamie
Albright, Planet Maze,
Danielle Rickett, Princess
Royale, Martha Strickland,
Princess Royale



Kevin Messick, Kaylee
Hoffman, Vernon
Davis, Karin Hansen,
Donaway Furniture

