



January 2018

Hospitality Hotline

Connecting the industry through
Advocacy, Education and Partnerships

News from... THE BOARD OF DIRECTORS

Welcome New Members

1st Choice Services
Mid Atlantic Youth Sports Complex
(MAYS)
RAHokanson Photography

Motor Event Update

The first meeting of the Motor Event Task Force was recently held and included a great cross section of business and community representatives, the police, the promoter and a few Council members. Several options were thoroughly discussed and include the promoter developing a controlled burn-out location and possible drive-in movies. The Mayor and Council will be working with our Legislators to explore offenses and fines. Another suggestion was for the HMRA, Chamber and the DCMA to hold a joint session with OCPD to share what businesses can do to keep their business safe. Stay tuned for a details.

MD Tourism Day

Each year, the Maryland Tourism Coalition organizes a legislative advocacy event which brings together tourism professionals from all across the State. This year's date is February 16th and we need your participation! This is an opportunity for the industry to meet with their individual legislators and share stories about their businesses and the impact they have on Maryland's economy. A luncheon follows these meetings. Space is limited so register for Tourism Day asap to reserve your space and lunch for just \$15 (\$25 for non-members). For complete info, check out www.mdtourism.org.



RESTAURANT ROUNDTABLE

As the litigation seems to be spreading, we find it paramount to deliver information that will help our members navigate wage laws to avoid ending up in court. We have arranged for the Maryland Department of Labor, Licensing and Regulation to lead a session which will cover wage and hour laws, minimum wage, overtime record requirements, employment of minors, break requirements, healthy retail employment act, equal pay for equal work and tip pooling. If you have a specific question you'd like answered, please send to us asap so we can arrange to have it covered at the session. This will also be an opportunity to discuss anything you'd like to brainstorm! **Please join us on Friday, January 26th** from 10am – til at the Grand Hotel on 21st Street. RSVP as seating is limited – inquire@ocvisitor.com or 410-289-6733.

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Congrats to **Cole Taustin, Embers & Blu Crabhouse** on his engagement to Bree Mattern. Well wishes to **Renee Seiden, Clarion Resort Fontainebleau**, who is embarking on a new career across the bridge. Congrats to **Robin Lattinville, Real Hospitality Group**, on the birth of her new grandson. Congrats & best wishes to **Patricia Ilczuk-Lavanceau** and Dave Shaffer- Patricia will be running **Bluewater's** new campground in North Carolina. Congrats to **Kristie Ferguson**, the new reservations manager at **Quality Inn 17th Street**.



Condolences

Condolences to the **Oceanic** family on the loss of **Joyce Hatlee**. Condolences to the **Phillips Restaurant** family on the loss of **Shirley Phillips**.



THE DISH: Restaurant industry trends

Here Are the Top Menu Trends for 2018, According to the National Restaurant Association

As the year flies towards its close, everyone is rushing to unveil their 2017 roundups and 2018 predictions. Fitting into that latter category, we've seen analysis from upmarket grocery chains like Whole Foods and Waitrose, thoughts on dessert trends from Christina Tosi, and even ideas on next year's wedding trends. Now, a new list from an authoritative source has been revealed: The National Restaurant Association surveyed over 700 members of the American Culinary Federation to compile its list of "What's Hot" for menu trends in 2018 – and if their results are accurate, expect new cuts of meat and hyper-local in-house-made items to be the biggest thing in restaurants next year.

To compile the list, over the past two months, chefs were asked to rate 161 items as a "hot trend," "yesterday's news," or "perennial favorite." The results were then broken down into a number of different categories: The major groupings were "food trends," "concept trends" and "beverage trends," with a number of subcategories identified from there.

But sticking with the big stuff, "new cuts of meat (e.g. shoulder tender, oyster steak, Vegas Strip Steak, Merlot cut)" has been identified as 2018's top food trend, with 69 percent of chefs designating it a "hot trend." Rounding out the top ten are house-made condiments, street food-inspired dishes (e.g. tempura, kabobs, dumplings, pupusas), international-inspired breakfast items (e.g. chorizo scrambled eggs, coconut milk pancakes), sustainable seafood, healthful kids' meals, vegetable carb substitutes (e.g. cauliflower rice, zucchini

spaghetti), uncommon herbs (e.g. chervil, lovage, lemon balm, papalo), authentic world cuisine, and international spices (e.g. harissa, curry, peri peri, ras el hanout, shichimi). Meanwhile, sorry pumpkin spice: You ranked dead last on the list of hot food trends for 2018. Fingers crossed!

As far as the top concept trends are concerned, "hyper-local (e.g. restaurant gardens, onsite beer brewing, house-made items)" landed in the top spot, identified as hot by 74 percent of those surveyed. Chef-driven fast casual concepts, natural ingredients/clean menus, food waste reduction, and veggie-centric/vegetable-forward cuisine (e.g. fresh produce is star of the dish) round out the top five.

"Local, vegetable-forward, and ethnic-inspired menu items will reign supreme in the upcoming year," Hudson Riehle, Senior Vice President of Research at the National Restaurant Association, said in a statement. "Guests are implementing these trends in their own lifestyles and want to see them reflected on restaurant menus. In response, chefs are creating more items in-house and turning to global flavors."



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TASTE OF MD LEGISLATIVE RECEPTION



The 2018 Taste of Maryland Legislative Reception is quickly approaching. This year's event will be held on Monday, January 15, 2018 from 5:00-7:30pm at the Loews Annapolis Hotel with an exclusive legislative preview session from Melvin Thompson, Restaurant Association of MD's Senior VP of Government Affairs beginning at 4:00pm. The legislative preview is your opportunity to get insight on legislative issues in the forecast for 2018. The reception that follows brings together RAM members and MD state lawmakers to give a platform for discussing this upcoming legislation while enjoying some amazing food from over 2 dozen local restaurateurs. Tickets are \$75 each and are on sale now. Ticket price includes unlimited food tastings and a full open bar.

[CLICK HERE TO LEARN MORE.](#)



FEBREWARY - CRAFT BEER LOVERS MONTH

February will once again be known as FeBREwary - Craft Beer Lovers Month! To celebrate, the State Office of Tourism Development, Shore Craft Beer and the Town of OC Tourism Department are going to be promoting the Maryland craft beer industry throughout the month. Shore Craft Beer will be contributing articles, food and beer pairing trails and love on tap trails for all Shore businesses.

Here's your chance to receive FREE promotion – we are helping compile a comprehensive list of all businesses that plan to feature:

- February themed/named local craft brews
- Food pairing with local craft beer
- Specials featuring craft beer
- Overnight packages with craft beer themes

Please send your information to Anne Neely at aneely@oceancity.com or to Ann Hillyer at amh@maryland.com. Please call Ann at 410-703-1970 with any questions.

YOU'RE INVITED - Join OC Tourism and Shore Craft Beer as they are hosting the launch of Ocean City's Craft Challenge App at the Breakers Pub in the Clarion on **January 17th** at 4pm.

MAYORS PRAYER BREAKFAST

The 2018 Mayor's Prayer Breakfast is presented by the Greater Ocean City Chamber of Commerce, the Ocean Pines Chamber of Commerce, the Berlin Chamber of Commerce, the Snow Hill Area Chamber of Commerce and the Pocomoke Area Chamber of Commerce.

Clarion Fontainebleau Crystal Ballroom

Friday - January 12, 2018

Check-In 7:00 - 7:45

Speaker and Breakfast will begin promptly at 8:00 am

\$20 per person

\$300 Sponsor Table

(Inc. 10 tix and Event Sponsor Recognition on table and in program.)

\$100 Open Seating Sponsor

(Includes Signage on Open Seating table as Events Sponsor & In Program)





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REST EASY: Lodging industry trends

HOSPITALITY TRENDS 2018 – WHAT’S HAPPENING IN HOSPITALITY

Each December, we come out with my trends for the following year. Last year we led with Artificial Intelligence and Robotics. In May, 2017, we hired our first robot as Employee #25 at our Fairfield Inn & Suites. Designed by Savioke, Relay the Robot (we call him Hubert) has been a big hit! This year we are leading with the lobby design side of the business—every hotel seems to be doing something to encourage the “millennial mindset” traveler to “hang out!” So, feel free to comment, here are our picks for 2018:

1. Hotel lobbies become the center of the hotel universe akin to those found in communal work spaces such as WeWork – millennials and those with “millennial mindsets” have been the center of attention of all the brands and independents alike; open spaces with lots to do.
2. Technology, led by mobile, digital keys and in-room entertainment gets a big upgrade and blockchain, which is a clear and incorruptable path from the hotel to the guest has the ability to create more direct and lower fee transactions. This direct route is a potential disruption to OTAs and that is a possible game-changer.
3. Food and beverage revenues become critical, restaurants become simple and healthy with a focus on locally sourced suppliers. Perhaps more importantly, profits may return to hotel restaurants!
4. The internet of things (IoT) becomes a thing by translating the smart home experience into the hospitality world. Technologies such as sensor-activated thermostats, digital room keys and in-room streaming services are all possible today.
5. Voice activation. Amazon Echo and Apple’s Siri are consumer versions of this technology. Getting the Internet of Things upgraded to the network is coming soon and voice activation will be at the top of the list.
6. Robotics hits full stride and Artificial Intelligence is enabling the hotel industry to do incredible things. From creating hyper personalized guest experiences to identifying unrecognized revenue opportunities, this is happening now. We are already planning to hire our second robot!
7. Virtual Reality (VR) is no longer just a gimmick. It can and will be used in some form frequently in 2018. Coupled with augmented reality, (AR) (think Pokemon Go phenomenon) VR and AR will develop rapidly this next year. It is already widely used to sell adventure travel.
8. Crisis management and cyber security will gain in importance as the addition of Active Shooter training is added to a hotel’s playbook and cyber crime continues to increase dramatically.
9. Data and analytics lead to winning the loyalty game as data can segment guest profiles to infinite degrees, creating a comprehensive picture of who’s staying at our properties. We can track guest habits, interests and preferences as well as reason for travel, booking date, date of last stay and much more.
10. Bleisure – Bleisure looks like it’s becoming more common with millennials – having a plan to “extend the stay” after people book corporate stays is working all over.

At this time of year, it is also appropriate to offer all of our friends, colleagues, friendly competitors and the entire industry a happy, healthy holiday season and a Happy New Year! Have a Merry Christmas, Happy Hanukkah or just a season of joy! To a great 2018!



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MICHAEL BIRCHENALL SCHOLARSHIP FUND

Michael Birchenall was the editor of Foodservice Monthly, a Mid-Atlantic magazine for the hospitality and foodservice industry. He was a man of strong conviction and passion. Among his many attributes, Michael Birchenall is fondly remembered as a man who offered tremendous support, help, and encouragement to young people looking to make careers in the foodservice industry. This competitive scholarship is awarded to students interested in pursuing culinary, foodservice, or hospitality-related coursework. It is available to high school seniors and current college students. (\$1000 - \$2500 scholarship pool)



Eligibility Criteria

- Resident of Maryland, Washington DC, Virginia or Delaware
- High school senior or college student
- Must be pursuing hospitality related coursework
- Interviews may be required of finalists

Deadline is Friday, March 16, 2018. [Click here to learn more.](#)



NEW WEBSITE - DELMARVACHEFS.COM!

The Delmarva Chef and Child Foundation's mission is "to educate children and families in understanding proper nutrition through community-based initiatives led by the American Culinary Federation chef members, and to be the voice of the culinary industry in its fight against childhood hunger, malnutrition and obesity."

Delmarva Chefs & Cooks Check out the new site and consider having your chefs join today!



WELCOME NEW BOARD MARYLAND TOURISM COALITION MEMBERS

Presenting your 2018 MTC Board of Directors! From left to right, Terry Hasseltine, Maryland Sports; Joe Fernandez, AAA; Steve Jones, Six Flags America; Chris Riehl, Baltimore Rent-a-Tour; Kevin Atticks, Grow & Fortify; Jackie Panowicz, Custom Media Options; Michelle Torres, Phillips Restaurant; **Susan Jones, Ocean City Hotel Restaurant Association**; Ruth Toomey, An Extraordinary Limousine; Board Chair Michael Haynie, Sr., Maryland Center for Hospitality Training; Allison Burr-Livingstone, Visit Baltimore; Nora Campbell, National Aquarium; Denise Ware, Prince George's County Community College; Susan Seifert, Seifert and Associates; Liz Fitzsimmons, Department of Commerce; Regina Ford, Turf Valley Resort & Spa; Roseanne Souza, MD Tourism Education Foundation; MTC Staffers Wini Roche and Stuart Rice also photographed. Not photographed Ernest Boger, University of Maryland, Eastern Shore; Nicole Christian, Garrett County Chamber of Commerce; Marian Hrab, THE Hotel the University of MD; Marshall Weston, RAM, Cassandra Vanhooser, Talbot County Tourism.



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December Dinner Meeting

Photos by RAHokanson
Photography



Wayne & Sharon Hartman, Mary Knight, OC City Council, Mary Beth Carozza, MD Delegate, Matt James, OC City Council

Sysco Eastern Maryland
Crew



Heidi O'Donnell, Harrison Group Sales,
Bob Ciprietti, Touch of Italy

Adrienne Reed,
Phillips Crab House,
Meg Lauridsen, HD
Supply, Joann & Jeff
Mushrush, Phillips
Seafood House,
Michael Fritz, BJ's on
the Water



Jim & Peggy Parkinson, Castle in the Sand



Viola Candeloro, Ocean Terrace Apartments,
Meredith & Minor Charon, Marie-Noelle Sayan,
Kind Charles Hotel