



June 2016

Hospitality Hotline

Connecting the industry through
Advocacy, Education and Partnerships

News from...

THE BOARD OF DIRECTORS

Hotel Week

Once again, we are organizing the Hotel Week promotion to boost business at the end of summer. Beginning on Sunday, August 28 and running through Thursday September 11, (excluding Labor Day weekend) participating lodging members will offer Beach Bargains and Free Nights. Participating properties can feature free night stays and/or beach bargains. For example, stay 3 nights, get 4th free, stay 4 nights get 5th night free; 3 night stays receive 15% off rate, 4 night stays receive 20% off and 5 night stays receive 25% off. To see who is already participating – go to: oceancityhotelweek.com.

If you haven't already signed up to participate, give us a call and we'll get you set up.

Legionella Seminar

We are partnering with the Worcester County Health Department to create an educational session to delve into Legionella. The tentative date is November 7th. Stay tuned for more info.

Help Us Help You

If you haven't already done so, remember that you can place your brochures in the 40th Street Visitors Center. Thousands of visitors and convention and consumer show attendees stroll through the center, so make sure you have your info in front of them!

Dept of Labor Overtime Rules Info

As most of you have dreadfully read, the Obama Administration has put forth new overtime laws through the Department of Labor which affects almost all businesses. The entire 508 page excerpt and the first 3 pages of summary can be accessed by this link : [click here](#)

The Rule becomes official when published in the Federal Register and will be effective on December 1, 2016. The Dept. of Labor has put 2 years of work into this final rule which will impact the exempt status of a wide variety of positions in virtually every industry and impose the most significant changes to those regs in the the last decade.

Here is a four-key point Summary from the National Restaurant Association:

- * It guarantees time-and-half pay to any salaried employee earning under \$47,476 a year (\$913 a week) and who works more than 40 hours in a week.
- * Automatically updates the salary threshold every three years, tying it to the 40th percentile of full-time salaried workers in the lowest-income Census region. The first update would be Jan. 1, 2020. Furthermore, the DOL projects a salary threshold of \$51,000 by Jan. 1, 2020.
- * Makes no changes in the duties tests used to determine whether a salaried employee above the threshold is considered exempt from overtime pay.
- * For the first time, it allows certain bonuses and incentive payments to count toward up to 10 percent of the new salary level, if the payments are made on at least a quarterly basis.

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LET'S WORK TOGETHER

You are invited to participate in the Ron Jon Referral Program. Ron Jon provides discount cards for distribution to your guests and you earn a rebate for every card redeemed at Ron Jon Surf Shop. No limit on rebate earnings.

To participate or receive more information, contact Tracey Gray at Traceyg@rjss.com or 321-799-8880 x1048.



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The Administration also issued a Small Business Compliance Guide - (only 14 pages) [click here](#).

In the meantime, you can also visit Seyfarth's FLSA Exemption Resource Center to stay abreast of the latest developments. <http://www.seyfarth.com/FLSA-Exemption-Resource-Center>

The Dept of Labor has moved ahead despite widespread opposition. Hundreds of lawmakers have joined with employer and nonprofit groups in criticizing rule's impact. The National Rest Association has noted they expect legislative efforts to block/nullify the rule and possible litigation.



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

By: Dr. George Ojje-Ahamiojie

IT'S ALL ABOUT THE EMPLOYEES!

As the 2016 season begins, it is time for every employer to think about their employees just as they are thinking about the business. The fact is without the employees, there will be no one to provide the good foods and clean rooms for the customers and guests. The employees should be seen as number one. Yes, NUMBER ONE! Because the employees leave home at different times of the day, whether there is rain, snow or sunshine to perform magic and preserve the customers' experiences. So, it is only smart to know and meet the needs of the employees because if the employees are happy, they will be more productive, efficient and effective, come in to work early, call in sick less, and work harder.

The employers who take good care of their employees are showing their concerns and appreciations for the work of their employees. In return, the employees will feel empowered to do more and make good decisions, glow about their employers, less likely to leave, and willing to recruit their friends as coworkers.

It is beneficial to create and offer incentive program and reward systems the employees will strive for. This moves beyond just saying "thank you" for all good actions and performances of any employees. After saying thank you too many times without substance to it, that thank you becomes "cheesy." So, create a culture where employees know that their hard work is recognized and appreciated. Tell and remind the employees not to take

themselves seriously; but to be proud about their work, and to smile and laugh about anything and everything. Even more importantly, teach the employee that their job is not individualistic, but team-oriented.

Working in a team means each employee is responsible for their individual role, and the success of the team at the same time. This awareness will push the employees to be more proactive, socially responsible, possessing social intelligence, and performing their best at all times at work. This motivation and positive culture will lead the employees to focus on quality job performance and customer satisfaction. It is no secret that when employees are satisfied with their job, they come to work happy and ready to take care of the customers. In return, the customer would feel welcome to your restaurant or hotel because they feel the zeal, energy and passion in the eyes of the employees. This would lead to good business return and strengthening of the bottom line for the establishment because the customers would return, bring a friend or two, spend more, and speak well of the employees and establishment.

Remember, you can never make a mistake if you take care of your employees by making them front and center, creating a positive and fun place to work, and allowing them to laugh all the time. But, you can make a mistake if you only think about the bottom line.

Until next time, let the muzik play



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Member Highlights

Congratulations to **Will & Candace Savage, Majestic Hotel**, on the birth of second son who joins big brother Liam. Welcome back to **Dave Douglas**, the new General Manager at the **Grand Hotel**. Congrats to **Lisa Challenger, Worcester County Tourism**, on being presented the 2016 Best Heritage Interpretation Award by the Lower Eastern Shore Heritage Council. A big congrats to **Melanie Pursel, Greater OC Chamber of Commerce**, who was named Chamber Executive of the Year by the Maryland Association of Chamber of Commerce Executives. Congratulations to both **Donna Abbott, OC Tourism, & Michael James, Carousel Hotel**, who were both appointed to the Maryland Tourism Development Board. Thank you to the **Commander Hotel** for their Hospitality in helping a Volleyball team member in need. Congratulations to **Nancy Dofflemyer and Karla Harding** on receiving the Nancy Oliver Founder's award. Welcome to **Nicole Bowen**, the new GM at **Seabonay**. Congrats to **Harrison Group** and new General Manager **Patrick Staib** on the acquisition of the **Quality Inn Beachfront**. **Tim Goff** is now the new General Manager at **Microtel Inn**. Congratulations to the **Fidanza Family** on their acquisition of the **Sea Breeze Inn**, formerly the Knights Inn. Welcome **Real Hospitality Group's Dan Jasinski**, who is the Regional Director of Operations who will be overseeing their OC Hotels.

Condolences

Condolences to **Judy Schoellkopf, Old Pro Golf, and the Schoellkopf family** on the passing of **Herb**. Condolences also to **Michael James, Carousel Hotel**, on the loss of his mother.



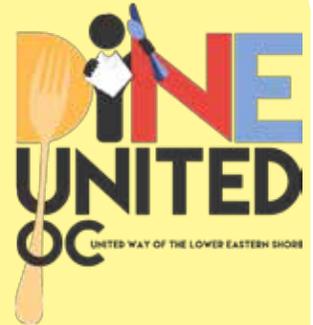
THE DISH: Restaurant industry trends

From June 15 through Labor Day, make plans to Dine United. This friendly competition among local restaurants is a win-win initiative where heavy marketing will drive customers to participating restaurants and portion of the proceeds from the restaurants Dine United OC specials will be designated for United Way and their local programs. 100% of the funds stay local in the counties United Way of the Lower Shore serves (Worcester, Wicomico, Somerset & Dorchester). Funding is designated to 62 critical programs, for example Coastal Hospice, Meals on Wheels, Big Brothers/Big Sisters, Diakonia, Boy Scouts/Girl Scouts, etc. United Way is largest non-governmental source of funding for health and human services in our area. The overwhelming majority of support comes from the generosity of local businesses, their employees and individual members of the community. THANK YOU!

Each restaurant will compete with others that have similar seating capacity for the most successful fundraiser and also the most creative

DINE UNITED

fundraiser. So far, participating restaurants include: Blu Crabhouse & Raw Bar, Embers Restaurant, DaVinci's, Happy Jack Pancake House, Harrison Group Restaurants including 32 Palm, Atrium Café, Caribbean Pool Bar & Grille, The Coral Reef, The Deep End, Harrison's Harbor Watch, Hemingways, Mañana Mode, The Original Pool Bar, Phillips Seafood, Seacrets, Smitty McGee's, Sunset Grille, Surfin' Betty's and Touch of Italy. Many thanks to our Allied Members who are participating in the program too! Erwyn Group is donating a portion of each shampoo sold this summer and Eastern Shore Coffee & Water is providing matching funds from special coffee that is sold.



**For all the details, check out
www.unitedway4us.org.**



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BOARD MEMBER SPOTLIGHT: BRIAN MUSHRUSH



There is no better way to learn everything you can about an industry than by starting at entry level and working your way up. Board Member, Brian Mushrush is a shining example of this concept as he began his career at Phillips Restaurants in 1977 as a busboy and 39 years later is the District Manager. Originally from Drexel Hill, PA, the sand between Brian's toes lured him to make Delmarva his home. He attended Del Tech where he studied heating, ventilation, air & cooling. In addition to being on the HMRA Board, Brian has served on the Ocean City Chamber of Commerce Board and has spent 29 years as a volunteer fireman for the Millville Volunteer Fire Company. Since 1984, he has been married to Tammy. They have 3 children, Shannon, Aaron and Taylor and 3 grandchildren ranging from 12 years old down to 4 years old. In his spare time, Brian takes pleasure in swimming, sports and reading.



Maryland Business Works: Back by Popular Demand!

The Maryland Department of Labor, in consultation with the Maryland Department of Commerce, is excited to announce the return of Maryland Business Works, a highly successful incumbent worker training program. With a substantial initial investment of \$500,000 in business engagement funds, the Maryland Department of Labor is eager to partner with Maryland's businesses to support employer strategies for retention, growth expansion, and layoff aversion.

Training funds will be provided to businesses serious about increasing employee productivity, upgrading the skills of current employees, and creating opportunities for expanding your existing workforce. Projects will be focused on in-demand occupations and skills industry-focused and employer-based, targeting small business, particularly at the local level.

The Maryland Business Works Program...

- Invests in Maryland Private Sector Businesses -- Private sector businesses headquartered, or having a physical presence, in Maryland are eligible to apply. However, funds will be primarily targeted to small businesses with 100 employees or fewer; local and regional businesses providing in-demand products or services; and, businesses which are facing potential layoffs.
- Provides True Partnership with Businesses - There is a dollar-to-dollar match requirement, and a \$4,500 training cap funding level that may be awarded to a specific trainee for a project or series of projects.
- Meets your Business's Training Needs -- The Program funds classroom-based training, in-house staff training, apprenticeships, and other opportunities for Maryland's businesses as they create and foster their talent pipeline.

For More Information...

Visit the Maryland Department of Labor's website at dllr.maryland.gov/employment/mbw.shtml, or contact the Division of Workforce Development and Adult Learning at dlwdalbusinessservices-dllr@maryland.gov.