



June 2017

# Hospitality Hotline

Connecting the industry through  
Advocacy, Education and Partnerships

## News from... THE BOARD OF DIRECTORS

### Welcome New Members ACTIVE

Abbey Burger Bistro  
Dry Dock 28  
Rare & Rye

### ASSOCIATE

Steger Apartments

### ALLIED

Hall & Vande Sande

### Active Shooter Session

Avoid, Deny & Defend were the lessons taught at the recent session we organized to train members on how to react in the event of an active shooter scenario. Close to 50 members gathered to learn from the MD State Police sponsored training. If you'd like the notes from the class, please let us know and we'll send them to you or check out [www.avoiddenydefend.org](http://www.avoiddenydefend.org).

### NARCAN Training

You're invited to the Worcester County Health Department training program for the administration of Naloxone which is a prescription medicine that safely and effectively reverses an opioid overdose. It's a nasal spray that will assist the person to breathe until 911 personnel arrives. The training is free and is less than one hour. There are three different training times set for **Thursday, June 8 at 9:00am, 10:30am, 12:00pm at the Howard Johnson's on 12th St.** Please try to RSVP as seating is limited, call Judie Kisly 443-614-2313 or Ruthie Shofi 443-783-9723.



## Hotel Week 2017

Once again, we are organizing the Hotel Week promotion to boost business at the end of summer.

Beginning on **Sunday, August**

**27 and running through Thursday September 10, (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 –  
[oceancityhotelweek.com](http://oceancityhotelweek.com)

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

**THE LEADER IN FOOD SERVICE BEVERAGE!**

**Wagner & Sons Foodservice**  
An Independent Broadline Foodservice Distributor

*Upgrade your Program & your Profits!*

- Coca-Cola/Soda & Fountain Systems
- Frozen Beverage - Blender/Smoothie Mixes
- Draft Beer Systems
- "5 Star" Quality Service Department
- 7 Days a Week Service

*Now Offering... Slush Puppie!*

- Well-known and trusted national brand
- Provides strong marketing & promotional material
- Non-fat, non-carbonated & caffeine-free!



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## BEWARE OF CHARGEBACK SCENARIO

A fellow hotel member recently explained a scenario that is worth sharing. The guest booked a one-night stay online and paid online. When guest arrived, hotel desk clerk did not swipe or insert card into chip reader as there was zero balance due. Guest spent the night, used hotel amenities and disputed the charge and WON! Because the hotel did not read the chip and have record of this simple thing, the guest got a free room! So, make sure you tell your staff to physically process the card.

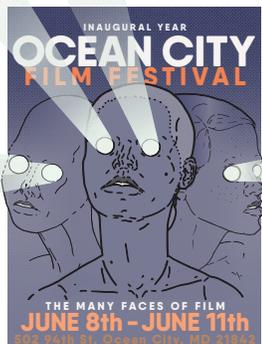
## *Art Programs for J-1 Students*



OC Center for the Arts has several free art programs that might appeal to J-1 students this summer. In addition to the First Friday Receptions, there will also be "Originals Only" featuring original music by local artists. They will be ending the summer with a special one-weekend-only photography show Sept. 1-3, featuring photos taken by international students during their time here, sharing their views of Ocean City. The Art League will take care of printing/hanging the photos and all submissions can be emailed to at [Katie@artleagueofoceancity.org](mailto:Katie@artleagueofoceancity.org).

Also, make sure to tell your J-1 students to follow the official facebook of the Seasonal Workforce Committee, "OC Seasonal Workforce" for free cultural events & safety information.

## OCEAN CITY FILM FESTIVAL



Over 700 films were submitted to the inaugural Ocean City Film Festival which begins on June 8th. Films will be shown at the OC Center for the Arts, Fox Theatre Gold Coast Mall, Francis Scott Key and the Dunes Manor. Kudos to the Ocean City Art League for helping spearhead such a fantastic event!

[Click here for a complete schedule and ticket information.](#)

## IT'S BACK!

The 2nd Annual Summer Kickoff for Diakonia at Teaser's Dockside at Sunset Grille.

Get your tickets in advance for only \$10 or \$15 at the door! Email [dlandrson@aol.com](mailto:dlandrson@aol.com) or call 202-309-2798! It promises to be a fun event!





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Congrats to **Affordable Business Systems, Kathy Labree** on her promotion and **Aaron Horner**, who is joining the **ABS** team in the Sales Department. Welcome to **George and Maria Drakos**, the new owners of **Atlantic House Bed & Breakfast**. The **OC Lifesaving Station** welcomes their new assistant curator, **Christine Okerblom**. Congrats to **David Douglas, Marshall Management**, on winning the 1st ever Chuck Marshall Award. Congrats to **Pat Ambler-Perry, Boardwalk Hotel Group**, on the birth of her granddaughter, **Madelein Michaele**. Congrats to **Splash Mountain Water Park at Jolly Roger Parks** for being named one of Top 5 Amusement Parks in America by the Travel Channel!

## Condolences

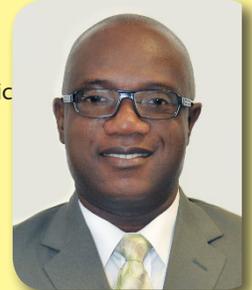
Condolences to **Earl Conley, Bank of Ocean City**, on the loss of his mother, Wanda. Condolences to **Joe Mitrecic, Worcester County Commissioner**, on the loss of his wife, Sheryl. Condolences to **Laurie Tochterman, D3Corp**, on the loss of her mother.



## THE DISH: Restaurant industry trends

### THE POWER OF "THE SERVER!" By: Dr. George Ojie-Ahamiojie

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



Service is critical in the hospitality industry. In the food and beverage sector, it is even more critical to be oriented and customer friendly. Therefore, it begs the following questions: who do you hire to serve your customers? Do you hire any server because Ocean City is a tourist destination? Do you hire a low-skilled server because the customer may visit your operation once and may not return for another year? Do you hire a server even if the server does not fit your company culture? Do you just hire anybody because you are filling a position? If you answer yes to all these questions, you are hiring for the wrong reasons, even if your bottom line is good and improving. To maintain the reputation and image of your operation, you should hire for the right reasons. Here are some of the right reasons:

- The job of a server is a professional job; hire servers that are organized and skilled in the job. Train the servers to provide excellent customer service that fits your organizational culture.
- Appearance is everything. Provide your servers proper uniforms, and require clean appearance each time they report for work.
- Make inspection part of the pre-shift meeting. Check to make sure the uniform are clean, nails are properly trimmed, no use of cologne or perfume (some customers may be sensitive to the smell), shoes are without food particles, and even more importantly, determining that every server has taken a bath before coming to work.
- Determine your "service standards," teach and train the servers on delivery of these standards.
- Teach servers how to be tactful and respond to unusual requests. Saying no; I'm sorry I cannot do that; I am not allowed to substitute an item; sorry, it is what it is; or shrugging their shoulders is not a good response.

- Emphasize team-environment, and teach why everyone is interdependent instead of independent.
- Empower the servers to make decisions. As a manager or operator, you cannot be everywhere at the same time, give the servers the power to make decision. They will be good at doing their job.

Every employee needs a coach and a mentor. If you are a manager or an owner of a food and beverage operation, be that mentor and coach to your servers and employees. The better the skill and knowledge of the servers and employees, the easier it is for you to supervise them, and do the rest of your job.

For your information, Wor-Wic Community College, the Hotel-Motel-Restaurant Management Program, has a Customer Service course. This course prepares students to apply positive guest service skills to both internal and external customers, develop communication skills, problem solving skills, positive attitudes and behaviors, professionalism and the art of cordiality, exceeding guest expectations, handling difficult guests, resolving conflict and analyzing guest comment cards to improve performance. We also focus on all sectors like fine dining, family dining, casual dining, casual service, and quick service dining. We encourage you to send or recommend your employees to take this course. Upon completion of the course and returning to work, you will notice significant change in the service delivery of the employee. If you need more information, please call me at 407-572-8719, or email at gojie-ahamiojie@worwic.edu.

Until next time, let the muzik play.....



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## REST EASY: Lodging industry trends

By: Francine Haliva

### 10 HABITS OF A SUCCESSFUL HOTEL GENERAL MANAGER

As anyone in the hospitality industry will confirm, General Managers (GMs) have their work cut out for them. While some qualities of a successful hotel GM may seem innate, such as: composure, patience, being a “people person,” and leadership (to name a few); most hoteliers will tell you that a lot of blood, sweat and tears is involved to get to the top of the ladder. So which best practices ultimately earn them the revered title? We have lined up ten habits of a successful hotel General Manager:

#### 1. **Make decisions quickly**

Successful leaders are expert decision makers. A General Manager’s day is filled around the clock with meetings and exchanges with staff, guests, vendors, suppliers and new recruits, etc. The goal of each meeting and encounter is to make decisions. Successful hoteliers either empower their employees to reach a desirable outcome or they do it themselves. They focus on “making things happen” at all times – encouraging progress and keeping their hotel above par.

#### 2. **Get out of the office**

Years of hands-on experience in the trenches have finally led to a nice, large office, but don’t get too comfortable. With so many meeting, emails, and administrative tasks to attend to, it’s easy to get trapped. Spend too much time in the office and you may lose track of what is happening in the “front of house.” So make it a practice to spend a little time each day walking around the hotel, helping the front desk, directing and motivating employees, inspecting rooms, interacting with a guest or two. This will help you understand your employees, guests and hotel better and also leads us into our next point:

#### 3. **Lead by example**

People truly follow only those they trust. If you want to gain the trust and confidence of your employees (and believe us, that’s something you definitely want to do), you must set an example for them. This may sound easy, but few leaders are consistent with this one. Successful leaders practice what they preach and are attentive of their actions.

#### 4. **Surround yourself with the right people**

This is easier said than done as high employee turnover continue to plague the hospitality industry - wreaking havoc on productivity, morale and the hotel’s bottom line. Reports show that 54% of organizations see greater new hire productivity and 50% higher retention rates for new hires when they have a well-planned onboarding process in place. You already know that first impressions are so important when it comes to hotel guests, well the same goes for new recruits: Give them an exceptional first experience; so you can both know you made the right choice. Claim your free copy of our Ebook: Five Steps to a Successful Onboarding Process.

#### 5. **Motivate your employees**

The ball is in your court. According to a recent study by Dale Carnegie Training, less than 20% of non-management employees are fully engaged (aka, fully motivated and productive) and the single most important factor influencing engagement is an employee’s relationship with his or her direct manager. For ten easy ways to motivate your hotel staff, download a copy of our infographic: 10 Ways to Help Your Team Perform Better.

#### 6. **Delegate**

Don’t try to do everything yourself and don’t micromanage! Communicate the hotel’s mission, vision, values, and goals, etc., then step back and let your staff take it from there. Setting this example will encourage your department heads and managers to do the same.

#### 7. **Measure and reward performance**

Studies show that a lack of praise and recognition is a top reason that employees are unhappy at their jobs. Successful managers (hotel GMs included) are active in recognizing and acknowledging hard work and are mindful of rewarding top performers. These employees and their efforts should not be taken for granted - they are the ones who will help you achieve your company goals and, potentially, motivate others to become more engaged. They are also the examples other employees look to when trying to improve themselves professionally.

#### 8. **Implement the right technologies**

Technology is the key to running a hotel in this modern day and age, from managing a guest’s experience, to property management, to employee training. While rolling out new technologies can be daunting, the benefits are worthwhile and often necessary to remain competitive. Also read: Is Your PMS Actually Harming Your Hotel’s Profitability?

#### 9. **Take Responsibility**

Great leaders know when to accept that mistakes have been made and take it upon themselves to fix them. It doesn’t help to point a finger or place blame, if you are the leader, you need to take responsibility, attend to the matter, learn from the situation and then move on.

#### 10. **Love your job**

Successful hoteliers love being leaders, after all, making a difference in other people’s lives is why you chose the hospitality industry in the first place. Being a successful hotel General Manager is all about your ability to serve others and this can’t be accomplished unless you genuinely enjoy what you do.



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## Governor Larry Hogan Calls for Bipartisan Compromise on Paid Sick Leave

Governor Larry Hogan today reaffirmed his commitment to providing common sense paid sick leave for Maryland workers, while vetoing House Bill 1 (HB1) – a deeply flawed, job-killing paid leave bill passed by the Maryland General Assembly – and

making an impassioned appeal to legislative leaders to work with the administration on a compromise by January, when the bill was set to take effect. The governor also signed three executive orders expanding paid leave benefits at the state level and creating a task force to gain insight from Maryland workers and businesses to further assist with developing a common sense compromise.

The governor began by outlining the administration's common sense paid sick leave proposal, unveiled in December 2016, which would provide benefits that hardworking Marylanders deserve without hurting the state's economy and costing jobs. It requires companies with more than 50 employees to provide paid sick leave and encourages small businesses, as defined by the widely accepted federal standards, to offer paid sick leave by providing tax incentives to offset the costs of these additional benefits. In direct contrast to HB1, the governor's proposal has the potential to cover 100 percent of Maryland's workforce.

In a process rife with political opportunism, the legislature never considered the administration's common sense, balanced plan. Instead, they moved forward with a poorly written and deeply flawed bill that is more harmful than legislation previously rejected by the Democrat-controlled legislature four years in a row. If allowed to go into effect, this legislation would severely jeopardize the economic progress Maryland has made under Governor Hogan, including creating nearly 100,000 new jobs, reducing the unemployment rate, and providing \$700 million in tax, fee, and toll relief for Marylanders. This bill puts Maryland's gains in jeopardy, and studies show it would cost thousands of jobs and billions of dollars in lost economic activity.

"We cannot afford to turn back to the failed job-killing policies of the past. Our administration fully supports paid sick leave benefits for Marylanders, but we cannot and will not support this job-killing bill passed by the legislature, which would hurt the very workers that they are pretending to want to help," said Governor Hogan. "The refusal of legislative leaders to meet us halfway, to negotiate with us, or to try to reach a compromise represents the very kind of politics that people are completely fed up with."

The overly-burdensome, job-killing provisions in HB1 are as numerous as they are problematic for Maryland's small businesses. It creates a one-size-fits-all approach that does not allow for flexibility or take into account the needs and structure of a 21st-

century workforce. It requires the state to mandate specific procedures that businesses must follow or else be found in violation of the law, which carries with it heavy civil penalties. The bill gives courts extremely broad discretion to award damages in a civil action – including forcing businesses to pay three times the value of unpaid sick and safe leave.

Perhaps most egregiously, the notification provision in the bill creates an extremely intrusive situation where workers could be required to provide a reason – and obligated to offer proof – in order to use sick leave, including divulging sensitive personal and medical information to an employer.

The governor, noting that HB1 does not take effect until January, renewed his call for a common sense compromise with the legislature, stating that today marks the beginning – not the end – of negotiations and vowed to submit a compromise bill as emergency legislation on the first day of the 2018 legislative session.

"We still have time to work together to get this right. We can and we must come together by January to make this happen. I am again calling on our legislators to put the partisan politics aside and work with us to pass a better bill," said Governor Hogan. "Let's reach a compromise to ensure that our small business job creators aren't forced to lay off workers or shut their doors in order to comply with overly-strict, burdensome, and costly regulations. Let's make sure that hardworking Marylanders don't end up paying the price for a politicized legislative process. We owe it to the citizens of Maryland to work together and get this right by January."

To take immediate action to advance the cause of common sense paid sick leave in Maryland, the governor executed three executive orders: Executive Order 01.01.2017.08 creates a task force, headed by Maryland Labor Secretary Kelly Schulz and including the Governor's Office of Minority Affairs, the Department of Commerce, and the Department of Human Resources, to conduct a comprehensive field study to further and formally determine how a better paid sick leave plan can be implemented, with a report to be submitted in December. Executive Order 01.01.2017.09 provides paid leave benefits to all contractual employees in the executive branch, which totals over 8,000 workers. The governor called on leaders in the legislative and judicial branches to join the administration in leading by example and providing these benefits to their contractual employees. Finally, Executive Order 01.01.2017.10 authorizes all state procurement authorities to begin giving preference to contractors who offer paid sick leave to their employees.





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Congressman Dutch Ruppersberger, Karen & Pino Tomasello, Sello's Italian Oven & Bar at the Restaurant Association of MD Gala.

## The Association around town!



The OC Seasonal Workforce Committee had a nice lunch at Sunset Grille for Charlotte Montgomery & Lynn Davis who retired from the group this year.



Ryan Intrieri, Fin City Brewing Co, Susan Jones, OCHMRA, Pete & Royette Shepherd, Hoopers Crab House, Dick & Irene Carey, Carey Distributors at the unveiling of Fin City's Bimini Key Brew.



Executive Director Susan Jones spoke at the Snow Hill Middle School Career Cafe about careers in the Hospitality Industry.