



Hospitality Hotline

Connecting the industry through
Advocacy, Education and Partnerships

May 2019

News from... THE BOARD OF DIRECTORS

Welcome New Members

ACTIVE

Country Inn & Suites
Hampton Inn West OC
Ocean 13
Sanibel's Oceanside 32

ALLIED

Branch Out Marketing
Teligent IP
Whiteford, Taylor & Preston
Common Sense Customer Service

Stay & Dine UNITED

United Way of the Lower Eastern Shore is gearing up for their 4th season of the Dine and Stay United OC Competition from June 1st – September 30th where hotels and restaurants compete for fun and bragging rights to help make a difference in our local community! This campaign has had over 35 restaurants, 11 hotels, multiple vendors and community partners who have come together to raise over \$162,000 for the lower shore. There is still time to participate and receive the marketing benefits. For complete details, go to: <https://www.unitedway4us.org/DineStayUnited>

Room Tax

The Worcester County Commissioners voted to move forward with the discussion of increasing the room tax from 4.5% to 5%, effective January 1, 2020. Their first step is a public hearing and adoption of Bill 19-1 which will revise the provision of the county hotel tax to bring it up to the 5% authorized by State law. This public hearing scheduled for Tuesday, May 21 during the County Commissioner meeting in Snow Hill. If that passes, another resolution will have to be heard and that is tentatively scheduled for August 20th.

2019-2020 Installation of Officers



On Thursday, April 11th, Tourism Director, Donna Abbott installed the 2019-2020 Officers and Board of Directors of the Ocean City Hotel-Motel-Restaurant Association at Harrison's Harbor Watch. Approximately 230 members gathered for this annual ceremony. **Tom Tawney of Cayman Suites** was installed as the new President, **Rebecca Taylor of Ocean13**, was installed as 1st Vice President and **Danelle Amos of the Beach Walk Hotel** will serve as the 2nd Vice President. **Shawn Harman of Fishtales/Bahia Marina**, continues as Secretary -Treasurer.

belair produce
INCORPORATED

Summer time means the return of the most refreshing summer drink, the Orange Crush. Have yours stand out with the freshest oranges.

7226 Parkway Drive, Hanover MD | belairproduce.com | 410.782.8000



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The three-year Board of Directors installed include, **Carl Bozick of Macky's Bayside Bar & Grill, Karen Tomasello of Sello's Italian Oven, and Jackie Ball, Park Place Hotel.** Two-year Directors include **Spiro Buas of OCRooms, Austin Purnell of OCMotels, and Garvey Heiderman of The Hobbit Restaurant.** One-year Directors are **Dave Robinson of Boardwalk Hotel Group, Ryan Wilde of BEST Motels, and Spencer Byrd of Courtyard by Marriott.**

Outgoing President, **Gary Figgs of Seacrets,** was presented with a plaque in appreciation of his hard work and dedication as HMRA President.



What HMRA can do for you and your business...

As we approach the season, we thought we'd remind you of the services we provide our members. OCHMRA answers an extension on the Town's Tourism hotline, 1-800-OC-OCEAN. During these calls, we offer visitors referrals to member properties and recommend where to dine and what to do while in town.

For our Hotel/Motel Members, we will call you weekly and ask your availability for the upcoming 5 weekends. Additionally, you are welcome to fax us this information so that we don't tie up your phone lines. The form for this is at this link. This info is written on the "weekend availability sheets" and is used by OCHMRA to assist visitors in making reservations. This list is shared with and used by the Town of OC tourism phone operators/visitors center staff and the Chamber Visitors Center staff.

During the summer, when a visitor arrives at the 40th Street Visitor Center and needs help finding a room, OC Tourism Department staff send visitors to the HMRA Help Desk.

Therefore, we will call our member properties and ask what daily vacancies you have for "walk-ins." While at the Help Desk, we will also make recommendations on where to dine and what to do while in town.

Please inform your front desk staff of our services so they are aware of our services.

***If you haven't checked lately, make sure you have your brochures in the 40th Street Visitors Center; thousands of potential visitors & convention attendees pass through their doors!



Cultural Events Coordinated by the Ocean City Seasonal Workforce Committee
Be sure to let your seasonal workers know about the great cultural events that the OC Seasonal Workforce Committee puts on in the Summer. They include Meetings with Ocean City's Mayor & Tour of City Hall, Safety Nights on the Beach and a Shorebirds Game at Perdue Stadium, Salisbury, MD!!!

Students are able to sign up through our facebook page, OCMD Seasonal Workforce.

You can access our website here- it has a great deal of useful information on everything from the social security process to housing to safety tips.



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QUALITIES OF AN EFFICIENT MANAGER

By: Dr. George Ojie-Ahamiojie

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

The responsibilities of a restaurant manager is hard enough, why not make it easier by developing some skills that makes an efficient manager?

Below are eight qualities that can be developed to become an efficient restaurant manager.

Patience – patience is the ability to endure, tolerate and persist in a difficult situation or environment. Developing patience as a quality and showing patience at every difficult encounter is a demonstration of maturity and development the employees will want to emulate. Remember, the manager is the leader of the employees.

Higher energy level – energy is the oomph, vigor and vitality that a manager has and bring to the place of work. The level of energy will be matched by the employees, thus setting the stage for the mood in the place of work. High energy managers are successful personally and professionally; and employees will gravitate to work on their shifts.

Empathy and sympathy – empathy is having the same experience as someone, while sympathy is trying to understand and making sense of what someone is going through. If a manager has not worked in most positions in this our illustrious industry, the manager cannot empathize, but only sympathize. Sympathy is not enough to understand an employee complaint about a job. Take off the manager's hat, and do the employee's job, there may be some EMPATHY at the end!

Amiable – amiable is to be friendly, sociable, outgoing, and gregarious. In any operation, amiable is necessary to enjoy the work, because there is interaction with people from different walks of life and cultures. So, consider "amiable" a required quality for being a manager.

Passion – passion is desire and lust for something. The manager's job is not a glamorous job, but satisfying because of the desire to serve

people. Show the passion and the desire to make people who walk through the doors smile and happy. The employees who serve these customers and guests will in turn emulate and show the passion to serve. This is the "cycle of excellence."

Self-control – self-control is the will to be self-discipline and self-restraint at different times in the cause of performing the job of a manager. An efficient manager will have the self-control to allow employees to make decisions; if it is the wrong decision, the employees will learn from it by coaching from the manager. Be the manager who teaches the employees the art of self-control.

Cooperative attitude – cooperation is the ability to work together, see others people's point of view and accept people and their views as is. A manager needs to build teams of well-dedicated employees, seek employee inputs, solicit customers' feedback, work with employees to develop proper policies and procedures, and implement with room for improvements. Be the manager that builds a high-performing team.

Open-door policy – an open-door is showing the employees that the manager is available, ready and willing to see the employees at any time. Open-door policy breaks down barriers, encourages open communication, employees' access to the manager, build trust and reliance, and tells employees that all of them can see the manager at any time.

The goal of an efficient manager is to operate the business with less efforts as much as possible. Building rapport with the employees, showing cooperative efforts; enthusiasm, vitality and empathy can lead to being an efficient manager who the employees will follow.

Are you that manager?

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



BUS PERMITS IN OCEAN CITY

At this time of year, the CVB would like to remind you that visiting motorcoaches in Ocean City require a "Bus Permit" issued from the Town of Ocean City's Tourism Department. Jenna Knight can help you with this at any time. It is a simple contact form. Anytime a bus is patronizing your business, the permit is free of charge.

We also use this opportunity to offer visitors and coach companies maps, coupon booklets and other helpful items for the guests to enhance their trip to OC.

THE BUS PERMIT FORM CAN BE FOUND BY CLICKING [HERE](#).

Contact Jenna Knight, 410-289-2800, Jeknight@oceancitymd.gov, anytime with questions or concerns about permits or parking.



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Welcome **Destiny Davis**, who has joined the sales team at **Princess Bayside**. Congrats to **past OCHMRA President Stan Kahn** and wife Veronica on the marriage of son, Paul to Felecia. Congrats to the teams at **Ortt Co. & OC Abbey Burger Bistro** on a new partnership! Welcome **Dante Iacona**, who is the new General Manager and Welcome to **Traci Huggans**, who has joined the Marketing team at **Dunes Manor Hotel**. **Danielle Rickett** has joined the team at **Bluewater Hospitality** as Regional Sales Coordinator. Congrats to **Taylor Bank** for receiving 5-star rating from BauerFinancial, the nations premier bank rating firm. Happy retirement to **Patti Stolba, Ocean City Florist**, and welcome to **Denise Heim-Pazdan**, new owner. Congrats to **Delaney Manning**, who has joined the team at **Deeley Insurance**. Welcome to **Danielle Bellante**, who is the new Director of Sales at **Commander Hotel**. Best wishes and happy retirement to **Kim Heffner**, who is leaving for Florida after 15 years in sales at the **Carousel Hotel**.

Condolences to the **Samantha Shenton, Home2Suites**, on the loss of her mother in law.



HARBOR DAY AT THE DOCKS: A MARITIME HERITAGE FESTIVAL IS BACK!

Saturday, October 19, 10am-5pm

Located along Sunset Avenue in the West Ocean City Commercial Harbor, this waterfront festival celebrates our rich history and maritime heritage, as well as the exciting sport fishing and commercial fishing industries. Highlights of the day will include seafood cooking demonstrations, crab picking contests, fish cleaning demonstrations, local fisherman displays, nautical artisans, educational exhibits, entertainment, food and fun kids' activities ...all for free!

Would you like to be a part of this family oriented & fun event?

We are looking for artisan vendors to showcase their crafts or products at the 1 day event.

CLICK HERE FOR INFORMATION!



REST EASY: *Lodging industry trends*

ENCOURAGE HOTEL STAYS WITH OTD'S SUMMER OF MUSIC PROMOTION

Maryland's Summer of Music is in its second year, featuring more than 20 multi-day music festivals across the state, and in an effort to encourage overnight hotel stays, we are asking our partners to create their own packages to celebrate Maryland's Summer of Music and to brand a local music event as part of Maryland's Summer of Music lodging package. There is no cost to have your package listed, however we reserve the right to edit your listing for clarity and consistency. The Summer of Music runs from Delfest on Memorial Day Weekend through Sunfest in Ocean City, September 21-22.

Discounted rates work, but also think about including festival tickets or tying the package into a dining experience or a visit to a local attraction. Packages need to be associated with one of the Summer of Music festivals, and you may submit multiple promotions. If you have a package you would like The Maryland Office of Tourism to include in our promotions, complete this linked Google doc.



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Housekeeping Notes

By working in collaboration we can assist the OCPD in controlling guests while safely addressing disorderly behavior on private property. Common problems on private property are disorderly conduct, trespassing, malicious property destruction and traffic violations such as burnouts and throwing substances on roadways. One very important step in the right direction is for each business to ensure they assign a "Business Owner Designee" and that this person is visible on the property, especially between 5pm and 1am. This person can be an owner, manager or security personnel and it is best for that person to be in the business uniform therefore being easily identifiable.

The responsibility on private property begins with property owner, and on public property, such as sidewalks, the OCPD has responsibility. When issues arise on private property, the safety of all is important. 80% of the time, a "Designee" can defuse the situation.

Here are a few ways to address disorderly behavior on your private property:

- Seek voluntary compliance by requesting the subject discontinue their behavior
- Ask the subject to leave the property by giving a trespass warning
- Enact a security deposit policy, if applicable, to prevent malicious destruction of property
- Enact evictions if necessary

If the "Designee" can not obtain voluntary compliance, call the police!
(this allows the police to come on private property and assist)

- In many trespassing cases on private property, the officer will be able to make an arrest particularly if the warning is given in the officers presence
- Officers are not always able to make an arrest, some offenses qualify for a criminal citation in place of an arrest
- If an arrest is made, the Designee may be subpoenaed as a court witness

How to address serious traffic violations on private property: (this includes reckless and negligent driving that involves willful and wanton endangering of life/property.

- Visually identify the driver of the vehicle and be sure that you're able to describe the driver to the police
- Obtain the license plate number of the vehicle
- Evict the driver if warranted

Crime Prevention Recommendations for Private Property Owners:

- Sign up for TEAP (Trespass Enforcement Authorization Program) – this is intended for businesses that close and gives the police the authority to enforce trespassing on the property when the owner/designee is not present. (works best for restaurant & retail)
- Hire security personnel – 24-hour on-site security is helpful during the three major motor events; person needs to be a decision maker and easily identified as security or representative of business
- Keep accurate records of tenants staying on property – drivers license & tag number
- Install security cameras throughout property – this acts as a crime deterrent; ensure cameras are in working order and you have ability to provide police with immediate access; post signs identifying security cameras are in use

Ocean City Hotel/Motel Restaurant Association Members,

Did you know you could notify your customers their restaurant table or their hotel room were ready via SMS by enabling text message on your main number?



Contractors or Service Providers, instead of calling your customer to inform them you are in route, notify your customer with Teligent's Interactive SMS Solution.

The Teligent Interactive Solution is a two-way texting cloud communications platform built to increase efficiency, improve customer relationships, and speed up internal processes. This allows your business to interact with your customers through text and picture messaging without disrupting the existing voice environment. SMS & Web Chat services will redefine the way you communicate with your customers!

For more information go to <https://www.teligentip.com/sms/> or please contact: Patrica@teligentip.com or 301-329-5203



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UPCOMING DATES:

Ocean City Community Fair- May 7, 2019, 8-12:30pm, OC Convention Center - Free and open to the public, Blood drive by Blood Bank of Delmarva, Free screenings: carotid, respiratory, bone density, goot checks, hearing, blood pressure, skin canc, lab draws - lipid panel & blood glucose (12 hour fast is required) ...and MORE!

Brown Box Theatre Presents: "The Broadway Jukebox"- May 23, 2019, 8pm, OC Performing Arts Center- The Broadway Jukebox returns due to popular demand! Upon arrival, each audience member votes for their top choices from five new categories: "Classics," "Contemporary Musicals," "Animation," "Diva," and "Written by Rockers." Brown Box then curates that night's show on the spot in this interactive, family friendly evening, where we perform what YOU consider the best of Broadway. Don't miss out on the revolution! Admission: \$15

Public Meeting for Ocean City Section 107 Inlet Navigation Project and Section 204 Beneficial Reuse of Dredged Material Study (Scour Hole adjacent to Homer Gudelsky Park)- May 30, 2019, 6:30-8:30pm, Worcester County Library - Berlin Branch, 13 Harrison Ave, Berlin MD 21811

10th Annual Diakonia Golf Tournament- July 31, 2019, Ocean City Golf Club, For more information, contact Marlene Lombardi, 410-641-5442.



An important note regarding Maryland's Good Samaritan Law from the Maryland Coalition of Families

The Opioid overdose epidemic that we are currently experiencing has spread to every corner of our State. It is rare to find someone who has not been touched or worse, knows or has lost a loved one to an overdose. Government officials and advocates are working hard to not only help individuals get the help they need to treat their addiction disease, but also working on harm reduction efforts to help save lives.

On average, Maryland is losing 7 people each day to an overdose. Sadly, one of the reasons people are dying is because when they start to overdose, the person(s) who are with them leave mostly out of fear. Fear of getting arrested and charged with a crime.

To address this issue and save lives, more people need to know about an important law to protect those assisting in an emergency overdose situation. The law is Maryland's Good Samaritan Law.

The law protects people from being arrested, as well as from prosecution for certain crimes. The law also protects people from a violation of a condition of pretrial release, probation, or parole. It applies to any person who seeks, provides, or assists with the provision of medical assistance as the result of a person ingesting or using alcohol or drugs. This protection also includes the victim(s) of an overdose if the victim(s) receive assistance because someone else sought assistance for them.

The purpose of the law is to encourage any person regardless of age, who experiences or observes a medical emergency caused by the ingestion or use of alcohol or other drugs, to seek medical assistance without fear of arrest or prosecution for:

- Possession, administering or using a controlled dangerous substance
- Possession or using drug paraphernalia or controlled paraphernalia
- Providing alcohol to minors
- Underage possession of alcohol

The Good Samaritan Law does not apply to drug felonies or other crimes not listed above. It also does not prevent law enforcement from conducting an investigation and gathering evidence. For instance, if in the example of the house party, someone has possession of an illegal handgun, then that person may be charged with a crime.

Laws of this nature in no way condone the use of illegal substances or abuse of drugs. However, the law is meant to save lives. By spreading the word of this protection we will make a difference in people being left to die. For more information or to arrange for a presentation, contact Angel Timmons from Maryland Coalition of Families 443-878-9603.



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Side notes

- Mayor Meehan forwarded an email from a visitor that stated there was a lack of changing tables in restaurants. Does your restaurant have changing tables?

-With Summer right around the corner, it is important to know and educate your front desk employees on the ADA requirements for service animals. You can find them here.

Local organization looking for old towel donations

My name is Ray Bryant, and I'm a volunteer for Tri-State Bird Rescue and Research (TSBRR). TSBRR, is located in Newark, Delaware: <https://tristatebird.org>. I live in Rehoboth Beach and I volunteer as an injured bird transportor and also as a member of the raptor re-nesting team.

As a volunteer I work very closely with Animal Control in Ocean City. We have assisted them in picking up injured birds from them, capturing injured birds in and around Ocean City, and also re-nesting baby raptors; hawks, owls and osprey in particular, who have falling out of nests (see pictures below, these guys were re-nested two years ago on 142nd St.)



We use an incredible amount of towels and sheets, as we work with over 3000 birds, mostly from Delmarva each year. I'm writing to ask if we could obtain through you sheets and towels that you are no longer able to use in your hotel/motel. Sheets are particularly important as we used them as a part of our oiled bird facility. Whenever bird gets caught in a container of cooking oil behind a restaurant, or are involved in any kind oil spill we are called in to rescue, clean, and re-release them. Clean sheets are a very important part of this process however after we've used that sheet once, even if we try and clean it, we can never truly get the oil out of it and they have to be discarded.

We actually have other volunteers in and around Ocean City who help transport injured birds and could easily work with you to pick up sheets and towels that you can no longer use.

Thank you for any and all consideration,

Ray Bryant
Tri-State Bird Rescue and Research
Transportor and Re-Nesting Team Volunteer
Cell: 607-215-1427
Email: Raybrookloj@hotmail.com



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April Dinner Meeting

See all the pictures by clicking [here](#).



Regina Brittingham, OC Convention Center, Joanne Cunningham, Dunes Manor Hotel, Joe Cann, James Garcia, Dunes Manor Hotel



Jay Warrington, Northeastern Supply, Mike Foelber, Princess Royale, Tony Nolan, Northeastern Supply



Charley Meeks, Delaware Elevator, Ryan Wilde, BEST Motels, Lindsay Meeks, Delaware Elevator



Nikki & Ricky Raska, Action Elevator



Earl Conley, Bank of Ocean City, Dr. Kristin Mallory, Wor-Wic, on behalf of Kevin Leonard, John Lynch, presenting the Tres Lynch Bank of Ocean City Scholarship.



Executive Director of OCHRMA, Susan Jones, and outgoing president, Gary Figs, Seacrets. Thank you for your service to OCHMRA!

10th Annual

Title Sponsor
Reese F. Cropper, III

DIAKONIA

Golf Tournament

Wednesday, July 31, 2019

Ocean City Golf Club

Seaside Course



EVENT SPONSOR

Full Page Ad in Program
Name/Logo in Player Goodie Bag
Name/Logo on Printed Materials
For Promotion & Day of Event

COST
\$1,000 (includes Golf with
Cart for 4 Players)

TEAM SPONSOR

Includes Golf with Cart
for 4 Players
Name/Logo on Program

COST
\$460 (4 Players + Logo)

TEE FLAG HOLE SPONSOR

Your Name/Logo on Tee
Flag at Golf Course on
Day of Event

COST
\$100 for 1 Flag
\$150 for 2 Flags

2019 DIAKONIA GOLF TOURNAMENT SPONSORSHIP FORM

SPONSORSHIP LEVEL

Event Sponsor

Team Sponsor

Tee Flag Hole Sponsor

(you may select more than one)

\$1,000

\$460

1 Flag = \$100

Will you have a team? Yes No If yes, fill in player information below.

2 Flags = \$150

Name/Company: _____

Address: _____ **City:** _____ **State:** _____ **Zip:** _____

Contact Person: _____ **Position/Title:** _____

Phone: _____ **E-Mail:** _____

Player #1	E-Mail:	HDCP:
_____	_____	_____
Player #2	E-Mail:	HDCP:
_____	_____	_____
Player #3	E-Mail:	HDCP:
_____	_____	_____
Player #4	E-Mail:	HDCP:
_____	_____	_____

PAYMENT INFORMATION: VISA MASTERCARD AMERICAN EXPRESS DISCOVER PAY by CHECK

Card #: _____ **Exp Date:** _____ **Sec Code:** _____

Card Holder Name: _____ **Phone:** _____

Billing Address: _____ **Billing City,State,Zip:** _____

Diakonia is a 501©(3) non-profit and a partnership agency of



DEADLINE FOR SUBMISSION IS July 1, 2019

FOR MORE INFORMATION ON SPONSORSHIP OPPORTUNITIES CONTACT: Marlene Lombardi
410-641-5442 or oc2beachbums@aol.com



Make checks payable to **DIAKONIA** and mail to:
Attn: Golf Tournament, 12747 Old Bridge Road
Ocean City, MD 21842 (Fax: 410-213-2499)

Title Sponsor
Reese F. Cropper, III

10th Annual **DIAKONIA** Golf Tournament



Wednesday, July 31, 2019

Ocean City Golf Club
Seaside Course



11:30 PM Lunch & Registration
1 PM Shotgun Start
Captain's Choice Scramble
Mulligans are Available
Putting Contest



INCLUDES: Golfer's Lunch, Golf, Cart, Refreshments on Course, Goodie Bag, Prizes, Dinner by DeNovo's During Scoring & Cash Bar

ENTRY FEE: \$100 Per Player
 Sign Up as an Individual, a Team or We Will Pair You With a Team

2019 DIAKONIA PLAYER REGISTRATION ENTRY FORM

Player #1 _____	E-Mail: _____	HDCP: _____
Player #2 _____	E-Mail: _____	HDCP: _____
Player #3 _____	E-Mail: _____	HDCP: _____
Player #4 _____	E-Mail: _____	HDCP: _____

No Refunds after July 24, 2019 but substitutions are allowed.

PAYMENT INFORMATION: VISA MASTERCARD AMERICAN EXPRESS DISCOVER PAY by CHECK

Card #: _____ Exp Date: _____ Sec Code: _____

Card Holder Name: _____ Phone: _____

Billing Address: _____

Billing City, State, Zip: _____

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