



May 2018

# Hospitality Hotline

Connecting the industry through  
Advocacy, Education and Partnerships

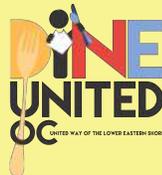
## News from... THE BOARD OF DIRECTORS

### Welcome New Members

**ALLIED**  
Deepwater Wind

### Dine & Stay United Have a New Addition

For the last two years, the United Way of the Lower Eastern Shore has found tremendous assistance through their partnerships with our restaurants and hotels during the Dine & Stay United programs. Allied Member, Scott Kail of the Erwyn Group joined the promotion early on by donating a penny of every amenity shampoo bottle sold during the original campaigns. And now, just announced at our dinner meeting, Allied Member Action Elevator has taken the initiative to help United Way design **SERVICE United!** Check out the details in the newsletter.



### Burnouts Added & New Zones for CRUISIN'

Efforts to control some of the motor event chaos are well underway. Cruisin' promoters have added an official spot for drag races and burnouts. "Takin' it to the Strip" will be held at the US 13 Dragway in Delmar and is open to both participants and non-registered cars. Additionally, the Special Event Zone legislation passed this session which called for reduced speed limits and huge fine increases in town. A flyer has been developed for you to post at your front desks and hostess stands. Click here for the flyer.

## Everything the customer needs, in the great State of Maryland —“WE GOT IT!”

Celebrating National Tourism Week in the great State of Maryland includes a dynamic and informative keynote presentation by international speaker, author and strategist John Kennedy. Tourism professionals, business owners, managers, front line employees and anyone who needs a little inspiration are all invited to gather for this exciting, **free event**. The gathering will take place on **Thursday, May 10th** at the Ocean City Performing Arts Center. Networking is from 1:30pm - 2:00pm followed by Mr. Kennedy from 2:00pm – 4:00pm.



With the national tourism week theme set as “Travel, Then and Now,” John will discuss the three key components of setting the right course for success in 2018 and beyond—Vision, Values, Volition! “What can we learn from the past?” (then) and “what can we look forward to next?” (now) are two great questions John will address when giving strategies and tools to drive an amazing customer experience....every single time.

Learn the four reasons people buy, the six steps to driving a world-class customer experience, the importance of a “Line of One Culture” and the top four expectations of customers “NOW”...and how

cont.

## THE LEADER IN FOOD SERVICE BEVERAGE!



Beverage Manager  
John Blottenberger  
JohnB@HMWagner.com



Frozen Beverage Specialist  
Bob Ervin  
Bervin@HMWagner.com



### 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!





# Hospitality Hotline

**Connecting the industry through  
Advocacy, Education and Partnerships**

they have changed from "THEN."

Each audience member is absolutely vital to the overall experience of the visitors in our great State, and John's engaging and educational style will invite everyone to own their part of something special not only in 2018, but beyond.

John's clients include the Baltimore Ravens, Marriott Hotels, Taco Bell, Canada Bread, Bermuda Electric and Light, the American Bus Association, State Departments of Tourism for New York, Delaware, Maryland, Indiana, South Dakota, West Virginia, and well over 100

government agencies and associations world-wide.

Visit John at [www.johnkennedyconsulting.com](http://www.johnkennedyconsulting.com) or John's new online video training platform [www.johnkennedyondemand.com](http://www.johnkennedyondemand.com) and receive 50% off by using code MARYLAND50.

This event is made possible through the University of MD Eastern Shore Hospitality & Tourism Program, OC Economic Development Committee, Comcast, OC Hotel-Motel-Restaurant Association and Worcester County Tourism. To attend this free event, please RSVP to the OCHMRA at 410.289.6733 or [inquire@ocvisitor.com](mailto:inquire@ocvisitor.com).



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.

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

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!



The city of Salisbury, MD will host the 2018-2020 National Folk Festival, the oldest, longest-running multicultural traditional arts celebration in the country. The Festival will feature 7 stages of continuous music, a dance pavilion, traditional crafts, regional food, storytelling, parades, and folklife demonstrations in Downtown Salisbury.

This large scale, three-day outdoor event is free to the public and will introduce audiences to a diverse array of the nation's finest traditional musicians, dancers, and other keepers of culture from throughout North America.

**THIS IS A GREAT OPPORTUNITY TO CREATE HOTEL PACKAGES~  
FOR MORE INFORMATION OR TO SPONSOR THIS EVENT- CLICK HERE!**

**PO Box 340 • Ocean City, MD 21843 • 410-289-6733 • [www.ocvisitor.com](http://www.ocvisitor.com)**



# Hospitality Hotline

Connecting the industry through  
Advocacy, Education and Partnerships



Congrats to both **Jack Mumford, III** and **Bill Seig**, who have been promoted with **Becker Morgan Group**. Congratulations to **Hollis Moran**, new account executive, and **Kathy Labree**, new sales manager at **Affordable Business Systems**. Welcome to **Jayson Vit**, who joins the team at the **Surf Inn & Suites** (formerly the Tides Motel) as General Manager. Welcome to **Heather Lowe**, who has joined the **Breakers Hotel & Dough Roller**. The **Econolodge 145th** is now a **Quality Inn & Suites** and the **Quality Inn Beachfront** is now a **Doubletree by Hilton**. **Grand Hotel & Spa** is welcoming a new sales team: **Amy O'Connell** is the new Director of Sales and **Amanda Baker** is a new sales manager. **Paradise Plaza** welcomed **Mike Pacetta** as new General Manager. **Peter Widmayer** joined the **Phillips Restaurants** team as the General Manager of **Phillips Bayside Cantina**.

## Condolences

Condolences to **Celeste Miller, Farmer's Bank of Willards**, on the loss of her sister.



Wednesday May 9, 2018  
Carousel Oceanfront Hotel and Condominiums  
8:30am -The Greater Ocean City Chamber of Commerce

The legislative meeting is being sponsored by the Chamber to create a forum in which we can hear our state legislator's outlook on the closing session with regard to business related issues affecting our region. Each legislator will be given a few minutes in which to make a presentation and accept questions. We also invite our county and city representatives to offer their perspective.

The Chamber's Lobbyist will be on hand to discuss the process by which we review all pertinent bills and take action on behalf of our membership. The business community will also be given an opportunity to express their concerns or ask questions via a question and answer period at the conclusion of the program. If you have any questions please contact Melanie Pursel, Executive Director at 410-213-0144 ext. 102 or click here to sign up.

## ADDICTION IN THE WORKPLACE

Could you spot the signs of substance use in the workplace? Even when it takes place off-the-clock, substance use can take a heavy toll on workers' productivity, health, and happiness. Worcester County Health Department can provide material and training to help managers and owners understand the signs of addiction in employees, and to connect those in need to local treatment resources.

The hospitality industry is the largest employer in Worcester County, and has some of the highest rates of illicit drug and alcohol use. In 2017, 59 percent of individuals in Worcester County Drug Court worked in the food service industry. The impact from substance use, especially use in the workplace, can ripple out to affect every aspect of the business. According to National Council on Alcoholism and Drug Dependence, drug-using employees take three times as many sick benefits as other workers. Substance use also puts staff at-risk for injury on the job, and

generates additional work for others. Those suffering from addiction can experience mood changes, loss of income, and negative, long-term health consequences.



Help is available in Worcester County; Worcester Health Department will be providing outreach, including educational posters and rack cards, containing information on addiction in the workplace. The health department also offers a variety of trainings, including Mental Health First Aid, Narcan, Training for Intervention Procedures (TIPS), and more. For more information on education, training, or connecting to treatment, contact Tiffany Scott, Substance Use Resource Liaison for the Worcester County Health Department, at 410-632-1100 ext. 1111, or [tiffany.scott1@maryland.gov](mailto:tiffany.scott1@maryland.gov).



# Hospitality Hotline

Connecting the industry through  
Advocacy, Education and Partnerships



## REST EASY: *Lodging industry trends*

By: [tambourine.com](http://tambourine.com)

### THE 10 DAILY HABITS OF HIGHLY EFFECTIVE HOTEL MARKETERS

So often we convince ourselves that change is only meaningful if there is some large, visible outcome associated with it," says writer James Clear. "Whether it is losing weight, building a business, traveling the world or any other goal, we often put pressure on ourselves to make some earth-shattering improvement that everyone will talk about. Meanwhile, improving by just 1 percent isn't notable (and sometimes it isn't even noticeable). But it can be just as meaningful, especially in the long run."

Based on our 34 years in hotel marketing, here are the 10 daily habits we see that separate the best hotel marketers from the mediocre:

#### 1. They check the numbers

Because the best hotel marketers know they're only as good as their metrics, measurement and tracking of key performance indicators (KPIs) are an ongoing commitment. Savvy marketers are constantly evaluating their efforts, budgets and staff in relation to business mix targets.

#### 2. They plan for times of need

Filling those sporadic gaps in demand requires forethought and careful planning. That's why successful hotel marketers always make a point to check-in with their revenue management team, far in advance, to identify upcoming, cyclical and ongoing periods of weakness.

#### 3. They exude positivity

The best hotel marketers know that energy and enthusiasm are contagious. They make sure that everyone on their team, outside agencies, related departments (e.g., revenue management) and upper management are aware and excited about the marketing activities for the hotel. These marketers then celebrate meaningful success (always using metrics, when possible) when that success occurs.

#### 4. They face the music

While it's natural to stress the positives, highly effective hotel marketers instead focus primarily on problems and weaknesses (staff, results, product, etc.) that need improvement. They think of ways to streamline processes and campaign execution.

#### 5. They stay informed

Each day, hotel marketing all-stars are monitoring the industry and comp-set news, to have a fully informed perspective on both local market conditions and the

hospitality industry as a whole. They also read their hotel's latest guest reviews and feedback scores, to keep abreast of guest sentiment.

#### 6. They maintain a healthy work-life balance

All-star performers know that to truly function at the top of their game, they need to do more than simply work around the clock. These professionals make sure to also earmark time for exercise, family, vacations and getting a good night's sleep.

#### 7. They unplug

There's more to life than staring at a computer screen. Skilled marketers also spend time talking to guests, walking the property, listening and learning, and interacting with reservation center/call center agents and the front desk. Sometimes there's just no replacement for human, face-to-face contact.

#### 8. They say 'no'...a lot

The highest-achieving professionals understand that time is money and there is an opportunity cost associated with every endeavor one adds to their plate. Oftentimes, staying productive means saying "no" to distractions like irrelevant opportunities, shiny new utopian technologies and time-sucking projects.

#### 9. They know what's important

Highly effective hotel marketers prioritize objectives for both themselves and their key employees. They correlate their activities and budgets to the business mix projection they provided to upper management.

Also, they understand that achieving a greater goal requires a series of smaller steps all taken in a logical order, and they can communicate that methodology to coworkers. Random busy-ness and the constant putting out of fires is not the path to long-term marketing success.

#### 10. They demand consistent messaging and execution

Hotel marketing rock stars are vigilant about ensuring that their property's story and unique value proposition (UVP) is infused in every marketing touchpoint and the operational service experience at the hotel. Communicating that story and UVP to guests is a daily obsession, essential to all sales activity, as well as maintaining a place of distinction in one's respective marketplace.



# Hospitality Hotline

Connecting the industry through  
Advocacy, Education and Partnerships

## SUPPORT OCVFC WITH AMAZON SMILE



Ocean City, Maryland – (April 11, 2018): Whether you're shopping for groceries, every day needs or a special occasion on Amazon.com, every purchase you make can help the **Ocean City Volunteer Fire Company**. Thanks to Amazon's Smile program, a portion of every purchase you make can be donated to the OCVFC.

Simply start shopping at smile.amazon.com instead of amazon.com, select Ocean City Volunteer Fire Company as your charity, and THAT'S IT! Every time you shop on Amazon (where prime members are eligible too) 0.5% of the price of your eligible Amazon purchases will be donated to the OCVFC.

### CO-REC SOFTBALL

Summer is almost here!!! We are gearing up for all of our summer programs here at Northside Park. One of the favorites is our Co-Rec softball league. This fun, but competitive league begins in early June. Both men and women make up each team. Games are played in the morning on Mondays and Wednesdays. This league is a great way to socialize, get some exercise, and meet and play with friends or co-workers. Great for staff team

building and bonding!!

Think about getting a group together and joining us!! Pass this along to anyone that you think may be interested.

**League meeting at Northside Park on Wednesday May 16 at 6:00 pm**

Don't hesitate to contact us with any questions  
Kim Allison, Recreation Supervisor, 410 520-5162



*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.

## OCEAN CITY COMMUNITY HEALTH FAIR TUESDAY, MAY 8, 2018 - 8AM TO 12:30PM

- 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!



For more information, contact Donna Nordstrom at 410-629-6820 or [dnordstrom@atlanticgeneral.org](mailto:dnordstrom@atlanticgeneral.org); or Melvin Friedman

PO Box 340 • Ocean City, MD 21843 • 410-289-6733 • [www.ocvisitor.com](http://www.ocvisitor.com)



# Hospitality Hotline

Connecting the industry through  
Advocacy, Education and Partnerships

## Installation of Officers

Photos by KRR Photography



2018-2019 Board of Directors  
Top L to R - Will Lynch, Commander Hotel, Spiro Buas, OCRooms, Shawn Harman, Fishtales, Tom Tawney, Cayman Suites, Spencer Byrd, Courtyard by Marriott, Garvey Heiderman, The Hobbit, Austin Purnell, OCMotels.com  
Bottom L to R - Gary Figgs, Seacrets, Ryan Wilde, BEST Motels, Danelle Amos, The Beach Walk, Karen Tomasello, Sellos & Rebecca Taylor, Captains Table



Earl Conley, Bank of Ocean City, Tres Lynch Scholarship award recipient Garrett Rites, Will Lynch, Commader Hotel

Delaney Manning & Austin Purnell, OCMotels, Caleb Miller, Bank of Ocean City, Christopher Zindash, TravelClick



Bill Gibbs, Dough Roller, Heather Lowe, Breakers Hotel/Dough Roller, Cathy Bliss, Kevin Gibbs, Dough Roller

Joann Mushrush, Phillips Bayside Cantina, Adrienne Reed, Jennifer Krumpholz, Bethany Cheeks, Phillips Crab House



28<sup>th</sup> Annual

# CRUISIN' Ocean City

May 17-18-19-20, 2018  
OC Convention Center & Inlet Lot  
9am-5pm Thursday, Friday & Saturday  
9am-3pm Sunday (Inlet Only)



Car Auction  
Thursday &  
Friday



Erin Murphy  
Friday &  
Saturday



Rob Wolfe  
Friday &  
Saturday



Show Car  
Friday &  
Saturday



Vendors  
Inside &  
Outside



Courtney  
Hansen  
Sunday



**HERMAN'S HERMITS**  
Starring Peter Noone  
Thursday 8pm  
OC Performing Arts Center  
Ticketmaster 800-551-SEAT



Party at Ocean  
Downs Casino  
Friday 6pm-10pm  
Pin-Up Contest  
Plus Live Music!



Trimper's Family  
Fun Night  
Saturday 8pm-10pm  
Neon Light Car Show  
plus select rides!



**TAKIN' IT TO THE STRIP** May 18-19, 2018  
U.S. 13 Dragway, Delmar DE #302-846-3911  
5pm-11pm Friday 11am-11pm Saturday



"No Prep"  
Shootout Friday  
Night



"King of the Strip"  
Showdown  
Saturday Night



Burnout  
Contests



Jet  
Dragsters



Nitro Injected  
Dragsters



Car  
Shows

Schedule subject to change.

[CRUISINOCEANCITY.COM](http://CRUISINOCEANCITY.COM) [OCEANCITYCONCERTS.COM](http://OCEANCITYCONCERTS.COM) [TAKINITOTHESTRIIP.COM](http://TAKINITOTHESTRIIP.COM)

## WELCOME TO OCEAN CITY!

The Ocean City Police Department's highest priority is to keep citizens safe, in addition to ensuring a positive quality of life by using friendly, fair, and firm enforcement. Due to the increased number of visitors, expect to see a large police presence through the weekend.

**SPECIAL EVENT ZONES ARE IN EFFECT.**

**SPEED LIMITS ARE REDUCED AND VIOLATORS  
WILL FACE INCREASED FINES UP TO \$1,000.**

Police will be strictly enforcing traffic violations including:

Speeding

Aggressive Driving

Reckless Driving

Burnouts

Spinning Tires

DWI / DUI

Inciting Others to Commit Violations



# SERVICE UNITED



United Way  
of the Lower Eastern Shore



## CREATE AN EASY WAY TO GIVE BACK TO THE COMMUNITY THROUGH YOUR BUSINESS!

The idea is for the program to coexist and play off of the programs that are already in place, such as, Dine United (targeted to the Restaurant industry) and Stay United (targeted to the Hotel/Motel industry). As service companies, we work with all of the companies that are participating in those programs and Service United is our chance to show our support to them and our communities. By participating in this program, we will be supporting our United Way of the Lower Eastern Shore and all of the programs they facilitate for our local communities.

It is very clear that there will not be any one way to participate that will work for every company, but any and all levels of participation will help make a difference. Since the funds raised by United Way of the Lower Eastern Shore are used in the lower four counties, I propose that we target the segment of our businesses that are done in those four counties, Dorchester, Somerset, Wicomico and Worcester. The level of participation will be up to the individual companies, any level of participation will be recognized and appreciated.

## HOW CAN MY BUSINESS GET INVOLVED?

- 1.) A percentage of the profits from the lower shore segment
- 2.) A flat quarterly donation
- 3.) A discount for pre-payment of services could be offered to customers that would identify the pre-payment discount as a donation to the United Way of the Lower Eastern Shore.
- 4.) A new sales marketing campaign that offered a donation for each new sale.
- 5.) Anything you want! The possibilities are endless.



**JOIN AND CREATE POSITIVE CHANGE IN OUR COMMUNITY!!**

by contacting United Way's Olivia Mommé  
at (410)742-5143 or [olivia@unitedway4us.org](mailto:olivia@unitedway4us.org)

**FOR MORE INFORMATION [UNITEDWAY4US.ORG](http://UNITEDWAY4US.ORG)**