



# Hospitality Hotline

Connecting the industry through  
Advocacy, Education and Partnerships

November 2019

News from...

## THE BOARD OF DIRECTORS

### Welcome Tara

Please join us in welcoming Tara Zaiser Miller as the newest addition to the OCHMRA team. Tara's tourism roots were planted years ago. Her foray into the hospitality world began as a server at Brass Balls and most recently she has been with Vista Graphics Visitor Guide and D3 Corp. She will primarily be responsible for trade expo booth sales and member relations. Tara will also utilize her marketing skills to assist with the many facets of OCHMRA. Feel free to drop by the office to meet her ~ she is part-time currently, so visit Tuesday through Thursday!

### Join us for a Mental Wellness Learning Session

Empower. Recognize. Prevent.

Help us to create and model a workplace culture of pride, professionalism, confidence and kindness. Join the OCHMRA & Jesse Klump Suicide Awareness & Prevention Program for a Mental Wellness Learning Session. This outreach seminar is designed to assist owners, managers and supervisors to empower their team and improve mental wellness, and increase productivity by the improvement of well-being. During the session, learn how to recognize risk factors, crisis and suicide warning signs and the available resources to help prevent tragedy.

**Date & Time:** Tuesday, November 12th - 2pm - 4pm

**Place:** Aloft Hotel - 45th Street on the bay

**No cost to attend, just RSVP** 410-289-6733 or [inquire@ocvisitor.com](mailto:inquire@ocvisitor.com)

*In loving memory of OCHMRA Past President Travis Wright*

## Remembering OCHMRA Past President Chris Trimper



*Christopher Morgan Trimper, age 42, of Ocean City passed away suddenly on Thursday, October 24, 2019 from an allergic reaction. Born April 17, 1977 in Salisbury Maryland he was the son of John Douglas (Doug) Trimper and Gail Zeigler. He is survived by his loving wife Michelle and their three children, son, Christopher Grant Trimper II, daughters Madison Lily Trimper and Emma Rose Trimper, brother Brooks Trimper, half-sister Chelsea Trimper and step-mother Cindy Trimper.*

*Christopher was a Howard county native and a proud Virginia Tech graduate. Continuing a 100 year tradition, he worked alongside his family at Trimper Rides and later Trimper's Playland. He served the community he loved by being an active member of the OCDC, the Ocean City Volunteer Fire Company, the Lion's Club, and Evergreen Masonic Lodge #153 in Berlin. Christopher will forever be remembered for his kindness to others and his infectious smile. If he could pass on a message it would be to care for those around you in every way that you can. He knew no strangers, only friends he hasn't met yet.*

*A service will be held on **Saturday, November 2, 2019** at the Performing Arts Center in the Convention Center, at 12:00 PM., where friends and family may call at 10:00 AM. Pastor Kyle McDaniel will officiate. In lieu of flowers, donations in Chris' memory may be made to The Association for Frontotemporal Degeneration at [theaftd.org](http://theaftd.org). in honor of his stepfather Harry Zeigler. Arrangements are in the care of the Burbage Funeral Home in Berlin, MD. Letters of condolence may be made to the family via, [www.burbagefuneralhome.com](http://www.burbagefuneralhome.com).*

~ Chris' passion and dedication for our community came naturally and started at a young age. At 26, Chris joined the OCHMRA Board of Directors as a second generation Board member, the first being his grandfather Granville. Chris served on the Board from 2003 - 2014. During his decade on the Board, he was actively engaged in fostering tourism and working to make Ocean City an awesome place to work and live. His service to this organization didn't end after his Presidency ~ he'd always call around Trade Expo or Bikefest time to know what he could do to help. Daily, he put others before himself while always wearing that infectious smile. We can all keep his legacy alive by passing forward his kindness! ~



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## Wor-Wic's College & Career Pathways Night ~ tables still available

Wor-Wic is hosting a College and Career Pathways Night on the evening of November 19, from 5-7:30pm, in collaboration with the three Lower Shore Boards of Education. This is an opportunity for employers to interact with students who are considering their next step after graduation. There is no charge to set up a table. To reserve a spot or for more information, please contact Matt Elburn at 410-632-5557.

## Worcester County Room Tax Increase

On August 20, 2019 the room tax was unanimously passed to increase from 4.5% to 5% beginning January 1, 2020. The official resolution can be viewed by clicking this link: [Resolution pdf](#)



Join us for our November Dinner Meeting to learn more about tourism trends and visitor analysis from Liz Fitzsimmons, Maryland's Director of Tourism, Film and the Arts. The dinner will take place on **Thursday, November 21st at the Princess Royale Resort & Conference Center**. Networking will begin at 6pm with dinner at 7pm followed by Liz's update on tourism. As always, the menu looks scrumptious! If you haven't already done so, RSVP today at 410.289.6733. or [inquire@ocvisitor.com](mailto:inquire@ocvisitor.com)

Tourism folks from Ocean City will be heading to Rocky Gap Casino Resort next week for the annual 39th Maryland Travel and Tourism Summit. This gathering of industry professionals from across the State is always enjoyable and educational for those in attendance.

An economic forecast, mastering your memory, and riding the digital wave are just some of the great sessions lined up. The networking and camaraderie are always worthwhile. If you haven't already signed up, there is still time! All the details are at: [www.mdtourism.org](http://www.mdtourism.org)



Maryland Hotel and Lodging Association is holding their Stars of the Industry Awards Luncheon on January 9, 2020. This luncheon honors lodging employees and properties who best symbolize the quality service of the industry. It is an opportunity for Maryland to recognize employees who go the extra mile for their guests, their properties and their communities! All employee nominees will be recognized and honored at this Annual Awards Luncheon and a special tribute will be paid to the winners in each category. Nominations are open to MHLA member properties. Learn more about the awards and how to nominate your employees and/or your property at this link: [MDLodging.org](http://MDLodging.org)

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## DIVERSITY IN THE WORKPLACE

By: Dr. George Ojie-Ahamiojie

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

The hospitality industry is the most diverse industry in the world; and the food service sector is the most diverse within the hospitality industry. Understanding and managing diversity within this industry is then a necessity for every management and hospitality operator. Diversity in the workplace means identifying the differences between people within the organization, and using these differences to achieve organizational goals and objectives. Diversity has two dimensions; primary and secondary dimensions.

The primary dimensions of diversity can be as simple and identified as race, sex, ethnicity, culture, age, religion, and nationality; the secondary dimensions can be complex and not easily identified. These can be social status, marital status, family status, education, experience, differently abled, gender, and knowledge. Diversity is not only about people, it is also about the organization's culture and function, objectives, beliefs, values, norms, and purpose. Diversity can thus be defined as "the recognition of the differences that makes each and every one of us unique."

For employees of different backgrounds and cultures to work together efficiently and function well, the management and human resources team must deal with issues such as bias, stereotype, ethnocentrism, communication, flexibility, transformation, and relearning. For diversity to be embraced fully by all employees, management must be an integral part of the process. While it is not always advisable for management to initiate diversity issues, it should however encourage formation of affinity groups within the organization, and support each group equally and fully. Finally, allowing employees to champion diversity in the workplace places ownership in the hands of the employees.

### Tips for building a diverse organization

- Management should assess the diversity of talents available within the organization. Then, management and employees must show some sense of urgency to work together to accomplish organization goals and objectives, by using these talents.
- In the process of accomplishing organizational goals, any errors or mistakes made should be considered opportunity for learning and improvements.
- Empower employees to make decisions and allow free thinking. While employees must be held accountable for their actions and mistakes, they should not be punished nor penalized for honest mistakes or their opinions.

- Breakdown rigid rules and standards; encourage free thinking and innovation. Reward excellence, encourage good practices and good behavior modeling.

### Benefits of diversity in the workplace

- Provides different solutions to service, training, communication, and resource allocation issues.
- Employees from different backgrounds provide variety of talents and experiences to problem solving.
- Allows a company to provide varied services to multiple customers using the wide range of its diverse employees.
- Organizations can draw from the wide range of viewpoints to meet business strategies, tactics and decision making.
- When employees recognize that their talents are acknowledged, they are motivated to perform at higher peak.
- Diversity fosters the creativity, ingenuity and innovative spirits of the employees.
- Employees are more enlightened and educated about other cultures.

### Challenges with diversity in the workplace

- Language and communication barriers may still exist, despite the acknowledgement of differences.
- Some employees maybe resistant to these changes because they see diversity as unnecessary burden.
- Attitudes and perceptions may not change even if management shows support and positive results to diversity initiatives.
- Social group when formed, may not want to interact with others; thus creating cliques, group norms and divide.
- If not fully embraced and integrated into the organizations culture and norm, it will not be successful.

The effect of diversity can be seen and measured from the organization's bottom line. Customers like to stay and dine at places where they recognize and identify with those that are like them. Progressive companies should strive to create a workforce that is like a "toss salad" and not a melting pot. If managers and employees are open-minded and willing to work together for a better understanding of diversity, they will be better prepared to meet the challenges of diversity. Make diversity a success by validating, acknowledging, legitimizing, and understand everyone's (VALUE) culture and differences.

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



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**Sally Kneaveal** has joined the **Clarion Resort Fontainebleau Hotel** as the new Director of Sales ~ welcome Sally! **TKO Hospitality** welcomes **Skip Coleman** to their Sales team - congrats Skip. Happy retirement to **Pat Ambler-Perry** who left the **Boardwalk Hotel Group** and quickly headed to Florida for the birth of another grandchild ~ we'll miss you Pat! **Paul Silberquit** joins **WorWic Community College** as their Dean of Occupational & Emerging Technology. Welcome to **Karen Falk** who has joined the **Susan G. Komen** team. **Lindsay Insigna** is joining **Sysco Eastern MD** - welcome aboard Lindsay! **Brittany Meadows** has entered the insurance world at **Deeley Insurance**. Welcome to Lachelle Scarlato who joined the Worcester County Economic Development team. Wedding bells are ringing on November 9th for **Ashley Rodriguez** of the **Courtyard Marriott** ~ congrats Ashley & Brett Johnson!

Condolences to **Michelle Trimper and the entire Trimper family** on the loss of Chris Trimper. The Phillips family lost long-time employee **David Bryant** recently as well. David was a staple in the early days of the OCHMRA - always volunteering - condolences to his family as well.

*Condolences*



**REST EASY: Lodging industry trends**



**THE DISH: Restaurant industry trends**

## Forging Loyalty in the Modern Travel Market

Facebook Business Article

Facebook's latest research report looks at how the path to purchase for travelers has changed, and how social media and digital platforms play a part. Today's travelers are lavished with choice, and brands are working harder than ever to secure their long-term loyalty. Technology offers an exciting pathway to achieve this, facilitating innovative reward solutions and bespoke offerings that speak to niche tastes. Travelers are showing that they now expect brands to offer far more than traditional points programs, and Facebook sees three major trends in behavior when it comes to loyalty in travel: simplicity affinity, pragmatic travelers and latent loyalists.

In a digital world where consumers expect instant gratification, travelers are opting for brands that offer frictionless booking experiences—in the US, 52% of 18–34-year-old travelers who use online travel agencies to book travel, say they do so because it's convenient. Yet despite new demands for seamless online services, travelers are still returning to brands for the age-old reason of quality: In France, quality of accommodations is the top factor for travelers staying loyal to a brand (94%). And social connections are an important factor in choosing these brands: 67% of young travelers<sup>2</sup> say that recommendations from family and friends are important to them in choosing a trip. Although these trends hold true across all the markets surveyed, there are also some geographical nuances in travel habits. No matter their location, however, travelers are most drawn to brands that offer hassle-free purchase journeys, unmatched quality and thoughtful communications.

For the full story: <https://www.facebook.com/business/news/insights/forging-loyalty-in-the-modern-travel-market>

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**TUESDAY,  
NOVEMBER 12TH  
ALOFT HOTEL  
45TH STREET  
2PM - 4PM**

RSVP by November 8th  
410-289-6733  
[inquire@ocvisitor.com](mailto:inquire@ocvisitor.com)



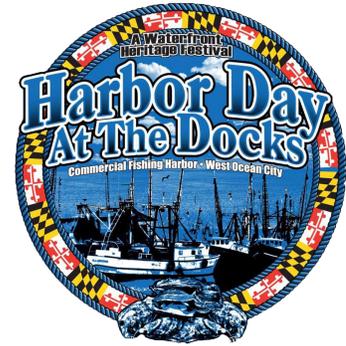
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Harbor Day at the Docks on October 19th turned out to be a fantastic day! Not only was the weather stellar, but the music was fantastic. Hundreds came out for the event held along the West OC Commercial Fishing Harbor. Many thanks to the Martin Family and Martin Fish Co. for decorating the event ~ their clam strips were quite tasty! The Phillips Food chef demonstrated the many ways to prepare crabs and held a crabcake eating contest. Kudos to fisherman Sonny Gwinn and his wife for their involvement and interactive displays!



**Left** - a gorgeous sunrise greeted the vendors as they came to set up their displays.



**Right** - Lobster guru fisherman Sonny Gwinn showcasing Larry the Lobster who was released at the Blessing of the Fleet!



**Left** - Martins Fish Company led demonstrations showing how to properly filet a fish



**Right** - Randy Jenkins and his daughter displaying his handcrafted woodwork. Check out his facebook page - Rustic Underground