



Hospitality Hotline

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

News from... THE BOARD OF DIRECTORS

**Welcome
New Allied Members
Johnny Janosik
The Insurance Market**

Tourism Day

The MD Tourism Coalition will convene in Annapolis on Feb. 13th to share the importance of tourism with the MD Legislature. With over 70 new Senators and Delegates, this event is extremely important. Tourism professionals will gather between 7-8 am for networking and then from 8-11 am, legislators gather in their respective delegations (by county or by region) to discuss pending legislation and issues affecting their constituents. The Eastern Shore Delegation meeting has been set for 9am and we will share stories about business and the impact tourism has on Maryland's economy. This is a FREE legislative event & we need you! If you'd like to go, please register at www.MdTourism.org.

OCVisitor.com Refreshed

D3Corp is in the process of updating our website and has developed a refreshing look for the OCHMRA site. The new look will be unveiled prior to the season. Stay tuned!

Craft Beer Fest

We are in the development stages for a new event which will further drive the local movement. With Fall Restaurant Week slated for October 11 – 25, we've chosen October 24th as the grand finale of RW with the introduction of a craft beer festival. Once the Trade Expo is complete, more details will be forthcoming!

FEATURED KEYNOTE SPEAKER

The Ocean City Hotel-Motel-Restaurant Association recently announced, Anthony Melchiorri, host of "Hotel Impossible" will be on hand to deliver his hospitality tips during the 41st Annual Ocean City Spring Trade Expo.



Anthony Melchiorri brings his 20+ years of experience in the business as the "Hotel Turnaround Expert" and host of Travel Channel's original series "Hotel Impossible," which premiered its fifth season in October 2014. In this weekly one-hour program, he helps turn around the business of a hotel not living up to its potential or struggling to survive. After assessing each property, he works closely with the owners and staff to determine its biggest problems. Melchiorri has mere days to formulate a plan, revamp the hotel and re-motivate its staff in order to save these properties from going under.

"I am elated to bring Mr. Melchiorri to our Expo. His no-nonsense approach will challenge our attendees to evaluate their own businesses so they'll be able to deliver guest experience to make customers return," stated Executive Director, Susan L. Jones.

See Us At OCHMRA Spring Trade Show-Booth 312-313



www.eascolaudry.com

410-749-7037

Salisbury, MD

PO Box 340 • Ocean City, MD 21843 • 410-289-6733 • www.ocvisitor.com



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(cont.)

Melchiorri has a proven track record of understanding a company's vision and bringing its individual parts together to create a finely-tuned profit machine. With acute attention to detail, he has developed and repositioned some of the finest, high profile properties in the U.S., including the first Nickelodeon Hotel and Resort and the landmark Algonquin Hotel.

Put on the fast track to success early on, Melchiorri began his career at the landmark Plaza Hotel as director of front office operations. By age 29, he became a seasoned professional and was selected to be general manager of the Lucerne Hotel in 1997. Under Melchiorri's management, the Lucerne was developed into one of the top hotels in New York City, and selected as the New York Times Travel Guides Best Service Hotel. After seven years at the Lucerne, Melchiorri was appointed general manager of the world famous Algonquin Hotel. At the time, the Algonquin was a shell of its majestic

past. Melchiorri and his team closed the hotel for a month and oversaw a basement-to-roof renovation, turning The Algonquin into a highly-rated Michelin Guide Hotel.

With an unmatched ability to break down perplexing problems and find solutions that generate profits and results, Melchiorri has parlayed his skills to form his own company, Argeo Hospitality, specializing in revenue management and consulting on hotel projects for private owners and investors. Additionally, Melchiorri is a sought-after keynote speaker for major hotel and hospitality conferences, and is currently penning a book on the hospitality business.

He will appear in the new Ocean City Performing Arts Center, located within the Ocean City Convention Center on **Monday, March 9th at 9am, prior to the Expo opening at 11am.**



Wanna get more involved?

Volunteer at the OCHMRA Spring Trade Expo!

EMAIL SUSAN AT SUSANJONES@OCVISITOR.COM
TO CHECK ON TIMES & AVAILABILITIES.



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SPRING TRADE EXPO EDUCATIONAL SESSIONS

SEMINAR ROOM ~ Room 210 Second Level

Sunday, March 8th

12:30pm ~ What the Heck is PCI DSS & Why do I Need to Know Anyway

PCI stands for Payment Card Industry, and DSS is Data Security Standards. In 2009, The Card Associations (Visa and MasterCard) expanded the PCI DSS rules to include all entities accepting credit cards for payment. So even the smallest of organizations have to follow certain procedures to safeguard card data. Failure to follow these procedures could result in financial penalties should a data breach occur. In the wake of the Target data breach (and numerous others in the last year), this topic is more important than ever. The featured speaker is Joe Posey who is the owner of a local merchant processing company and will provide a high level overview of your responsibilities and how to protect card data. Mr. Posey has worked for large banks and card processing companies for many years and can translate this complicated topic into an easy to understand presentation.

1:30pm ~ 10 ways to Maximize our 3 month Season from Labor, Service & Profit Perspectives

Thought leader, CohnReznick Hospitality Consulting, will be providing methods of helping businesses to "Survive and Thrive" the season. Participants and attendees should be prepared for challenging conversations and solutions to the industry's special set of issues.

2:30pm ~ Analyzing Online Hotel Habits & How to Drive Online Bookings

Panel Discussion utilizing OTA's customer acquisition tool - acquire data, use tools to reach guests, how to build guest profiles, guest behavioral marketing.

Presenters: Booking.com and D3Corp

3:30pm ~ 5 Ways to Streamline Your Hospitality Business as Your Employees Leave the City & Country at the End of Every Season

Thought leader, CohnReznick Hospitality Consulting, will be providing methods of helping businesses streamline workforces as employees are reduced. Participants and attendees should be prepared for challenging conversations and solutions to our special set of issues.

Monday, March 9

11:30 – Beverage Pairing Programs – Improve Your Bottom Line - Hear from three perspectives, liquor, wine and beer suppliers, sharing the same vision on how to enhance your menu. – Southern Wine and Spirits, Evolution Brewing Co.

1:30pm ~ 10 ways to Maximize our 3 month Season from Labor, Service & Profit Perspectives - CohnReznick Hospitality Consulting will be providing methods of helping you to "Survive and Thrive" the season. Participants and attendees should be prepared for challenging conversations and solutions to our special set of issues.



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2:30pm ~ 5 Ways to Streamline Your Hospitality Business as Your Employees Leave the City & Country at the End of Every Season

Thought leader, CohnReznick Hospitality Consulting, will be providing methods of helping businesses streamline workforces as employees are reduced. Participants and attendees should be prepared for challenging conversations and solutions to our special set of issues.

DOCKSIDE'S RED, WHITE & BREW CULINARY STAGE

Sunday, March 8

2:00pm ~ Brewers Association of Maryland Craft Beer Discussion

With the growth in popularity of craft beer, this year's Expo will place a special focus on the local craft beer movement. In partnership with The Brewers Association of Maryland, a craft beer discussion will take place on the Culinary Demo Stage. Area brewers will share their insight into the industry.

3:00pm Food and Wine Pairing Demonstration

Join chef, instructor and business owner, Tony Hiligoss, who will utilize a Turbo Chef Turbo FIRE vent-less pizza oven to cook artisan style pizza in 2 minutes. He will also explore pairing wine on menus and he'll teach how to make your own wine.

Monday, March 9

12:00 – 2:00pm ~ MIXED!

Come see our version of Chopped! ~ This fastest Bartender and custom martini contest is brought to you by Ocean 98 and Seacrets Spirits and Tropicale. Watch as contestants pick a box, all containing the same base materials, vodka, rum, cola, soda water and glasses. The twist will be different garnishes, mixers, cordials and a couple of liqueurs. Contestants will be given 98 seconds to set up their bar, make a rum and coke, crack a beer, pour a perfect vodka shot, and mix a custom martini from the supplied materials. Each round, a winner will be selected by speed, closest to 1.5 ounces in the shot, and by the best tasting martini. To compete, call DJ Wood at 410-723-3683.

The Expo is only open to hospitality professionals; therefore to attend, guests must be in the lodging or dining business, a liquor store, convenience store, cafeteria, nursing home, hospital or school, etc.

Free pre-registration is available until February 27th, after that, you may register on-site for \$15pp with proof of being in the industry. For more information, and to register, check out www.oceancitytradeexpo.com or call 1-800-626-2326, ext 2.



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BOARD MEMBER SPOTLIGHT: *Greg Shockley*



Past President, Greg Shockley's local family roots trace back many years. As an Ocean City native, Greg's dedication to our community is endless. His restaurant, Shenanigan's, has been a boardwalk staple for many years. As a founding member of the Boardwalk Development Association, he was instrumental in the many Boardwalk facade improvements. He continues to be an active Past President of the Ocean City Development Corporation. In 2007, when president of the OCHMRA, he played a key part in persuading city leaders to dedicate a portion of the room tax to advertising. Currently, he chairs the Tourism Advisory Board, comprised of leaders from the OCHMRA and the Chamber.

His passion for tourism also led him to statewide leadership roles, serving on the Maryland Restaurant Association Board and serving as the Chairman of the MD Tourism Development Board.

In his spare time, he enjoys golf and time with his wife, Susie and 10th grade twins, Noah and Brody.

SAVE THE DATE

Wor-Wic Community College 2015 Annual Spring Job Fair

Thursday
April 9th
2015
4:00-7:00



Hosted
By
Career
Services

12000 Campus Drive, Salisbury, MD 21804

careerservices@worwic.edu



Big congratulations to **Sarah Speilman, Harrison Group**, on the birth of her son, Declan Jase Siats. We're looking forward to **Grotto's Pizza's** new location in the Commander Hotel. Love the new name for **Pino & Karen's** newest restaurant, **Sello's Italian Restaurant & Bar**. Several of our members are running for Believe in Tomorrow's Prom King & Queens: **Jason Gulshen, Holiday Inn & Suites, Danny Robinson, Backshore Brewing Company, Jackie Siejack, Chesapeake Employers Insurance Co., DJ Shirk, Seacrets**. Visit BelieveInTomorrow.org to cast your vote.

Condolences

Condolences to family & friends for the passing of **Charles "Chuck" Marshall, Marshall Management**. Condolences to **Robert Noll of General's Kitchen** on the passing of his mother, **Angela Bollas**. Condolences to the **Lasertone** family of the loss of staff member, **Dave Billow**.

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January Dinner Meeting

Click here for all pics!
Photos by KRR Photography



Morgan Murr, Adam Newman, Helen Ball,
Mercantile Processing Inc



Pat Ambler-Perry & Karen Norvell,
Boardwalk Hotel Group



Kyle Johnson, Michael Hayes, Marge Steele &
Wajih Allam, Dunes Manor



Elisa Urban, Matt Brown, Quality Inn & Suites,
Patrick Staib, Real Hospitality Group



Suzie McElroy, Gregory & Associates, Mike Wood, Madalaine How, MAD
Engineering, Craig McElroy



Joe Cusato, John Cusato, Chris Ludlow, &
Anthony Cusato, Rooftop General Contractors