



Hospitality Hotline

Connecting the industry through
Advocacy, Education and Partnerships

News from...

THE EXECUTIVE DIRECTOR

(board is on hiatus until September)

VISITOR CENTER: Many first time visitors have been calling our Lodging hotline. Make sure your business reaches these new guests by putting your brochures in the 40th Street Visitors Center. Only members of OCHMRA and the OCCVB are allowed to place brochures in the center, so take advantage of this great member benefit!

WEEKLY CALENDARS: By now, you should be familiar with our "What's Happening in and around OC" weekly calendars. These weekly calendars highlight the activities for Monday through Sunday and are a great resource for your front line employees. Make sure you print and post at your front desk, hostess stand or any other spot for visitors to see. They are sent via email, if you are not receiving, please send us a message and we'll put you on the list!

J1 UPDATE: The United States Senate is currently debating the immigration reform bill. Included in the proposed changes are alterations to the J1 Summer Work Travel program. Changes in the bill will no longer allow the "sponsor" organizations to collect fees from the participants and will actually charge \$500 per participant payable to Homeland Security. We have met with Senator Mikulski and Senator Cardin's office aides and have stressed the critical importance of this segment of our labor force.

ALLIED SUPPLIER'S GUIDE

Founded in 1971, our local non-profit trade Association has been in existence for 42 years! The original founders, many of whom are still in operation, have always made it a point to support our "Allied" members. These Allied members are businesses who sell and service the hospitality industry. Given today's climate, it is critically important that we maintain our local connections and support our Allied Members who help to support our Association.

Recently we emailed our "Allied Member Supplier Guide" to our Active and Associate members. For your convenience, this Guide features businesses by category. Please take a moment to review the Guide and remember it when it comes time for your next purchase!

As always, your support is appreciated!

[Click here to view the Suppliers Guide!](#)

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BOARD MEMBER SPOTLIGHT: *G. Hale Harrison*

Our 1st Vice President is G. Hale Harrison, the third generation of the Harrison Group Hotels & Restaurants family. In addition to being active with OCHMRA, he and his wife Christina just welcomed a new baby girl, Hunter, into the family. She joins older sister, Haven.



REST EASY: *Lodging industry trends*

HOTEL VS. OTA PARITY AGREEMENTS: DOES IT HAVE TO BE A BATTLE?

By: Alan S. Horowitz



[Click here for the
complete article](#)

Savvy hotel operators are finding ways to provide incentives that entice customers to book directly through their own websites, front desk or over the phone. This article shares six such strategies that hotel operators can use without conflicting with their OTA agreements.

If a love-hate relationship exists in the hospitality industry, it's between hotels and online travel agencies (OTAs) such as Expedia, Orbitz and Priceline, among many others. On one hand, OTAs extract sizable commissions, which understandably grate on the hotels that must pay them. On the other, they also produce an enormous amount of bookings, which hotels covet.

Hotels would prefer their own websites and call centers be their guests' major distribution channel, but so popular are OTAs - and so dependent on them have many hotels become - it's difficult to imagine hotels eschewing their services altogether. Particularly challenging are OTA parity agreements, which require hotels to guarantee that room rates on their own websites are not below those offered by the OTAs.

Despite this challenge, savvy hotel operators are finding ways to provide incentives that entice customers to book directly through their own websites, front desk or over the phone. This article shares six such strategies that hotel operators can use without conflicting with their OTA agreements.

For the complete story, click on the link at the top of the article.

RESTAURANT FOR LEASE: Corner Restaurant located at 3rd Street and Baltimore Ave on Ocean Side for Lease. Currently Subway Restaurant in Hotel Monte Carlo. New tenant can occupy space November 15, 2013. Restaurant is 1350 square feet and has two bathrooms, hotel entrance, 3rd street entrance and street signage. Also has mop sink and three compartment sink, hood and grease trap. Additional opportunities to include room service and rooftop poolside service. Business with bar/liquor license preferred. Seeking established business owner looking to open other location. Email Clara at clara.ziman@gmail.com if interested in more info. Serious inquiries only.

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Welcome to new Director of Hotel & Restaurant Management at **Wor-Wic Community College, Dr. Daniel Bernstein**. Dr. Bernstein replaces Dr. Scott Dahlberg, who recently retired.

Congratulations to the **Lankford Hotel** on being selected by reality show, **Hotel**

Impossible for a makeover of their property and operations. The episode will air sometime this fall.

Congratulations to the **Harrison Group** on their newest property, **Hampton Inn & Suites in Corolla, N.C.**

Best wishes to **Patrick Staib** who leaves the **Grand Hotel & Spa** to join the **REAL Hospitality Group (West OC)** as their Regional Director.



THE DISH: Restaurant industry trends

6 WAYS TO KEEP YOUR EMPLOYEES HAPPY Source: restaurant-hospitality.com

Your employees matter. If they didn't, you wouldn't hire them, trust them to do important work or keep paying them week after week. You probably assume they realize that, but according to Christine Comaford, you may inadvertently do and say things that make them feel otherwise—and it has little to do with logic. "Mattering is one of the three most primal human needs, along with safety and belonging," says Comaford, author of "SmartTribes: How Teams Become Brilliant Together," a New York Times bestseller. "When employees feel they don't matter, they simply cannot function at their highest level of performance."

So what might you be doing that makes employees feel they don't matter? Comaford reveals six of the top offenders:

1 You don't respond to their emails. Sure, you're busy, and your employees know that—but their response may not be rational. Instead of thinking, 'Oh, the boss will get back to me when she has a moment, they think, She doesn't like my idea. She doesn't like me. I feel rejected. I don't matter.' Comaford says always respond: "Even if it's just to say, 'I need a little time to think about that, but I'll get back to you in a day or two.'"

2 You don't give them feedback—positive or negative. When people matter to us, we want them to know they've done a good job. If they haven't done a good job, we want them to know that, too, so they can improve. To an employee, silence can mean we don't care enough to let them know either way.

3 You acknowledge people only when they make mistakes. To let them know they matter, make a positive personal connection with employees as often as possible. Be specific about what you like and let them know their unique contribution makes a real difference to the company. "Better yet, make a point of praising them publicly," says Comaford. "Social rewards are extremely powerful—far more powerful than cash rewards, in fact."

4 You don't celebrate victories. No, just getting paid isn't reward enough for doing a great job. When your team has an especially significant win—a huge catering event maybe, or just surviving a wild Saturday night with a short staff—make a point to do something special for the people who pulled it off.

5 You inadvertently show favoritism. In many companies, there are certain team members who are perceived as "above the law" or the "in crowd." These people tend not to be held accountable for their lack of performance, and they often get the lion's share of raises, promotions or perks, even if they don't deserve them. And yes, says Comaford, other employees notice. "Absolute equality may not be possible in an imperfect world, but it's critical to aim for it," she says.

6 You burn them out. Do your employees slog away like slaves, working long hours and completing one high-stress task after another, day after day after day? Not only will they feel that you don't care about their well-being, they'll burn out. Even if you don't tell employees they have to work until 8 p.m. every night, they see you do it and feel they're expected to do so as well.