

# HOSPITALITY HOTLINE

June 2026



**Susan Jones**  
Executive Director



**Kaylee Lathroum**  
Business Development & Marketing Associate

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## Member Message

From Executive Director, Susan L. Jones

The season is here, longer days, busier shifts, and visitors pouring into town! With so many choices competing for their attention, one thing can set us apart - exceptional service. Let's go beyond expectations and create moments our guests won't forget, experiences that bring them back again and again. It all starts with our **Miles of Smiles** approach.

You are the **heart of hospitality**, check out the simple steps on page 8. They're easy, yet powerful. They're the difference between "just okay" and "absolutely unforgettable." Let's keep lifting each other up, bringing the positive energy, and making every single guest feel like they've found something special in OCMD. *Because with so many places to choose from, we have the power to make our beach the most special!*

## Dates For Your Calendar

### MD Tourism Coalition - MML Summer Meet Up

June 15<sup>th</sup> - Residence Inn  
4pm to 6pm / [MDtourism.org](http://MDtourism.org)

### ServSafe Course & Exam

Taught by **NEW** Allied Member - Safely Served  
June 22<sup>nd</sup> - Ocean Downs Casino  
8:30am to 5:30pm  
To Register, email [safelyserved1@gmail.com](mailto:safelyserved1@gmail.com)  
View flyer on page 11 for more details!

### OC Rock & Ride

September 10<sup>th</sup> - 13<sup>th</sup> / [ocrockandride.com](http://ocrockandride.com)

### Hospitality Huddle

October 13<sup>th</sup>

### Learning Lobby

October 27<sup>th</sup>

### Ocean City Spring Trade Expo

March 7<sup>th</sup> & 8<sup>th</sup> / [oceancitytradeexpo.com](http://oceancitytradeexpo.com)

Keep an eye out, your membership dues invoices will be arriving soon. We're **honored to continue serving** as your voice for hospitality, a role we've proudly carried since 1971. We welcome ideas and suggestions! Let's keep moving hospitality forward, together. Reach out anytime: 410.289.6733 or **(NEW EMAIL)** [susan@ocmdhospitality.com](mailto:susan@ocmdhospitality.com). 😊

# WE GOT NEW EMAILS!



**Kaylee Lathroum**  
[kaylee@ocmdhospitality.com](mailto:kaylee@ocmdhospitality.com)



**Susan Jones**  
[susan@ocmdhospitality.com](mailto:susan@ocmdhospitality.com)

## FEATURED PARTNERS



Leading high-performance commercial coatings contractor specializing in seamless resinous (*epoxy, polyaspartic, MMA, urethane*) polished/stained concrete, and commercial painting service - serving the mid-Atlantic.



GoGlass is the premier source for commercial, residential, and auto glass repair and replacement in Berlin and Ocean City, MD.



[Member Directory](#)

# Hospitality Highlights

Whats new in the industry?

## WARM WELCOMES & CELEBRATIONS

**Discover Ocean City** expanded their team with the addition of **Mariah Cosh** as Destination Services Coordinator and **Kelli Seibert** as part-time marketing. Congratulations to **Bank of Ocean City's Luke Buas** on his promotion to Assistant VP. Shoutout to **Elizabeth Whaley** on her promotion to Reservation Manager at **Princess Royale Oceanfront Resort** and to **Flor Rodriguez** on the promotion to Sales Manager at **Princess Bayside**. **J.W. Engblom** is serving as Regional VP of Sales and Marketing for the **Grand Hotel**. **Maryland's Coast** welcomed new summer marketing intern **Nate Jones**, a marketing major and student-athlete entering his senior year at Salisbury University.

**EMR** is thrilled to announce the appointment of **Ron Diamond** as their General Manager. **Cheryl Potenza** has taken on the role of General Manager, and **Trevor Fitch** was promoted to Security Manager at **The Carousel Oceanfront Hotel and Condos**. **Matthew Leonard** is the new Front Office Manager at the **Hampton Inn & Suites Bayfront**.

Exciting things are ahead for **Harrison Group** as demolition began on the former **Flagship Hotel** property on 26th Street, making way for a future oceanfront **SpringHill Suites**. **Bonita Beach Hotel** recently underwent renovations, featuring refreshed spaces and updated rooms/amenities. **Ashore Oceanfront Hotel** is now part of the **Marriott portfolio, Marriott Bonvoy**. This next chapter brings thoughtful renovations to the Tide Room, TapRoom, and their 40,000 sq ft conference center - elevating every stay, gathering, and meal while keeping the easy, breezy spirit that makes Ashore feel like exactly where you're meant to be.

A big thank you to the **Hyatt Place Ocean City** for their gracious hospitality in hosting our Hospitality Huddle last month. They also just opened the newly renovated bar, **Bar 16 - Oceanfront Grill & Lounge!** Check it out!

**Phil Cropper, Worcester Technical High School**, has been nominated for <https://favchef.com/>, where one incredible chef will step into the kitchen with Carla Hall on Chewed Up, be featured in Taste of Home magazine, and take home \$25,000! - [Go and vote for him here!](#)

## SAD GOODBYES

Our prayers go out to the entire **Harman** and **Fish Tales Boardwalk Inn** (Ocean Mecca) family on the passing of **Enie Harman**. Condolences to **Annemarie Dickerson**, past OCMDHA President and whose family built **Francis Scott Key**, on the passing of her mother, **Barbara Ann D'Eugenio**.

## Go the Extra Mile – Be Our Next Featured Smile!

We're honoring the hospitality heroes who make every visit memorable with our Miles of Smiles Service Promise! **Nominate an employee** who goes above and beyond with a kind gesture, a warm welcome, or provides outstanding service!

### What's in it for them?

- ★ Every Wednesday, one Miles of Smiles Spotlight winner will be featured on our [Facebook Page](#) AND will receive a \$100 cash prize.
- ★ At the end of the summer, all weekly winners will be entered into a drawing for a \$500 grand prize!

This is a great opportunity to recognize your staff who help make OCMD a desirable destination. We are eager to spotlight the incredible people behind our industry's success!

[Submit your nominations here](#)

**MILES OF SMILES**

## Welcome New Members

### ACTIVE

**TOAST Italian Restaurant**  
[toastocmd.com](http://toastocmd.com)

### ALLIED

**Kastendike Insurance Group (KIG)**  
[kastendikeinsgroup.com](http://kastendikeinsgroup.com)

**Kings III Emergency Communications**  
[kingsiii.com/hospitality-safety](http://kingsiii.com/hospitality-safety)

**Safely Served**  
[safelyserved1@gmail.com](mailto:safelyserved1@gmail.com)



# Business Briefs

## Heat Stress Regulations Now Being Enforced in MD

*A Message From The Restaurant Association of Maryland*

As of September 30, 2024, Maryland's Heat Stress Standard regulations have been in effect for both indoor and outdoor workplaces, including restaurant kitchens, where employees are exposed to a heat index of 80°F or higher.

RAM has been informed that both proactive and complaint-driven enforcement is underway, with some restaurants already facing fines for non-compliance.

With the summer months ahead, enforcement activity may increase, so now is the time to prepare your business. Key requirements include employee training, a written heat stress prevention and management plan, and temperature monitoring.

You can find comprehensive compliance information [here](#). An industry-specific webinar from the Maryland Department of Labor is also available [here](#).

## RESOURCES

### OCMDHA Member Portal Guide

Update your listing on OCVisitor.com, pay dues, update contacts, & register for events.

Use this [step-by-step guide](#) to get started!

### Miles of Smiles Service Promise Flyer

Post in employee break rooms - [English](#) and/or [Spanish](#) Version

### Miles of Smiles Spotlight Nomination

Nominate an employee who goes above and beyond with a kind gesture, a warm welcome, or provides outstanding service!

[Click here to nominate them!](#)

### Tourism Commission Meeting Minutes

View May's Meetings - [Click here](#)

## Reminder: Do You Need a Maryland Trader's License?

As a reminder, last summer the Comptroller's Field Enforcement Office was in town verifying that businesses requiring a Trader's License had one in place. This requirement can apply to businesses such as hotel gift shops or restaurants that sell merchandise (note: some exemptions may apply based on annual sales percentages).

According to the Maryland Comptroller's Office, a Trader's License is generally required if you sell goods in Maryland and are not a grower or manufacturer. Businesses must obtain the license through the Clerk of the Circuit Court and open a sales tax account. In addition, businesses must be registered with the Maryland Department of Assessments and Taxation.

### Key details:

- License period: May 1 – April 30 each year
- Fees and penalties may apply if your business operates without a required license

If you're unsure whether your business needs a Trader's License:

- Call: 410-260-6240 (Monday–Friday, 8:00 a.m. – 4:30 p.m.)
- Email: [slb@marylandtaxes.gov](mailto:slb@marylandtaxes.gov)
- Review FAQs here: [Maryland Trader's License FAQs](#)



## Oyster Recovery Partnership (ORP)

The Oyster Recovery Partnership (ORP) is the nonprofit expert in Chesapeake Bay oyster restoration. We're restoring the Bay's native oyster population by building sanctuary reefs, rebuilding public fishery reefs, supporting the aquaculture (oyster farming) industry, recycling oyster shell, and getting the public involved through hands-on volunteering and events. **Recycling shells saves restaurants money** by avoiding the costs of throwing it away.



Since our founding in 1994, and with the support of major partners like the MD DNR and the Univ of MD Center for Enviro Science Horn Point Lab, ORP has planted more than 14 billion oysters on 3,000 acres of reef and recycled more than 366,000 bushels of shell!

[Click here](#) to learn more OR contact Tommy Price at [tprice@oysterrecovery.org](mailto:tprice@oysterrecovery.org).

## NEW MARYLAND LAW - Penny Rounding

In 2025, the federal government announced it will stop minting the penny. To reflect this change, Maryland passed SB893/HB1026, allowing retailers to round cash transactions up or down to the nearest 5 cents.

This policy applies to cash transactions only; card payments are not affected.

AMOUNTS ENDING IN 1 OR 2 CENTS	AMOUNTS ENDING IN 3 OR 4 CENTS
 <b>WILL BE ROUNDED DOWN</b>	 <b>WILL BE ROUNDED UP</b>
Examples: \$1.01 and \$1.02 will be rounded to <b>\$1.00</b>	Examples: \$1.03 and \$1.04 will be rounded to <b>\$1.05</b>

FOR  
CASH  
ONLY

## NEW - MD Short-Term Rental Safety Act

Maryland has become the first state in the nation to implement a statewide minimum safety standard for all short-term rentals.

The Jillian and Lindsay Wiener Short-Term Rental Safety Act requires every STR unit to have functioning smoke alarms, carbon monoxide detectors, a fire extinguisher, and a clearly posted evacuation plan.

[Click here to view the key takeaways!](#)

## BEPS 2026 Deadline Extended

*From MD Hotel & Lodging Association*

The Maryland Department of the Environment (MDE) has announced [key updates](#) affecting hotels covered by the **Building Energy Performance Standards (BEPS)**. *(As a reminder, Montgomery County hotels follow the county BEPS program, not the state program.)*

### What Hotels Need to Know:

- **Deadline Extended:** Benchmarking reports and exemption requests are now due **June 30, 2026**
- Reports in ENERGY STAR Portfolio Manager must include **2025 whole-building aggregate energy use data**, be shared with the **MD-BEPS account**, pass data quality checks, and be **third-party verified**
- **Exemptions:** Requests submitted in **2025 or 2026** meet 2026 requirements while under review *(annual exemptions must still be submitted each year)*
- **Annual Reporting Fee:** **\$100 per building (35,000+ sq. ft.)** payable through the [BEPS Portal](#) once payment opens. *(No fee for exempt buildings or those awaiting exemption determination)*
- **Help Available:** MDE virtual office hours **Tuesdays & Thursdays, 10–11 AM, through July 2.** [Click here for the calendar with links to join.](#)

If you need assistance in compiling info, call Kevin Sheehan, Principal Engineer, at (312) 415-4652 or email him at [kevin@sheehan-eng.com](mailto:kevin@sheehan-eng.com)



# Marketing Opportunities

## **\*\*Restaurants & Hotels\*\***

### **Join Downtown Bridal in Launching a Luxury Package Initiative to Drive Local Business**

To boost the local weekend economy and capture high-spending regional consumers, **Downtown Bridal** has announced the official rollout of its elevated **Platinum Experience** itinerary. They are actively seeking exclusive partnerships with select downtown **hotels and restaurants** to transform traditional appointments into immersive, weekend-long hospitality experiences.

Bridal parties traveling from across the bridge to shop for their gowns have sharply increased. By curating a structured, all-inclusive package, Downtown Bridal aims to anchor these regional visitors locally—incentivizing multi-room hotel stays, celebratory fine dining, and extended retail engagement throughout the Shore.

#### **How the Partnership Works:**

- **Hotel Partners:** Invited to provide an exclusive "Platinum Rate" structure, custom booking codes, or VIP arrival amenities in exchange for multi-room, multi-night weekend bookings.
- **Restaurant Partners:** Invited to provide curated fixed-price "Platinum Menus" or a preferred percentage deduction on large-party dinner reservations to capture high-margin beverage and premium dining sales.

**Shared B2B Marketing Commitments:** Selected cross-industry partners will receive dedicated marketing infrastructure supported entirely by Downtown Bridal, including:

- **Primary Recommendation Status:** Direct integration and booking links inside the digital Platinum Booking Confirmation sequence.
- **Physical Placement:** Prime feature placement in premium, physical "Platinum Welcome Kits" handed directly to high-end bridal parties.
- **Digital Expansion:** Dedicated features across Downtown Bridal's website on [The Vendor Collective](#) page and social media channels.

#### **How to Participate:**

Local hospitality operators, hotel managers, and restaurant owners interested in capturing this premium demographic are encouraged to email Downtown Bridal's Public Relations & Marketing Coordinator, Bobbi Locke. Responses will be reviewed throughout June, with follow-up expected in **July**.

Email: [bobbi@downtownbridalm.com](mailto:bobbi@downtownbridalm.com)



## **DESTINATION MARYLAND**

2026 OFFICIAL MARYLAND TRAVEL MAGAZINE

### **Advertise Your Business in the 2027 Destination Maryland Magazine**

*(Maryland's Official Visitor Guide)*

Destination Maryland Magazine is the official visitor guide for the Maryland Office of Tourism, reaching hundreds of thousands of travelers planning trips to the state through both print and digital distribution.

The guide features destinations, attractions, travel tips, maps, and curated listings, and is updated using reader-response data to better serve visitor interests.

Advertising opportunities for the 2027 edition are now open, with **reservations due August 13**, offering display, native, highlighted ads, and enhanced listings. **Free basic business listings** are also available and must be **submitted by July 20**.

For **advertising opportunities**, contact Carly Stedman Norosky at [Carly.Stedman@milespartnership.com](mailto:Carly.Stedman@milespartnership.com).

For **business listing questions**, contact Brandon Chan at [brandon.chan@maryland.gov](mailto:brandon.chan@maryland.gov).

- Advertising Media Kit - [view here](#)
- Business Listing Form - [click here](#)



# Partners In Focus

## How Does the Kings III Solution Benefit Your Hotel Property?

Kings III helps hotels, resorts, and extended stay properties enhance guest and staff safety with fully managed **emergency communication solutions** for elevators, pools, parking garages, and other emergency call points. Our **24/7 emergency response service** ensures immediate connection to professional dispatchers while simplifying compliance with elevator and pool safety regulations. With **cellular connectivity, battery backup, and real-time monitoring**, we eliminate reliance on aging phone lines and provide superior reliability. Our all-inclusive solution covers **equipment, installation, maintenance, and monitoring** at a predictable monthly cost, reducing risk and operational burden.



**KINGS III**  
Others supply hardware.  
**WE REVOLUTIONIZE**  
EMERGENCY COMMUNICATIONS

Learn more at  
[kingsiii.com/hospitality-safety](https://kingsiii.com/hospitality-safety)



**Mark Steins**  
Business Development Manager  
msteins@kingsiii.com  
585-957-0625



## Enhance Your Guest Experience With Bar Cups

**Bar Cups** is thrilled to be a part of the OCMD Hospitality Association! We help premium hospitality brands elevate their presentation one cup at a time. Built to serve the unique needs of hotels, restaurants, cafes, bars, private clubs, and more, our full range of products, includes high-quality drinkware, napkins, and accessories. Our signature insulated totes are perfect for takeout, keeping food and beverages at the ideal temperature from kitchen to customer.

Enhance your guest experience with our stylish, high-quality products designed for elegance, durability, and exceptional hospitality. Best of all, we're local—just up the road—so working with us is easy, personal, and fast. **To celebrate our introduction to the community, we're offering 10% off all new orders for a limited time.** We look forward to partnering with you and helping you serve every sip and meal in style.

## FREE Network Assessment - Find Out What's Slowing Your Network Down!

Want us to identify hidden issues and improve your network performance?

Here's what we'll do:

- **Network Health Review** - check switches, routers, & connections
- **Wi-Fi Performance Analysis** - assess coverage & interference
- **Internet & Bandwidth Check** - test internet speed & capacity
- **Security Review** - identify security vulnerabilities
- **Device Inventory** - audit network equipment
- **Architecture Review** - review network design

Contact us today at [info@noovis.com](mailto:info@noovis.com)!

See full flyer on page 9 →



**COMMON ISSUES WE FIND:**

- ▲ Overloaded Wi-Fi Access Points
- ▲ Outdated Network Equipment
- ▲ Firewall Misconfigurations
- ▲ Bandwidth Bottlenecks
- ▲ Poor Network Segmentation

**NOOVIS**  
INFINITE POSSIBILITIES

# Community Connections

## Angels in Oilskins Festival: Celebrate America's 250th Anniversary

*From the Ocean City Life-Saving Station Museum*

Join us as we celebrate our country's historic 250th anniversary at the Ocean City Life-Saving Station Museum with a fun, immersive experience honoring the nation's earliest form of marine rescue.

Guests will journey through the station as each room comes alive with hands-on lifesaving history from the medicine used during the U.S. Life-Saving Service to the meals surfmen ate and the crafts they created during their downtime.

The excitement continues outside on the Boardwalk, where museum partners will offer interactive demonstrations, live music, and more for visitors of all ages to enjoy!

Event details can be found [on our website](#) or on the [Facebook Event](#)



## Wine On The Beach At Sunfest

After more than 30 years as a fall favorite in Ocean City, Wine on the Beach is teaming up with Sunfest on **October 23 & 24, 2026**, creating an enhanced festival experience that combines Maryland wine tastings with Sunfest's music, food, shopping, and entertainment.

Guests will be able to move freely between both events with a wristband, enjoying beachfront stages, local vendors, and a wide variety of wines from across the state. Wine on the Beach will remain a ticketed Friday-Saturday event, while Sunfest continues Thursday-Sunday as a free festival.

For more information visit [winefest.com](http://winefest.com)!



## Maryland's Coast Seafood Guide

*Your guide to the freshest local catches*

We're excited to introduce the new Maryland's Coast Seafood Guide! Brianna created this recently, and we would love it if you could share it where possible.

We can provide tri-fold brochure showcasing the outstanding local seafood and aquaculture businesses that make our coast a premier destination for fresh, locally sourced seafood.

Reach out to Michele Burke at [mburke@worcestermd.gov](mailto:mburke@worcestermd.gov) if you would like some brochures on hand, and she can deliver them to you.

View the [digital version here!](#)

# MILES OF SMILES

## SERVICE PROMISE



**Warm Welcome** - A smile and eye contact go a long way—greet every guest with both!



**Spirit of Service** - Be a Memory Maker - *Is there anything else I can help you with today?*



**Passionate & Proactive** - Help guests solve needs before they become problems



**Rapid Response** - Fast, dependable support when it's needed most



**Fond Farewells** - Thank guests for staying, playing, and/or dining with you!

### Go the Extra Mile – Be Our Next Featured Smile!

We're honoring the **hospitality heroes** who make every visit memorable with our Miles of Smiles Service Promise!

Get noticed by your manager and celebrated by us! You could be **featured on our Facebook page AND win a weekly \$100 prize**. Then at the end of summer (by Labor Day), one featured smile will be randomly selected to **take home a \$500 cash prize!**



## FREE NETWORK ASSESSMENT

FIND OUT WHAT'S SLOWING YOUR NETWORK DOWN!

*Identify Hidden Issues & Improve Your Network Performance*



### Network Health Review

*Check Switches, Routers & Connections*



### Wi-Fi Performance Analysis

*Assess Coverage & Interference*



### Internet & Bandwidth Check

*Test Internet Speed & Capacity*



### Security Review

*Identify Security Vulnerabilities*



### Device Inventory

*Audit Network Equipment*



### Architecture Review

*Review Network Design*

### COMMON ISSUES WE FIND:



Overloaded Wi-Fi Access Points



Outdated Network Equipment



Firewall Misconfigurations



Bandwidth Bottlenecks



Poor Network Segmentation

### FREE ASSESSMENT!

*Clear Findings  
& Recommendations*

**Contact Us Today!**

✉ [INFO@NOOVIS.COM](mailto:INFO@NOOVIS.COM)

🌐 [WWW.NOOVIS.COM](http://WWW.NOOVIS.COM)



Ocean City, Maryland  
Chamber of Commerce



**SUMMER WORK TRAVEL**

**welcome**  
**EVENTS**

**for exchange visitors**

**WIN A BIKE!**

**PIZZA & DRINKS!**

**HELPFUL INFO!**

**GIVEAWAYS!**

**JUNE 17 ~ 12-2 PM**

**JUNE 24 ~ 4-6 PM**

**RESIDENCE INN BY MARRIOTT**

**300 SEABAY LANE (61ST STREET)**

**OCEAN CITY**

# ServSafe National Restaurant Association



## SERVSAFE MANAGER COURSE & EXAM

Elevate your food safety standards and achieve certification through our detailed ServSafe Food Safety Manager Training.

### WHAT YOU WILL LEARN:

- The Importance of Food Safety
- Good Personal Hygiene
- Time and Temperature Control
- Preventing Cross-Contamination
- Cleaning and Sanitizing
- Safe Food Preparation
- Receiving and Storing Food
- Methods of Thawing, Cooking, Cooling and Reheating Food
- Hazard Analysis Critical Control Point (HACCP)

## Upcoming Class

**JUNE 22, 2026: 8:30 AM – 5:30 PM**

**OCEAN DOWNS CASINO  
10218 RACETRACK RD  
BERLIN, MD 21811**

**TO REGISTER:  
EMAIL: SAFELYSERVED1@GMAIL.COM  
OR  
CALL: 410-463-0591**



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FEE**

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