

MARCH 2024

# HOSPITALITY HOTLINE

Official Newsletter of the Ocean City  
Hotel-Motel-Restaurant Association



## Member Message

FROM EXECUTIVE DIRECTOR SUSAN L. JONES

It's here! I love this time of year when it all comes together; from selling the exhibit space, to coordinating close to 60 volunteers, designing and developing the marketing, the endless to-do list, I could go on and on! It certainly takes a village to make this annual event happen. 50 years ago, Paul Wall, HMRA Board Member and Vice President of Phillips Restaurants connected with the Restaurant Association of Maryland. The rest is history -- they helped us launch our tradeshow and we continue to partner with them today. This year, they've designed the **Surf & Earth Culinary Competition** being held on the Culinary Showcase Stage. Winners will represent MD at the World Food Championships!

We also teamed up with the MD Tourism Coalition to build several workshops. Known as the **Solutions Showcase**, you'll learn lots of useful information! New this year, our **Spotlight Stage** will feature **Ask the Experts, Behind the Brand and Culinary demos**. See page 3 for the complete schedule.

Several exhibitors are offering **Show Specials and New Products**, check them out at this link: [Specials Link](#).

The complete **exhibitor list** can be accessed here: [2024 Exhibitors](#)

*Hotels, Restaurants & Attractions* -- last chance to pre-register to attend the Expo for FREE - do so by February 29th: Click here to register - [ATTEND](#) 😊

# OCHMRA SPRING TRADE EXPO



**Sunday 11am - 5pm**  
**Monday 10am - 4pm**

**Open to the Trade Only | No One Under 21**

OCHMRA 5700 COASTAL HWY #302 OCEAN CITY, MD 21842  
(410) 289-6733 • [WWW.OCVISITOR.COM](http://WWW.OCVISITOR.COM) • [INQUIRE@OCVISITOR.COM](mailto:INQUIRE@OCVISITOR.COM)



Susan Jones  
Executive Director



Kaylee Payne  
Business Development &  
Marketing Associate

# SHOW FEATURES

## HALL A/B/C

Culinary Stage | 12pm to 4pm

The Restaurant Association of Maryland Presents

# SURF & EARTH

**Golden Ticket Seafood Competition - March 3**  
Fresh seafood provided by Maryland's Best  
Seasoning bundles provided by McCormick For Chefs®

**Golden Ticket Chef Competition - March 4**  
Fresh produce provided by Maryland's Best  
Seasoning bundles provided by McCormick For Chefs®

## CULINARY COMPETITIONS



OFFICIAL  
QUALIFYING  
EVENT



## DOCKSIDE HALL



### BEER GARDEN

Breweries, Distilleries,  
& Wineries



### SPOTLIGHT STAGE

Ask the Experts, Behind  
the Brand, & Demos



### CULINARY DEMOS

Featuring MD's Best Dept.  
of Ag & Seafood Partners

FEATURED PARTNER:



(410) 543-0693 • [WWW.RRCOATINGSINC.COM](http://WWW.RRCOATINGSINC.COM) • [DAN@RRCOATINGSINC.COM](mailto:DAN@RRCOATINGSINC.COM)

# DAILY SCHEDULE

## SUNDAY

### SOLUTIONS SHOWCASE WORKSHOP

2nd Floor | Room 210

**11:30am – 12:00pm – Taste Tourism: Leverage Culinary & Craft Beverage Experiences to Drive Business**

Integrating taste-centric experiences into business models captures the attention of a diverse consumer base and enhances brand loyalty. Receive insights on how to curate and market unforgettable taste-centric journeys. **Presented by Cory A. VanHorn, High Five Tourism**

**12:30pm – 1:00pm – Preview of 2024 Summer Work Travel**

Visas are complex, but understanding them shouldn't be. We'll break down the rules and regs and deliver expectations for the coming season. **Presented by the US Department of State & the Chamber of Commerce**

**1:30pm – 2:00pm – Beyond OTAs – Mastering Direct Bookings in 2024**

Join us in reviewing successful strategies to help you shift share from OTAs to direct bookings. Maximize your online presence, enhance user experience on your website, and tactics for maintaining guest engagement on your booking platform to increase conversion. **Presented by Amadeus Hospitality**

**2:30pm – 3:00pm – Protect Your ASSET\$ - Defer the Tax, Maximize the Gain**

Learn about the significant tax benefits of a 1031 real estate exchange, ancillary advantages of re-investment, & passive solutions using DST's through local case studies. Avoid capital gains tax due on the sale of your investment/rental property. **Presented by RevolutionX – Frank Hanna**

### SPOTLIGHT STAGE - ASK THE EXPERTS

Dockside

**12:00pm - Culinary Demo:** Fallen Pine Oysters, J.J. McDonnell, & MD's Best dive into all things oysters. Dan Worrell will lead the shucking demo and describe the different flavors and types of oysters, from wild-caught to farmed oysters.

**1:00pm - Ask the Expert:** KRR Photography shares how to take phenomenal photos with your smartphone. Discover tips that will take your snapshot from amateur to Ansel Adams.

**2:00pm - Ask the Expert:** Food Allergens 101: Chef Robert McKeon will guide you through the Big-9 Allergens and share how to protect diners from food allergens, avoid cross-contact contamination, and prevent allergic food reactions and anaphylaxis

**3:00pm - Ask the Expert:** What if There's an Accident? Deeley Insurance and Chesapeake Employers Insurance will discuss 3 ways to save.

## MONDAY

### KEYNOTE SPEAKER - BRIAN BLASKO

2nd Floor | Room 208

**9:00am - 10:00am - Recipe for Reinventing Your Workforce: Key ingredients to control your destiny.**

Learn how to adapt to organizational change effectively, walk away with leadership strategies that will increase your "attitudinal potential", and discover ways to be MORE creative in their retention of clients and customers.

### SOLUTIONS SHOWCASE WORKSHOP

2nd Floor | Room 210

**11:30am – 12:00pm – Evolution of Hospitality – Where We've Been and Where We're Headed!**

Join Roy Beaumont Marriott International, Ben Sidel Real Hospitality Group, and Meg Gardener Delaware Restaurant Association as they journey through the hospitality industry's last 50 years and explore the dynamic and ever-evolving sector. **Moderated by Melanie Pursel, MD's Coast Economic Development & Tourism Director**

**12:30pm – 1:00pm – Why Grassroots Matter: Legislative Overview**

Hear the latest on tipped credits and how to save your Tip\$. **Presented by Melvin Thompson, Restaurant Association of MD**

**1:30pm - 2:00pm - The Power of Video to Build Your Business**

Learn how to establish cutting-edge digital marketing strategies through 5 steps to elevate your business & drive growth. **Presented by D3**

### SPOTLIGHT STAGE - ASK THE EXPERTS

Dockside

**11:00am - Ask the Expert:** Food Allergens 101: Chef Robert McKeon will guide you through the Big-9 Allergens and share how to protect diners from food allergens, avoid cross-contact contamination, and prevent allergic food reactions and anaphylaxis

**12:00pm - Culinary Demo:** Join BSA Seafood & MD's Best as Chef Zack demos wild-caught Chesapeake blue catfish. Learn about this invasive species and how to turn profits and clean up the Chesapeake Bay.

**1:00pm - Behind the Brand:** George's® Beverage Company began with a simple request: patrons wanted a reliable bloody mary mix that was ready to pour and enjoy. The brand has grown into partnerships with national companies. Greg David will share journey insights.

**2:00pm - Behind the Brand:** United Way Lower Eastern Shore will share how your business can partner to get involved in social causes while generating great publicity and reason for customers to come to your business; guests will know they are patronizing a business that helps create local change and impact!

FEATURED PARTNER:



(410) 543-0693 • WWW.RRCOATINGSINC.COM • DAN@RRCOATINGSINC.COM



## Recipe For Reinventing Your Workforce

*Key ingredients to control your destiny*

- Learn how to adapt to organizational **change** effectively
- Walk away with **leadership** strategies that will increase your "attitudinal potential."
- Discover ways to be **MORE creative** in their retention of clients and customers.



**MONDAY**

March 4, 2024  
Start at 9AM

Room **208**

KEYNOTE SPEAKER

**BRIAN BLASKO**

Highly Motivated, Nationally Known Speaker,  
Trainer and Author