

NOVEMBER 2021

# HOSPITALITY HOTLINE

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



## Member Message

FROM EXECUTIVE DIRECTOR  
SUSAN L. JONES



As my world is centering on celebrating our 50th year in existence, I must give a shout out to those working tirelessly with us on our upcoming Gala! Past Presidents Susan Cropper, Cindi Wilde, and Mary Eastman have spent several hours pouring over minutes books, sharing thoughts while Jim & Annemarie Dickerson are finding fun in video production! Stewart Dobson and the sales crew at OC Today have been busy putting the finishing touches on the program. Busy times - and, THANK YOU to all who have purchased ads and sponsorships to help make this an event to remember!

**November 19th**, is the night we'll gather at the **Clarion Crystal Ballroom** beginning at 6pm for Cocktail Hour with an open bar, followed by dinner, delicious cake prepared by Phillip Cropper and Worcester Technical students followed by dancing to On the Edge. This is your chance to dress up and celebrate! Tix are \$100pp, overnight rooms available for \$79+tax. If you want to attend and haven't reached out, make sure you RSVP by November 12th - simply give us a call or an email.



## Welcome New Member

ALLIED

**Nally Ventures**  
Meaghan Poulin  
Connor Nally

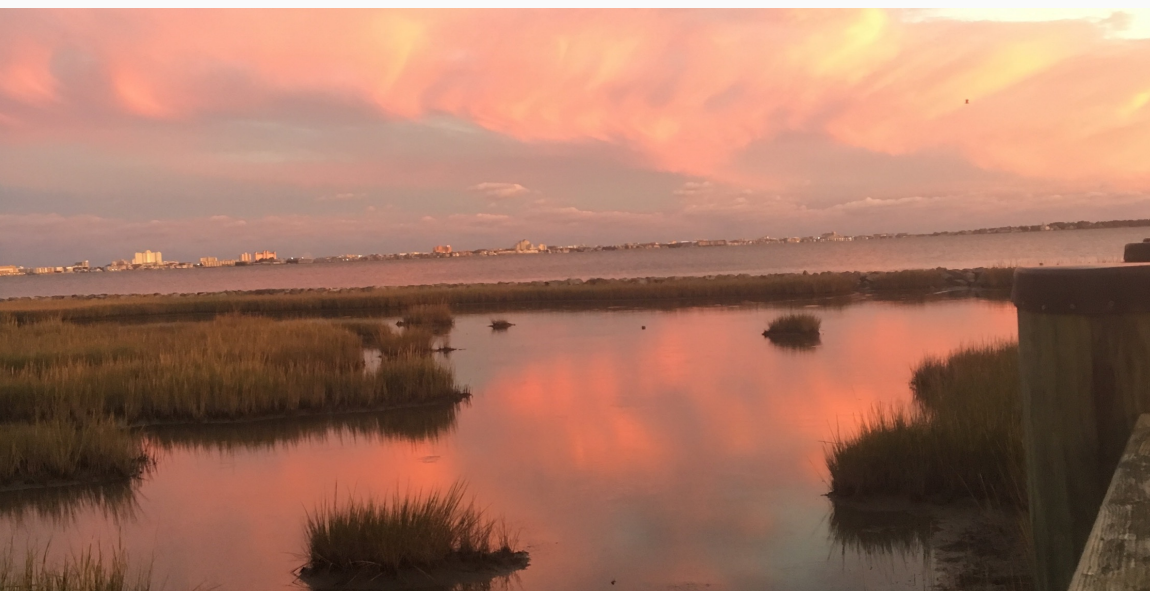
## OCHMRA Dinner Meetings

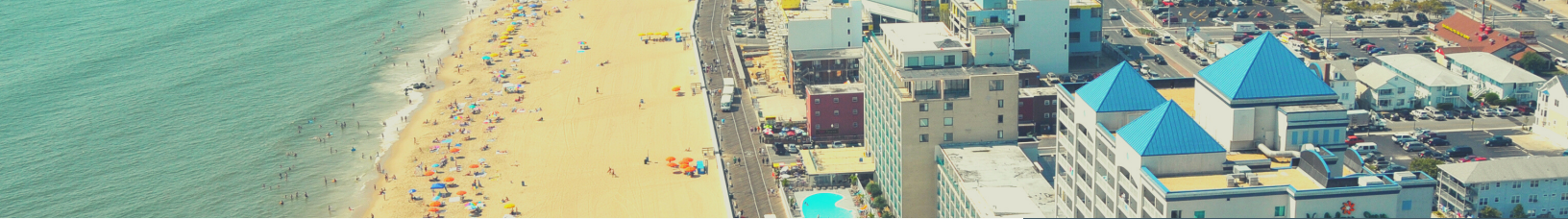
**Mark your calendars:**  
November 19 Clarion  
December 16 Touch of Italy  
January 20 Dunes Manor  
February 17 Princess Royale  
April 21 TBD



## Restaurant Week Returns

Make plans to participate in Restaurant Week next Spring! Mark your calendars for April 3 - 16. More details coming soon, save the date!





# Business Briefs

## 48th Annual Spring Trade Expo Updates

Last month I announced the return of our in-person Trade Expo - needless to say, there is a lot of excitement and anticipation for this event! I am thrilled to report that booth sales are going extremely well! Many of you may remember the construction and expansion in 1996. As with any construction, there will be curve balls which come along and with those, we must "pivot" (oh that 2020 word I despise!).

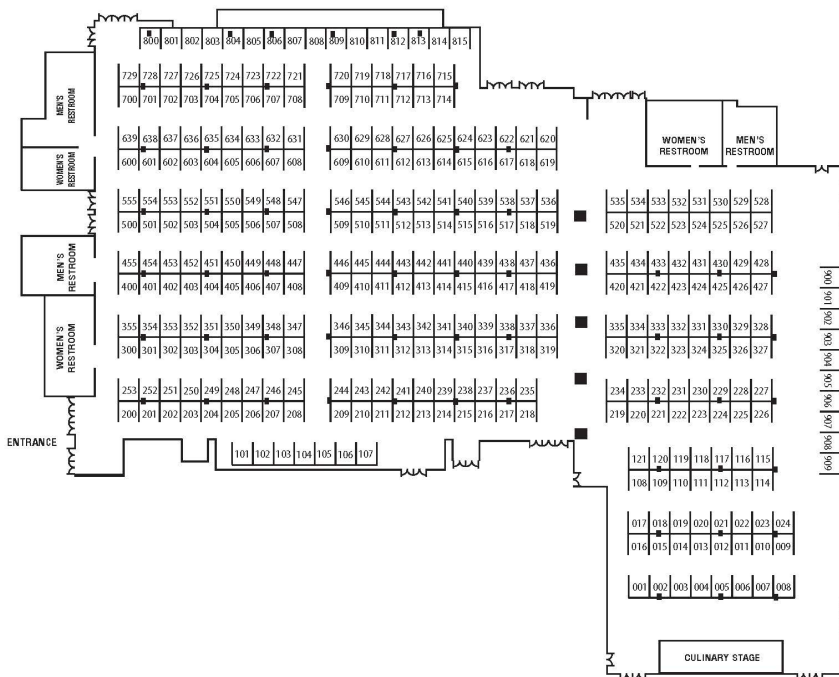
So, for those of you who didn't catch this in the last newsletter, our 48th Trade Expo is going to take place on the Lower Level - ALL exhibits will be in one giant space. Here's the UPDATE: *we have had to tweak the floor plan and have altered the layout of the new space that we originally put out a month ago.*

Our new floor plan will allow for better (and safer) flow of traffic and access to the electrical boxes. I'm also pleased to share that Joni Hamilton, owner of Shore Marketing Services, will be helping with all the Expo marketing, social media and be present during the Expo. (you may remember her from her 2 decades at Sysco).

Hotel & Restaurant Members - please encourage your vendors to exhibit and Allied Members, we'd love to chat! Exhibit space contracts are at [OceanCityTradeExpo.com](http://OceanCityTradeExpo.com)



**48th Annual Spring Trade Expo**  
**Sunday & Monday**  
**March 6 & 7, 2022**  
**OCEAN CITY CONVENTION CENTER**



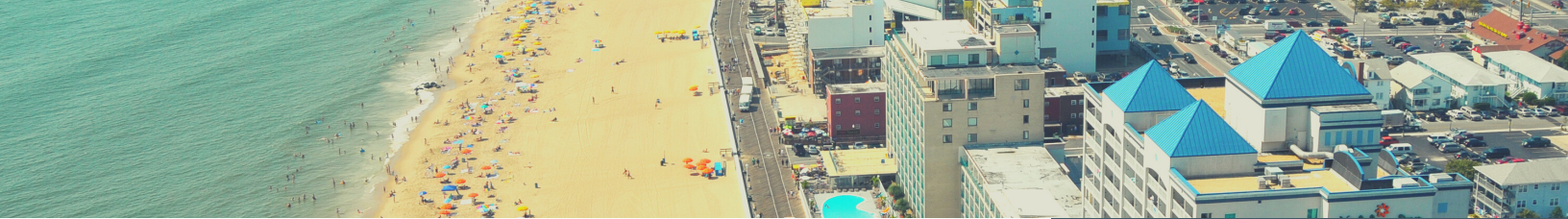
# Member Feedback Requested

While we do not have a formal survey, we are interested in hearing from our membership! I'd imagine many of you are catching your breath from being overworked. But, as we are rounding out the year and heading into 2022, we want to make sure OCHMRA is doing all we can to serve you. So, please feel free to drop us a line and provide constructive criticism or suggestions on how we can improve operations - opinions are always welcome here!

[susanjones@ocvisitor.com](mailto:susanjones@ocvisitor.com)  
 410.289.6733

## OCHMRA Member Portal Try it out!

If you haven't yet used the "Member Portal" please give it a try! This gives you direct access to your listing. It is fairly easy to use - go to [OCVisitor.com](http://OCVisitor.com) at the top right header beside the Facebook logo look for "Member Login" You can review your listing to ensure accuracy on our website. And, starting with the December dinner meeting, you'll be able to sign up and pay online with the click of a button - no more misspelled name badges! If for some reason you are having difficulty logging in, just shoot me an email and we'll navigate - [susanjones@ocvisitor.com](mailto:susanjones@ocvisitor.com).



## Hospitality Highlights

A warm welcome to **Katie Cosgrove** who has been named Director of Sales at **Aloft**. Congratulations to **Kerryann Martin** and **Maria Matias** on their promotions to Director of Sales and Assistant GM respectively at the **Courtyard Marriott**. Recently, **Dr. George Ojie-Ahamiojie** joined **UMES**'s hospitality program - congrats Dr. George!

Happy retirement to **Dawn Nock**, from the **Grand Hotel** and **Mark Mayers** from the **Harrison Group** - best wishes for relaxation! Allied Member **OC Today** has added **Amanda Shick** as an Account Manager. Kudos to **Chris Zindash** on his promotion to Regional Vice President of Sales at **Amadeus (TravelClick)**. Lots of babies have been joined the world recently; **OC Tourism's Jenna Knight** welcomed daughter Oaklee this week. Congrats to **Ann Hillyer** of **OceanCity.com & ShoreCraftBeer** on Britton's birth making her a first time grandmother. Both **Tara & Albert Levy** of the **Crab Bag** had children who gave birth making them double grandparents. Congrats!

*Condolences to **Mary Eastman**, OCHMRA Past President, and son **Tom Tawney**, also Past President on the sudden passing of Mary's sister.*

## Parnter Spotlight

Coastal Careers Job Board



WORCESTER COUNTY, MD

**Worcester County Economic Development** is launching an aggregated and comprehensive jobs site to assist both job seekers and employers. Coastal Career Job Board is currently in beta test mode. Workforce Engagement Specialist, Jacqueline Trieu, and Director Melanie Pursel are eager for our members to help them test the site. The link below provides an informational video, from the employer's perspective, on how to use the system. Please take a look at it to familiarize yourself with how to utilize primary employer functions.

<https://www.dropbox.com/s/r88ao898ezkoc54/employers.mp4?dl=0>

If you are willing to participate in the beta-testing; please click the additional link below to create your account in order to enter your job postings. We anticipate going live with Coastal Careers Job Board soon, and will automatically transfer your job postings onto the live site at that time. <http://visit-oc.on-site.d3corp.develop.conch.d3corp.com/job-board>

Questions - contact Jacqueline at [jtrieu@co.worcester.md.us](mailto:jtrieu@co.worcester.md.us) (410) 632-3110 x 2120

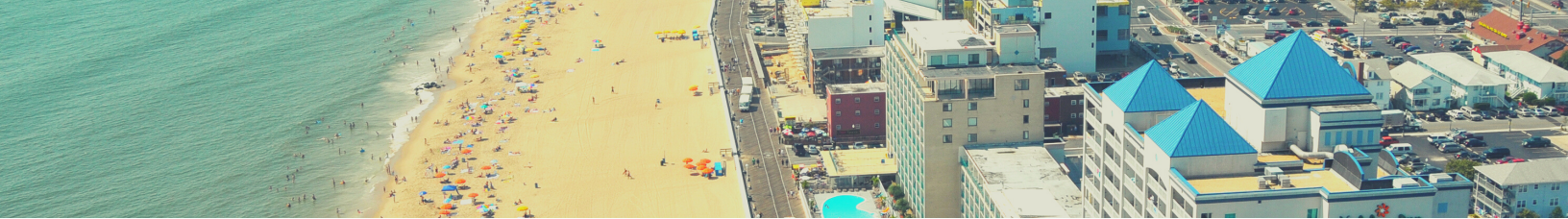
**WOR-WIC**  
COMMUNITY COLLEGE



UNIVERSITY of MARYLAND  
EASTERN SHORE

University of Maryland Eastern Shore and Wor-Wic Community College announced an agreement creating a financial incentive for recent graduates of Wor-Wic to continue their studies 17 miles south in Princess Anne at UMES. Dr. Ray Hoy, Wor-Wic's president, and UMES President Heidi M. Anderson signed a "memorandum of understanding" that initially commits the university to providing nearly \$260,000 in financial aid to Wor-Wic alumni enrolled at UMES starting this fall. Both Lower Shore colleges offer instruction in such fields as hospitality / hotel-motel-restaurant management, early childhood education, business and criminal justice that could ease the transfer path for scholarship recipients to earn a bachelor's degree.

The full article is at this link: [WORWIC UMES](#)



## Member Mentions



### **How to Spot a Scam** - *courtesy of Taylor Bank*

Every day, thousands of people fall victim to fraudulent emails, texts and calls from scammers pretending to be their bank. Add to that this time of expanded use of online banking *and* the busy holiday shopping season, and the problem is only growing worse. Online scams aren't so scary when you know what to look for. And at Taylor Bank, we're committed to helping you spot them as an extra layer of protection for your account. We've joined with the American Bankers Association and banks across the country in a nationwide effort to fight phishing—one scam at a time.

We want every bank customer to become a pro at spotting a phishing scam—and stop bank impostors in their tracks. It starts with these four words: *Banks Never Ask That*. Because when you know what sounds suspicious, you'll be less likely to be fooled.

These top 3 phishing scams are full of red flags:

- **Text Message:** If you receive a text message from someone claiming to be your bank asking you to sign in, or offer up your personal information, it's a scam. **Banks never ask that.**
- **Email:** Watch out for emails that ask you to click a suspicious link or provide personal information. The sender may claim to be someone from your bank, but it's a scam. **Banks never ask that.**
- **Phone Call:** Would your bank ever call you to verify your account number. No! **Banks never ask that.** If you're ever in doubt that the caller is legitimate, just hang up and call the bank directly at a number you trust.

For tips and tools on how to keep phishing criminals at bay, including videos, an interactive quiz and more, visit [www.BanksNeverAskThat.com](http://www.BanksNeverAskThat.com).

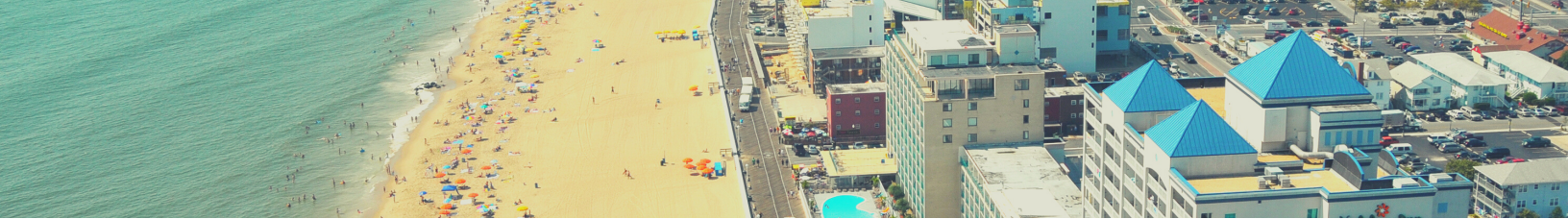
### **Becker Morgan Participates with Harvard School of Design**

Ocean City native and Associate Principal at Becker Morgan, Jack Mumford, III, recently participated in a course hosted by Harvard's School of Design on the post-COVID environment. Jack points out four fundamental changes he foresees in the dining landscape: material selection, delivery methods, flexible outdoor space and guest experience. To read the article, click this link: [Restaurant Insights](#)

Jack also spoke to the design trends in the lodging industry. They include: safety is the new luxury, privacy please and outdoor greenspace. Check out the recap at this link: [Hotel Insights](#)

### **Recreation News Opportunities - Reach Gov't Workers**

The Recreation News Media Group, has put together programs to reach a prime audience for tourism in December for the holiday season, and in January for a Weddings and Reunions section. Their subscribers average 49 days off per year (not counting weekends), have an average income of \$108K/year, and take a whopping average of 11 leisure trips per year, 3 of which are a week or longer. Recreation News Media is the official travel and leisure media for the federal workforce, primarily in Washington DC and Northern Virginia through their employee associations with an exclusive reach on the web, digital magazine, print, social media, email blasts, radio. You can participate for as little as \$350 with a reach of up to 330,000 digitally and 100,000 print. To participate, connect with Karl Teel, Publisher [publisher@recreationnews.com](mailto:publisher@recreationnews.com) 301-474-4600



## Community Connections

Buddy (Sunset Grille) & Big Cip (Touch of Italy) are running as a Team in the 50th NYC Marathon to raise \$200,000 to help finish the Rebecca and Leighton Moore Child and Adolescent Behavioral Health Center at TidalHealth Foundation. 100% of donations will go to The TidalHealth Foundation for this cause.

Any donation you make will help make an impact and keep them running for the cause! Thanks in advance for your contribution to this cause that means so much to the entire community.

To donate: [Go Fund Me Rebecca Leighton Moore Child Health Center](#)



Buddy and Big Cip are running to raise money for:

**Rebecca and Leighton Moore Child and Adolescent Behavioral Health Center**

**100% of Proceeds go to TidalHealth Foundation to build the Center!**

# 2021 Christmas Carnival



## Shoppers Fair & Market

Saturday, Nov. 20  
2-6 PM

Trimper's Carousel Building  
OC Boardwalk at the Inlet

### Reserve your space today!

Call 410-289-7739 or 703-731-6515 or email: [events@OCDC.org](mailto:events@OCDC.org)

\$50 Donation per Booth — includes space inside building  
*(limited indoor space available)*

\$35 Donation per Booth — outside space

### Carousel & other indoor rides will be open!

Games and Activities for kids!

Live Music!

**Free Admission** — Reduced Prices for Rides

Presented by The Downtown Association  
Committee of OCDC And TRIMPER  
RIDES

**Calling all Crafters, Artists,  
Creatives, Clothing and Jewelry  
Vendors!**

ALL EVENTS IN RED ARE OLD DATES

2022 MAJOR CONVENTIONS, CONSUMER SHOWS, SPECIAL & PRIVATE EVENTS

Combined calendar published by OCHMRA as of 10/20/21 and is not a complete list (red are tentative)

other events may be on ococean.com events page – this is just ones generating most room nights

January 1	Penguin Swim for AGH @ Princess Royale
January 6-9	Peninsula-Delaware Conference (3,000)
January 12-17	Maryland Watermen's Association (3,700)
January 13-16	Bayside Fine Art Show
January 27-30	Church of God State Office
February 4-6	Volleyball (2000)
February 10-14	Reach the Beach Cheerleading Nationals (10,000)
February 11-13	Futsal Classic Tournament
February 15-21	Berlin Optimist Club Seaside Boat Show (10,000)
February 25-27	Reach the Beach Dance (5,000)
March 1-2	Junior Achievement of the Eastern Shore
March 3-6	OC Film Festival
March 4-8	Ocean City Hotel-Motel-Restaurant Assn. Trade Expo (5,000)
March 4-6	Mason Dixon YFC
March 10-13	OC Fiberfest
March 11-13	Volleyball We Build You Play (1,200)
March 12	St. Patrick's Day Boardwalk 5K and Annual Parade
March 17-20	Home, Condo and Outdoor Show
March 18-19	Handbell Musicians of America (800)
March 21-22	Holt Paper
March 24-28	Reach the Beach All Star
March 30-Apr 3	Historical Miniature Gaming Society (2500)
April 5-6	Wagner & Sons Foodservice Tradeshow
April 7-10	C.P.R.C., Inc. (9,000)
April 14-16	Easter Arts & Crafts Show
April 20	Coastal Realtor Fair & Tech Expo (250)
April 20-24	Ward World Championship Wildfowl Carving (2,000)
April 23	Walk MS
April 29	Chesapeake Home Service (400)
April 29 – May 1	US Cheer Beach Bash
April 29 – May 1	MD International Kite Expo
April 30	Island to Island 1/2 Marathon
May 5-8	Springfest
May 5-8	Beachfest Volleyball Academy
May 10-15	Volleyball
May 11-14	DE/MD Synod of ELCA Lutheran Church (500)
May 14	Pooch Palooza
May 15	Fight the Bite 5K Walk
May 19-22	Cruisin' OC
May 21-24	Association of School Business Officials (500)
Sunday June -Sept	Sundaes in the Park
June 3-5	Ocean Renaissance – Tides & Tempests
June 3-5	Premier 1 Basketball
June 3-6	Raven's Beach Bash & Parade
June 6-9	MD DC Credit Union Association (600)
June 10-15	Maryland Municipal League
June 11-12	Beach Lax Aloha Tournaments
June 11-12	Sand Duels Soccer
June 11-12	OC Air Show
June 18-23	Maryland State Firemen's Association (10,000)
June 25-26	Beach 5 Sand Soccer
June 25-26	Saltwater Fish & Paddle
July & August	Dance Party on the Beach – Tuesdays

July & August	Sunset Park Party Nights - Thursday
July & August	Movies on the Beach – Monday(28 <sup>th</sup> ), Wednesday (Carousel) & Friday(28 <sup>th</sup> )
July 4	Concert & Fireworks at Northside Park, 125 <sup>th</sup> St. and N. Division St. Beach
July 3-8	Starpower Inc
July 11-15	American Legion (900)
July 17 – Aug 4	USSSA Softball Series
July 16-21	Starpower, Inc.
July 20	Ocean Games
July 24-28	Jesus at the Beach
July 28-Aug 1	Greek Festival
July 29-30	Illuminate -Mind, Body & Spirit Festival
July 29-31	Tides & Tempest Ocean Renaissance
July 30	Sand Duels Soccer
August 3-4	Thunder Bay Battle on the Beach Lax
August 8-12	White Marlin Open & MarlinFest
August 7-11	Art League Plein Art Festival
August 11-14	OC Lax Classic
August 16-20	Maryland Association of Counties (1,300)
August 15-17	Poor Girls Open
August 22-28	Ocean City Jeep Week
August 27-28	ArtX Artistic Expression Expo Northside Park
August 29-Sept 02	Tri-Association Conference
September 6-11	Sessions by the Sea
September 8-10	Maryland State Dental Association (1300)
September 9-10	Winefest on the Beach
September	National Folk Festival
September 13-19	OC BikeFest
September 19-25	TBA – K9 dog, motorcycle rodeo convention
September 22 -25	Treasures of the Earth Gem, Jewelry & Mineral Show
September 23-25	C3 Presents Concert
September 27-30	LifeSpan Network
Sept 29-Oct 2	Sunfest & Kite Festival
Sept 30-Oct 1	Shore Living Expo
Sept 30-Oct 1	Coins, Currency & Treasures
October 5	Seagull Century
October 6-9	Endless Summer Crusin'
October 12-15	MD State Education Association
October 15	Spartan Race
October 15	Free State Corvette Wknd
October 21-22	MD School Nutrition
October 22	Making Strides Cancer Walk
October 19-20 & 26-27	OCToberfest
October 21-24	Autumn Home Show
October 26	Shore Craft Beer Fest
October 26	Seaside Race
Oct 27-Nov2	URBAN EXPO - OC Resort Gift Expo (2,000)
November 3-8	NHSCA Wrestling Tournament (3,000)
November 14-18	Common Ground
November 17-Jan 1	Winterfest of Lights
November 23-28	Holiday Shoppers Fair
December 3	Christmas Parade 100 <sup>th</sup> – 115 <sup>th</sup> St
December 2-3	Cheer & Dance Extreme
December 5-6	American Cancer Society Banquet
December 9-10	Comic Con
December 17-19	Legendary Sports Grou (1000)
December 26-29	Governor's Challenge Basketball – Wicomico Civic Center
December 31	NYE Fireworks Party Northside

# 50<sup>th</sup> Anniversary Gala

1971



2021

OCEAN CITY HOTEL MOTEL RESTAURANT ASSOCIATION  
UNITING HOSPITALITY SINCE 1971

FRIDAY, NOVEMBER 19TH

CLARION CRYSTAL BALLROOM

6 PM COCKTAIL HOUR – OPEN BAR

7 PM DINNER, DESSERT, & DANCING

COST \$100 PER PERSON

RSVP 410.289.6733 + SUSANJONES@OCVISITOR.COM

BLACK TIE OPTIONAL

**RSVP by November 12th**



HELP SPREAD THE WORD ON YOUR MARQUEE!



SATURDAY, JANUARY 1, 2022  
PRINCESS ROYALE OCEANFRONT  
REGISTER NOW  
WWW.AGHPENGUINSWIM.ORG

ATLANTIC GENERAL HOSPITAL'S **SATURDAY**  
**28<sup>TH</sup> ANNUAL PENGUIN SWIM** **JANUARY 1, 2022**  
FAMILY-FRIENDLY FUNDRAISER TO SUPPORT OUR COMMUNITY'S HEALTHCARE HEROES

**\$25.00**  
**MINIMUM DONATION**  
PER PENGUIN TO REGISTER  
& PARTICIPATE IN THE SWIM

**PARTICIPATE**  
**AS AN INDIVIDUAL**  
**OR PART OF A TEAM**  
IN CATEGORIES FOR  
ADULTS, YOUTH,  
BUSINESSES,  
COMMUNITY GROUPS,  
& CELEBRITY  
CHALLENGE



**REGISTER ON OR BEFORE**  
**DECEMBER 10\***  
TO RECEIVE AN OFFICIAL  
2022 AGH PENGUIN SWIM  
SHORT-SLEEVE T-SHIRT

**PARTICIPANTS**  
**WHO RAISE**  
**\$100 OR MORE**  
ARE ALSO ELIGIBLE  
TO RECEIVE  
AN OFFICIAL 2022  
AGH PENGUIN SWIM  
LONG-SLEEVE T-SHIRT

**1<sup>ST</sup> 2<sup>ND</sup> & 3<sup>RD</sup>**  
**PLACE TROPHIES**  
AWARDED TO  
INDIVIDUALS  
& TEAMS  
WHO RAISE  
THE MOST MONEY!



\*SHIRTS FOR  
PARTICIPANTS  
WHO REGISTER  
AFTER  
DECEMBER 10  
WILL BE AVAILABLE  
WHILE SUPPLIES  
LAST

EVENT DETAILS ARE SUBJECT TO CHANGE DUE TO COVID-19. SCAN THE QR CODE FOR MORE INFO.

**CHECK-IN & REGISTRATION**  
**10:00AM - 12:30PM**  
**THE SWIM IS AT 1:00PM**



**DON'T DELAY! REGISTER TODAY!**  
**AGHPENGUINSWIM.ORG**  
**OR SCAN THE QR CODE**

**UNABLE TO ATTEND? NO PROBLEM! PARTICIPATE IN THE CYBER SWIM!**

REGISTER ONLINE THEN TAKE AN ICE-COLD DIP WHEREVER YOU ARE AND POST A PHOTO OR VIDEO ON SOCIAL MEDIA USING #OCPENGUINSWIM.



PRINCESS ROYALE  
91<sup>ST</sup> STREET & THE OCEAN  
OCEAN CITY, MARYLAND



THANK YOU TO OUR LEGACY SPONSOR  
"THE EMPEROR PENGUIN"  
BULL ON THE BEACH & CRAB ALLEY  
FOR 28 CONSECUTIVE YEARS!



**#OCPENGUINSWIM**

FOR SPONSORSHIP OPPORTUNITIES, PLEASE CONTACT  
JSTOKES@ATLANTICGENERAL.ORG OR 410-641-9671

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