

OCTOBER 2022

HOSPITALITY HOTLINE

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



Member Message

FROM EXECUTIVE DIRECTOR SUSAN L. JONES

While there is an air of disappointment over the canceling of Oceans Calling Festival, I encourage you to focus on the positive. There were so many first-time visitors who now know that Ocean City, Maryland exists! When I was grabbing lunch today, I chatted with a couple from Maine, and the boardwalk seemed rather packed last night for a Thursday in September! Let's call it a day and move forward!

October is going to be a busy month as there are lots of activities and special events. Sunfest has oodles of free entertainment, activities and lots of cool new stuff - make sure you check all of it out at: <https://www.ococean.com/events/sunfest/activities>

We'll be having our first Hotel & Restaurant Roundtables, specifically for managers and owners, which will offer an opportunity for industry brainstorming. This will only be open to hotels/restaurants to allow for free flow of info. Networking will begin in November at our first dinner on November 10th - the menu is mouth-watering!

Happy Fall y'all! 😊

WELCOME NEW MEMBERS

ALLIED
Apollo Edison

Coastal Wealth Mngt

S & G Enterprises

Shore United Bank

Sweetwater Exteriors

DATES FOR YOUR CALENDARS

October 18
Restaurant Managers
Roundtable @ Dunes Manor

October 26
Hotel Managers
Roundtable @ Hilton

October 27
OC Tourism Brand Launch
Performing Arts Center

OCHMRA Networking Dinners

November 10
December 15
January 19
February 16
April 20





Hospitality Highlights

WARM WELCOMES

Please join me in welcoming the new ladies over at the **Greater OC Chamber** - **Amy Thompson** is the new Executive Director and **Olive Mawyer** is the new Membership Director. Congratulations to **Jackie Berger** who has become the new Director of Sales at the **Grand Hotel**. Joining the team at the **Aloft** is a familiar face - congrats **Wajih Allam** who'll be in sales at Aloft. **Vinnie Pierotti** has hopped on board with the **Taustin Group** - Embers/BLU/Jay's Cafe/Surf Arcade/Pier 23. **Vincent Federighi** has been transitioned to GM of the **Crystal Beach** where he's enjoying the boardwalk view. A warm welcome to a new face in town, **Suzanne Frey** is the new Catering Sales Manager at the **Dunes Manor**.

SAD GOODBYES

Our sincere condolences to Charlie Barrett on the passing of his wife, **Vickie Barrett**. They were previously the proprietors of the Inn on the Ocean. The joyful, **Bill Burke**, retired from **Taylor Bank**, has also passed, condolences to his family.

Member Mentions

Mercantile Processing Inc., a Delaware-based merchant services and point of sale company, has grown. MPI has ramped up its hiring efforts, bringing on pivotal positions as part of a strategic plan set by the CEO Kyle Morgan and CRO Kathryn McMillan to continue the growth plan of its local company.

Tim Funk, National Sales Director, will be managing the Independent agent division of MPI. Funk will be engaging and managing new agents, ISO's, and partners with MPI for their products, including processing, payroll, gift, and point of sale. With fifteen years of industry experience and over 10,000 LinkedIn connections, he is sure to be a great fit at MPI.

Shelby Loudon, Head of Marketing, will continue to drive the brand experience of MPI, coordinate company events and advertising efforts to meet sales goals. Loudon joins MPI with just under ten years of marketing experience.

Jake Vacura, Bank Relationship Manager, is tasked with managing Bank Relationships, including working with bank partners to establish a program and work toward bank branches referring processing, payroll, gift, and point of sale clients to MPI. Additionally, Vacura will be responsible for training bank personnel on the product line, meeting sales goals, and providing ongoing sales support.

Amanda Crisostomo, Payroll Specialist, has six years of experience specializing in training and accounting. In this role, Crisostomo will assist with demos, presentations and onboarding new merchants around the payroll services. She will help drive premiere payroll experiences as well as provide escalated support to MPI's payroll customers.

To contact Mercantile Processing Inc., call 877-508-2831 or visit the company website: www.mpiprocessing.com.

Tips for the Trade



MarylandSaves has launched and any W2 employee is eligible!

The Maryland Small Business Retirement Savings Program and Trust is a mandated program that is now in effect. It is dedicated to providing Maryland small businesses and employees the tools necessary to save and build a retirement account.

MarylandSaves is offering open enrollment for retirement and savings program to further support our small business community. Learn more here: MarylandSaves.org and see page 9.



Be a Part of the OC Green Team

If you'd like to serve the community, feel free to reach out to Gail Blazer at City Hall. She is looking for a hospitality rep to serve on the OC Green Team.

GBlazer@oceancitymd.gov
410.289.8221



Business Briefs

MD Tourism Summit Meet the Keynote in Virtual Kick-off

The Maryland Tourism Coalition's Travel & Tourism Summit is rapidly approaching and Ocean City is super excited to host this years event! We've planned lots of fantastic speakers, and would love for you to join us next **Tuesday, October 4th at 10am** for the Virtual Keynote Kick-off hosted by featured speaker, Rachel DruckenMiller, UNMUTED. During the conference, she will be delivering "What Matters Most Now? What Employees Really Want From Work" a high energy, interactive session taking place on November 16th to close the conference.

Learn more during the virtual keynote kick-off next Tuesday (no charge to attend!) Sign up today at this link: [click here](#)

OC Tourism Needs Your Winter Deals - FREE Promo!

OC Tourism needs your Fall and Winter Deals; it can be something that is available in November, December, early winter or redeemed in the spring. For those of you who may close during the shoulder season, please be creative with your marketing ideas and participate - what's better than free marketing!

Social Media Manager, Jennifer Sabini-Evans is working on a "12 Weeks of Giving" Social Contest. One winner a week for 12 weeks leading up to Christmas, launching soon. Previous experience in the social media contests proves it is a great attention-getting placement for your business. Send to Norma at ndobrowolski@ococean.com.

Ocean City Brand Launch

Mark your calendars - **October 27th** at the Performing Arts Center for the launch of the new Ocean City brand! More details forthcoming.



Go Coastal App Launched

Maryland's Coast (Worcester County Tourism) recently launched a new app designed to help market your business and provide visitors with accurate information. Info is pulled from Google My Business info, so make sure you are up to date! If you'd like more info on how to get involved (for free) connect with Go Coastal app by emailing tourism@marylandscoast.org or call 410.632.3110.

Industry Insights



OC Tourism Stats

The Town of OC Tourism official recently pushed out their September newsletter. Lots of great info and data reports were included. If you didn't have a chance glance through it, here is that link:

[OC TOURISM NEWS](#)



Be part of the 2023 OC Keycard Holder!

This 24-page 4x6 holder is given complimentary to hotels to insert plastic guest keys (if you want a supply for your hotel, let me know!) 300,000 copies were printed in 2022.

If you are a restaurant, attraction, or want to reach hotel guests, be sure to add our OC Keycard Holder to your advertising plans - reach guests directly in this highly effective guide while supporting the OCHMRA!

Call us at 410.289.6733 to reserve your 2023 space!



MARYLAND TOURISM



TRAVEL SUMMIT

EDUCATING, INSPIRING, EMPOWERING

OCEAN CITY • NOVEMBER 14-16, 2022

The Maryland Travel & Tourism Summit (MTTS) is Maryland's annual tourism industry conference that brings together all sectors of the hospitality industry where business and public sector leaders convene, network, and learn new strategies to advance Maryland's Tourism industry.

We can't wait to see you there!





Community Connections - Diakonia Anniversary Celebration

50th Anniversary
1972-2022 **DIAKONIA** INC.
Help for Today & Hope for Tomorrow

HELP US CELEBRATE 50 YEARS
OF SERVING OUR COMMUNITY!

Friday, November 4th
5:30pm-9pm
Seacrets Morley Hall - 49th St.

Going back to the 70's, where it all began!!
Dress to Impress in your best 70's outfit!!
Crowd Participation Fashion Show
with prizes for our top 3 winners!!

Featuring Tranzfusion
Chinese Auction, & Money Boards

Tickets: \$125pp advance sales only - diakoniaoc.org
includes 2 drinks, heavy apps & good vibes!



Click here for tickets - Anniversary Party Link

History Month

OCTOBER 2022



October 3 | Preserving the Past | 10:30 AM at OC Library | Free | Registration required | This workshop will give you the knowledge to properly preserve and care for your personal photo collection. To register, visit ocmuseum.org.

October 10-16 | Locals Week | Free | We are offering free admission to all Eastern Shore locals. If you live on the Delmarva Peninsula, stop by and enjoy the museum free of charge!

October 10 | History Comes to Life | 1:00 PM-4:00 PM | Free | Watch the Ocean Pines Players theater group represent figures from Ocean City's past!

October 11 | Book signing with Maria Grosskettler | 11:00 PM-3:00 PM | Free | Local author Maria Grosskettler will sign copies of her newest book, "Tracks." In addition to reading a section from her book, she will share her experience researching Berlin History.

October 13 | Book signing with Mabel Rogers and Harry Wenzel | 11:00-3:00 PM | Free | To learn more about their books, visit ocmuseum.org.

October 18 | Candle Making | 1:00-3:00 PM | Free | Make your own natural soy-based candle with Natalie Blanton, owner of Honey Water Candles, all while learning about early Ocean City, Maryland.

October 22 | Make Your Own Watercolor Postcard with Artist Joanne Guilfoil | 11:00 AM-3:00 PM | With Paid Admission | Join us for this drop-in program as we bring life and color to historic Ocean City line drawings.

October 24 | Preserving the Past | 10:30 AM at OC Library | Free | Registration Required | This workshop will give you the knowledge to properly preserve and care for your personal paper documents. To register, visit ocmuseum.org.

October 29 | Paranormal Investigation | 7:00 PM-10:00 PM | \$40 per person | Register online | During this immersive investigation, you will be paired with an actual paranormal investigator for a spooky ghost hunting experience! To register, visit ocmuseum.org.

October 29-31 | Black Cat Scavenger Hunt | 10:00 AM-5:00 PM | Free for kids 11 and under | Search the museum for clues that will lead you to Sabrina the black cat! Each participant will leave with a Halloween prize!

October 31 | Ghost Stories from the Sea | 1:00 PM-3:00 PM | Actor Ed Guinan will represent Anton, an 1883 shipwreck victim. Ed will tell the story of the three-masted, two-decked schooner, Sallie W. Kaye, running aground off the coast of Ocean City, and how one of the 8 crew members made the deadly attempt to swim ashore.

All Month Long | Fall Photo Opportunity | Grab a family photo in front of our display of fall flowers, pumpkins, and our 2.5-ton anchor! Located on the Boardwalk next to the museum.

Mondays | History of Our Surfman | 1:00 PM | With Paid Admission | Come meet Keeper Allan and learn about life as an Ocean City Storm Warrior.

Tuesdays | History & Mystery of the American Eel | 1:00 PM | With Paid Admission | Join us as we delve into the mysterious life of eels.

Wednesdays | Station 4 Historic Tour | 1:00 PM | With Paid Admission | Take a trip back in time as you walk through Ocean City's once-active 1891 Life Saving Station.

Ocean City Life-Saving Station Museum | 410-289-4991 | ocmuseum.org

MyCoast Maryland: Documenting Flooding in Ocean City

Do you have photos of high tide flooding in Ocean City? Submit them to the MyCoast Maryland app! MyCoast is an app and website that collects flood photos to visualize flood impacts in Maryland. The Maryland DNR Chesapeake & Coastal Service supports MyCoast and we need your help to document flooding in Ocean City. Higher than normal tides are predicted October 9 - 12, October 26 - 29, and November 24 - 26. To learn more visit mycoast.org/md and start capturing flooding in Ocean City today!

Download MyCoast to document flooding in Ocean City!

MyCoast Maryland



What is MyCoast?

MyCoast: Maryland allows you to communicate flooding and storm damage in your community. It is a portal to collect and analyze photos which are linked to precipitation, riverine, and tidal data to create reports that help government agencies, business owners, and residents understand impacts in your community and encourage action.

How to use it?



Take your picture via our mobile app or submit it via your browser.

Our servers retrieve weather and tide information to add context to your photo.



Local jurisdictions can use data to better meet community needs!



Attention Employers -
Now hiring? Fill vacant positions at your business!

COASTAL
Careers
Job Board

WORCESTER COUNTY, MD



Connecting the community with local jobs and careers
Post your available positions on the Job Board

www.workmarylandscoast.org



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MARYLAND'S
Coast
WORCESTER COUNTY

For more information contact:
Workforce Development Specialist
Nancy Schwendeman, 410-632-3112 x2120
nschwendeman@marylandscoast.org

MarylandSaves Retirement Plan Mandate & Retirement Planning for Your Business

Join the advisor team at Coastal Wealth Management, LLC., and Transamerica guest speaker Chris Schutz for a discussion on the new MarylandSaves program, State Retirement Plan Mandates, and your retirement plan options as an employer.

Flip for more information.



Please RSVP! Lunch will be provided.

4 OCTOBER 2022, 12-1PM



Fager's Island
201 60th St
Ocean City, MD 21811

Register Online at:

[coastalwealthmgmt.
com/mdsaves](https://coastalwealthmgmt.com/mdsaves)



taylor@coastalwealthmgmt.
com

410-208-4545



- **Tylor Lennox**, APMA®, CRPS®
- **Troy Lennox**, Managing Principal, Owner/Partner
- **Chip Gordy**, MBA, CRPC® Owner/Partner



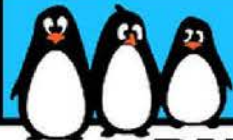
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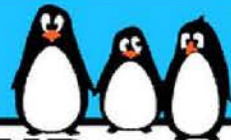
Christopher Schutz, CFP®, MBA
Regional Vice President



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ATLANTIC GENERAL HOSPITAL'S 2ND ANNUAL



PUPPY PENGUIN SWIM & YAPPY HOUR

SUNDAY
OCT 16 2022
1:00PM-5:00PM
 DOGS UNDER 20 LBS
 1:00PM-2:00PM
 ALL DOGS
 2:00PM-5:00PM

\$20/PUP
1 PUP/PERSON
 ALL DOG HANDLERS
 MUST BE 18+
 AND SIGN WAIVER

**YAPPY
 HOUR
 DRINKS
 & FOOD**

AVAILABLE TO PURCHASE
 21+ FOR ALCOHOL

FREE GIFT
 FOR YOUR PUP
 COMPLIMENTARY
 DRINK FOR YOU
 COSTUME CONTEST
 DOOR PRIZES
 & MORE!

PUPPY

PENGUIN SWIM
 ATLANTIC GENERAL HOSPITAL



LEARN MORE & REGISTER AT

AGH.CARE/PUPPYSWIM

OR CALL 410-641-9671



SCAN THE
QR CODE
TO REGISTER

SPONSORED & HOSTED BY

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BY MARRIOTT

300 SEABAY LANE | OCEAN CITY MD

ALL PROCEEDS BENEFIT ATLANTIC GENERAL HOSPITAL FOUNDATION. AGH IS A 501C3 ORGANIZATION, GIFTS ARE TAX-DEDUCTIBLE AS ALLOWED BY LAW.

1972-2022

50th Anniversary

DIAKONIA INC.

Help for Today & Hope for Tomorrow

Since the summer of 1972, when a group of Mennonite young people volunteered their lives to live and serve the homeless, Diakonia has been acting out its name "serving" the homeless. What began as one house, and four little cottages is now two buildings providing up to 50 beds including family units that allow for families to stay together when needing emergency shelter. We are excited to share this special milestone with the community and we hope you will join us in celebrating the past, the present, and our exciting plans for a bright future.

SPONSORSHIP LEVELS

Deadline October 15th

SUSTAINER \$15,000 - only one available

- Featured in press releases, emails and boosted social media posts
- Logo featured on 50th Anniversary Donation website & Program Sponsor page
- Center spread full page ad in the Anniversary Program
- Logo inclusion on Celebration Event invitation
- During Celebration Event, your company featured on screen
- Verbal acknowledgement during Celebration Event
- Your 60-second video to play on main screen at Celebration Event
- 10 tickets to Celebration Event

Sold
Belfast Valley
Contractors

CULTIVATOR \$10,000 - only two available

- Featured in press releases, emails and boosted social media posts
- Listed as sponsor on 50th Anniversary Donation website & Program Sponsor page
- Full page ad in the Anniversary Program
- Logo inclusion on Celebration Event invitation
- Featured in rotation on screen
- Verbal acknowledgement during celebration event
- 8 tickets to Celebration Event

ADVOCATOR \$5,000

- Inclusion in press releases, emails and boosted social media posts
- Listed as sponsor on 50th Anniversary Donation website & Program Sponsor page
- Half-page ad in the Anniversary Program
- Featured in rotation on screen
- Verbal acknowledgement during event
- 4 tickets to Celebration Event

HELPER \$2,500

- Inclusion in press releases, emails and boosted social media posts
- Listed as sponsor on 50th Anniversary Donation website & Program Sponsor page
- Featured in rotation on screen
- 2 tickets to Celebration Event

PARTNER \$1,000

- Listed in Anniversary Program as Partner
- Name listed on screen at event

12747 Old Bridge Rd. Ocean City, MD 21842

410-213-0923

www.diakoniaoc.org

50th Anniversary
1972-2022 **DIAKONIA** INC.
Help for Today & Hope for Tomorrow

SPONSORSHIP RESERVATION FORM
DEADLINE OCTOBER 15TH

RESERVE YOUR SPOT TO SUPPORT OUR COMMUNITY!
YOUR SUPPORT IS GREATLY APPRECIATED!

Sponsorship Levels
SUSTAINER: (only one available) \$15,000 _____ SOLD _____
CULTIVATOR: (only two available) \$10,000 _____
ADVOCATOR: \$5,000 _____
HELPER: \$2,500 _____
PARTNER: \$1,000 _____

Sponsorship Reservation Information

Name of Business: _____
Contact: _____
Mailing Address: _____
Contact Cell#: _____ Email Address: _____

Payment Information

I will be mailing Check # _____
Mail Form and Check to: Diakonia Anniversary Committee / Bank of Ocean City
PO Box 4100
Ocean City, MD 21843

To reserve sponsorship - contact Kim Mumford (410)430-2145 kimmmfrd@comcast.net

Questions: Amy Ginnavan - seasidecounseling@gmail.com / Susan Jones susanjones@ocvisitor.com

50th Anniversary
1972-2022 **DIAKONIA** INC.
Help for Today & Hope for Tomorrow

ANNIVERSARY PROGRAM
CELEBRATING 50 YEARS!

RESERVE YOUR SPACE TO SUPPORT OUR COMMUNITY!

THE ADS WILL BE SOLD BY OC TODAY AND BE PLACED IN PROGRAM THAT WILL BE GIVEN OUT TO ALL ATTENDEES OF THE ANNIVERSARY CELEBRATION EVENT ON NOVEMBER 4TH. ADDITIONALLY, THE PROGRAM WILL REMAIN ONLINE ON THE DIAKONIA WEBSITE, DIAKONIAOC.ORG.

ADVERTISING OPTIONS:
FULL PAGE: \$350 - non-bleed 5.25" wide x 8.25" deep
HALF-PAGE: \$200 horizontal - 5.25" wide x 4" deep
vertical - 2.5" wide x 8.25" deep
PREMIUM INSIDE FRONT & BACK COVER: \$500- ALL BLEEDS
6 .5" WIDE X 9.5" DEEP WITH IMAGE AREA NO LARGER THAN
5.25" X 8.25"

Space Reservation Information

Name of Business: _____

Contact: _____

Mailing Address: _____

Contact Cell#: _____ Email address: _____

AD Size: (circle one) FULL PAGE HALF-PAGE INSIDE FRONT COVER INSIDE BACK COVER OUTSIDE BACK COVER

_____ AD will be supplied to OC Today by October 1, 2022

_____ AD to be created by OC Today with a proof supplied to Advertiser

Payment Information - 3 ways to donate!

1). I will be mailing Check # _____ mail to: Diakonia Attn: Anniversary Committee/BOC PO Box 4100 Ocean City MD 21843

2). Please charge my credit card for the full amount:

Card # _____ Expiration _____ VCode _____

Signature: _____

3). Scan QR Code below to donate directly on Diakonia site:



**To reserve space or ask questions, contact OC Today Ad Sales -
Mary Cooper mcooper@oceancitytoday.net 410-723-6397**