

*Spring 2011*

**Message from the President**

I would like to first thank all my fellow Board Members, Past Presidents and Members for your support over my year as President. The Hotel-Motel-Restaurant Association is a great organization, of which I have been proud to serve. There is no voice too small. It is by working together that we can achieve great things. This has been the motto of OCHMRA since its beginning in 1971. So, feel free to share your ideas at all times!

Secondly, I'd like to thank Susan, Amy, Jayne & Sandy who all do a terrific job. They put on a top notch trade show and under their guidance the 2011 Trade Show was the most profitable to date. Susan, as the Director of the HMRA has the daunting task of having a couple hundred bosses on any given day, and she thrives at it.

Last but not least, I'd like to thank my two second Mothers who steered me in the right direction. Growing up, Rose Brous of the Flamingo Motel mentored me daily about the crazy business we all do. And incoming President, Mary Tawney-Eastman of the Cayman Suites, will continue to lead OCHMRA in the right direction.

It has been a pleasure to serve. Best wishes for a successful season!

Malcolm VanKirk  
 2011-2012 President

**BIG NAMES COMING TO OC IN 2011**

**Springfest**

Radio Disney AM 640, part of the #1 radio outlet for kids, tweens and families, joins in on the fun at Springfest hosting on-stage performances by "Shake It Up" star Roshon Fegan and Radio Disney's "N.B.T." (Next Big Thing) season three winner Kicking Daisies. Fans will also have a chance to take pictures and talk with Kicking Daisies during a hosted meet and greet session following their performance. Performances will take place 3:30p.m. to 4:30 p.m. under the tent on the Springfest grounds at the the inlet parking lot. All performances will be FREE!



**DEW TOUR**

Dew Tour is coming to Ocean City for the first time in the tour's history July 21-24. The best athletes in skate and BMX will be competing on Ocean City's beach. This event presents a unique opportunity to connect partners to the endless output of beachgoers, vacationers and locals in Ocean City.



The Dew Tour is open to working with local businesses in Ocean City. If you would like more information regarding the event or how to get involved please contact Lauren Tietjen at [laurentietjen@allisports.com](mailto:laurentietjen@allisports.com) Get updates on the Dew Tour at [Allisports.com](http://Allisports.com), [facebook.com/thedewtour](http://facebook.com/thedewtour), [twitter.com/thedewtour](http://twitter.com/thedewtour)

**OC Bikefest**

Happening simultaneously with the DelMarVa Bike Rally, which attracts over 120,000 motorcycling enthusiasts to the inland town of Salisbury, MD – OC BikeFest raises the bar and brings those bikers down to the beach to enjoy a gated event with concerts, stunt shows, custom bike builders, motorcycle vendors, shops, rides, and the fabulous bars and restaurants at the Inlet in Ocean City.



**sunfest**

Bret Michaels & country music star Jamey Jones will headline the 37th Annual Sunfest in September!



Welcome new members

ACTIVE

*Plaza Tapatia*  
12534 Ocean Gateway  
410-213-7324  
www.plazatapatia.com

ASSOCIATE

*Ocean Lodge*  
801 N. Philadelphia Avenue  
443-386-7209

ALLIED

*ADP*  
*Atlantic Dental Cosmetic &  
Family Dentistry*  
*Chewpons.com*  
*Deck Medics*  
*Delmarva Archive*  
*Expedia, Inc.*  
*IWIF*  
*Key Advisors Group*  
*Luxe Int'l/Etalon Vodka*  
*Resort Maps*  
*Terminix Commercial*  
*Verizon Wireless*

*Thank You*

TO OUR SPRINGTRADE SHOW VOLUNTEERS

Andy Adkins	John Lewis
Pat Ambler-Perry	Brittany Lord
Danelle Amos	John Lynch
Stephanie Back	Debbe Manoly
Nancy Berghauer	Larry Manoly
Viola Candeloro	Rob Maricle
Karen Cramer	Suzan McElroy
James Davis	Susan McHenry
Betty Derry	Alexis Merritt
Bob Eastman	Brian Mushrush
Mary Eastman	Lisa Parks
Kathy Enste	Cheri Parsons
Reba Felty	Austin Purnell
Greg Fields	Sara Sabia
Bradley Gillis	Paul Sayan
Jennifer Hallon	Darren Shaffer
Dan Hallon	Patrick Staib
Shawn Harman	Tom Tawney
Pat Harman	Lauren Taylor
Shelley Harwood	Rebecca Taylor
Marie Hopper	Bob Torrey
Madalaine How	Chris Trimper
Harry How	Malcolm VanKirk
Patricia Ilczuk-Lavanceau	Bo Weisner
Suzanne Jackson	Cindi Wilde
Carolyn Kennington	Scott Williams
Bruce Kennington	Travis Wright
Judy LeMaster	Adam Yuhas

Thanks to the many people listed above, our tradeshow was a wonderful success. We had 402 exhibitor booths and over 4000 people in attendance. Thank you to all who exhibited and attended!

Mark your calendars for the 38th Annual Spring Trade Expo, March 4 & 5, 2012.



## *Sunset Park Concert Series*

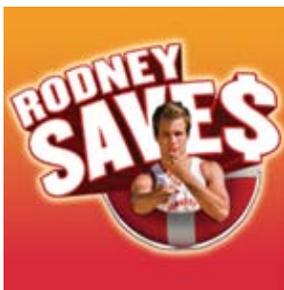
Join us Thursday, July 7th at Sunset Park to enjoy the sounds of Full Circle. OCHMRA and OCDC are proud to present this free concert from 7:30 until 9pm.

Additional free concerts will be offered on Thursday evenings throughout July and August. Visit [www.ococean.com](http://www.ococean.com) for a complete schedule.

# FREE PROMOTIONS

*Are you taking advantage of these free marketing opportunities?*

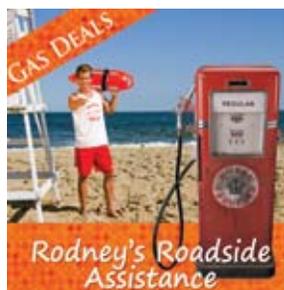
As we approach the summer of 2011, we are optimistic for a great season ahead. **Visitors will continue to expect great deals and value added services.** Therefore, in order for us to be a successful destination, it is imperative we continue to work together. We are working with the Town of Ocean City's Tourism Department and their agency, MGH, to build and successfully market promotions. This season, we will market the following:



## Rodney Saves....

### Ask for the Rodney Rate

This can be whatever discount, deal or added value you want to create.



## Rodney's Roadside Assistance

Spring, Summer & Fall promotion driven by public relations; we will stress that driving to Ocean City is easy and close. Think former Mayor Kelly's promotion of "1/2 a tank away."



## Super Saver Sunday

This will push Sunday arrivals for mid-week business; for example Sunday arrivals receive \$50 off a 3-nt stay, or dine out on Sunday and receive a free appetizer/drink – again, you can be as creative as you'd like



## Salute to the Services

Starting on Armed Forces Day and ending at the Maryland Firemen's Convention, these discounts are for firemen, military, EMS, and police in honor of their service.

[www.salutetothethestervices.com](http://www.salutetothethestervices.com)



## Ocean City Restaurant Week

Back by popular demand, Ocean City Restaurant Week will be held June 5-19, excluding Fridays/Saturdays. Restaurants offer 2 courses for \$20 or 3 courses for \$30. Visit [www.oceancityrestaurantweek.com](http://www.oceancityrestaurantweek.com) to view the menus.



## Ocean City Hotel Week

These deals offer either "free night stays" or "beach bargains".

Visit [www.oceancityhotelweek.com](http://www.oceancityhotelweek.com) for all the details!

**If you have not already sent us your deals for the above promotions, please do so asap!** You only need to send your deals once...the deals will now automatically update on the town's website, [www.ococean.com](http://www.ococean.com) as well. Please include: Name of your property; Promotion name (i.e. Rodney Saves, Salute to the Services, Super Saver Sunday, etc.); Details about your deal. If you would like to see what other properties are offering, visit [www.ocvisitor.com](http://www.ocvisitor.com) and click on "deals". Please send deals to: FAX: 410.289.5645 or EMAIL: [inquire@ocvisitor.com](mailto:inquire@ocvisitor.com).

## MORE FOR FREE...

Don't forget to take advantage of other free marketing tools. Social media is one of the easiest ways to market your business and it's free! Twitter and Facebook are great ways to get your specials and deals out to your customers and potential new customers. If you're intimidated by these new tools, don't be! Chances are there is someone in your office that is social media-savvy. Don't be afraid to ask around.

Be sure to "follow" our association for all the latest news at [twitter.com/ochmra](http://twitter.com/ochmra) and [facebook.com/ochmra](http://facebook.com/ochmra).

# REST EASY:

# TRENDS TO WATCH in the lodging industry



## FEWER J-1 WORKERS AVAILABLE IN 2011 *Important changes to government regulations*

Student workers coming from Bulgaria, Russia, Romania, Ukraine, Moldova, and Belarus now require a job offer that has been confirmed by a J-1 Sponsor before their visa interview. Students from these countries make up half the international seasonal workforce.

The U.S. State Department has announced changes to the rules that govern J-1 Work & Travel USA student workers. It is important that you understand these changes so that you are still able to hire the international seasonal staff you need.

For a complete list of the new regulations, visit [www.ciee.org/hire/newrules/](http://www.ciee.org/hire/newrules/)

Source: [www.ciee.org](http://www.ciee.org)



**Susan Says...**  
Try one of these great tips for building employee morale

The **Mystic Marriott** in Connecticut has a "Heard it Through the Grapevine program" that encourages excellent customer service. Whenever an employee gets mentioned by name by a guest or another employee for doing a job above and beyond, he or she gets a Heard it Through the Grapevine card. Each month, employees put their cards in a drawing to win an iPod. It's a program that encourages and rewards customer service-building a relationship to help build another relationship.

**Trump Hotels** set up a microsite and invited past guests to nominate an employee who had made a stay in one of their hotels especially memorable for them. The winner was an employee of Trump International Hotel & Tower New York. Both the winning employee and the guest who nominated him received a 2-night stay in any one-bedroom suite at a New York Trump hotel, roundtrip airfare for two, a bottle of champagne and a 3-course dinner for two at either Jean Georges or Quattro Gastronomia Italia.

**Susan's note...** Rewards don't have to be extravagant. Just be sure to recognize those employees (and guests) that go the extra mile. Employees can make or break guest satisfaction.

## THE ART OF THE SALE

Are your front desk agents properly marketing your remaining room options? Often, when a property only has a few rooms left, the front desk agent will tell the potential customer "All I have left is..." This is the last thing the customer needs to hear. This is the opportunity to showcase the strengths of the property and sell those last few rooms. Sometimes these are the highest rated rooms (multi-room suites) and sometimes they are the lowest (smaller rooms with no view). Either way, they should still be sold on their strengths. Here are some ways to rephrase "All I have left is..."

Start with "fortunately" instead of "unfortunately". Showcase the strength of the available rooms features by noting it...

**“ Fortunately we still have our deluxe rooms open for you.”**

If these accommodations are not your highest rated rooms, be sure to point out any deficiencies to the room first but finish with the highlights of the room or property in general. For instance,

**“ This room is a little smaller than most of our others but you still have all the same amenities and services and of course access to all the resort activities.”**

Perhaps the caller has called to get a discounted rate that is no longer available. Instead of saying "That rate is no longer available" try saying

**“ The special rate is sold out at that time, are your dates flexible?”**

Source: *When All You Have Left is All You Have Left, Don't Say "All I Have Left Is..."* by Doug Kennedy | [www.HotelWorldNetwork.com](http://www.HotelWorldNetwork.com)



**ROOM TAX CLARIFICATION...**Last fall, the County Treasurers office sent a memo discussing room tax exemptions and who qualified. The groups most in question were MD Association of Counties, MD Municipal League and church groups. Apparently, there was a difference in code interpretation between the city and county treasurer. The 4 1/2% room tax must be collected for all guests, unless they are federal government or the State government agencies, even if they are exempt from State sales tax. If you have questions, contact Harold Higgins or Tammy Mattei at 410-632-0686.





Congratulations to **Gary Leach** who was promoted to **General Manager of Centerplate** and welcome to **Graham Reese**, new **chef of Centerplate**.

Congratulations to **Billy & Maddy Carder** of **BJ's on the Water** on receiving a "Better With Less" award from the Maryland comptroller's office for their efforts in running their restaurant on a tight budget.

Congratulations to **Dean Langrall** who joined the staff of **Bayshore Development** as their new marketing manager.

Kudos to **Paul Suplee** who received a **Presidents Medallion** from the **American Culinary Federation** for his achievements in teaching, writing, and photography.

Congratulations to **Mike Foelber** who was promoted to **General Manager of the Princess Royale**. Former GM, Jon Tremellen is still with the company and is currently working on new hotel acquisitions.

Congratulations to **Bonita Conner Wells and her husband Brad** on the birth of their son, Brinton Joseph Wells.

Bonita's family owns and operates the **Bonita Beach Hotel**.

Kudos to **Steve Phillips of Phillips Foods, Inc.** who was selected to receive **Maryland's 2011 Governor's International Leadership Award**. Only one winner is selected annually.

Congratulations to **Brian & Stephanie Lewis** of **Trimper's Rides** for being honored with a **Worcester Preparatory School Community Service Award**.



**IN BUSINESS NEWS...**

**101.1 (formerly WQMR) is now Q101** playing the hits of the 70s, 80s, and 90s. Q101 will still feature local talk radio as well as local sports coverage.

**BB&T Insurance Services** is now partnering with Westfield's Insurance, an admitted carrier, to provide coverage to hotels and restaurants in the area. This packaged program is typically more affordable than non-admitted carriers.

**Chewpons.com** is now offering great deals at the beach. Simply go to [chewpons.com](http://chewpons.com) to start receiving great discounts.

## CONDOLENCES

**Our sincere condolences to the following families on their loss...**

**PATRICIA ILCZUK-LAVANCEAU (Comcast Spotlight)** on the loss of her father, Oleksa "Alex" Ilczuk

**PAM STANSELL (Macky's Bayside Bar & Grill)** on the loss of her brother, Peter Kevin Donovan

**RAY RICKETT JR. (Princess Bayside)** on the loss of his son, Raymond Eugene "Razor" Rickett III

**LAURA LOCKWOOD (Paper People)** on the loss of her father, Dennis Lockwood.



### A FOND FAREWELL TO A "STEEL MAGNOLIA"

Ocean City lost an icon on Saturday, April 16th when Eunice Sorin passed away quietly in her home, surrounded by loved ones.

Eunice was a pioneer of the hospitality business in Ocean City and owned and operated the Nassau Motel as well as Rosina's Beauty Shop. She was honored in 2007 by our association for being a "Steel Magnolia"...the women who were responsible for the beginning of the hotel business in Ocean City.

Our condolences to her family on the loss of such a wonderful woman.





## Maryland Life Magazine awards Free State's Finest Winners

**BEST RESTAURANT**  
**BEST FINE DINING RESTAURANT**  
The Shark on the Harbor

**BEST CRABS**  
Crab Bag

**BEST CRAB CAKE**  
Captain's Galley

**BEST APPETIZER**  
Galaxy 66 Bar & Grille

**BEST COCKTAIL**  
Harborside  
**BEST ICE CREAM**  
Dumser's Dairyland

**BEST GOLF**  
Lighthouse Sound

**FAMILY FUN**  
Old Pro Golf

**BEST DAY TRIP**  
Ocean City

**BEST HOLIDAY TRADITION**  
Winterfest of Lights

**BEST GIFT SHOP FOR CHILDREN**  
Kite Loft

**BEST PLACE TO GET MARRIED**  
Ocean City Beach

**BEST MARINA**  
Sunset Marina

**BEST KEPT SECRET**  
Grove Market

**BEST SUNSET**  
Fager's Island

## REMINDER....ALCOHOL TAX TO INCREASE JULY 1ST

The Maryland Legislature recently passed Senate Bill 994 and House Bill 1213 which increases sales tax on alcohol. The tax rate imposed on the retail side of alcoholic beverages will go from 6% to 9%. This tax goes into effect July 1st. Please make



sure you have p.o.s. systems adjusted accordingly. If you have questions, the local branch of the Comptroller's office serving our area is in Salisbury. They can be reached at 410-713-3660.

## Ocean City Restaurant Week is back!

This year we have extended the promotion to two full weeks with Fridays and Saturdays excluded. This allows more restaurants to participate and gives diners more time to dine! *(Restaurants who wish to offer the Restaurant Week menu on Fridays & Saturdays are welcome to do so. We will post that information on the website).*

Participating restaurants are offering either 2 courses for \$20 or 3 courses for \$30. It's not too late to participate! If your restaurant would like to be a part of restaurant week, please call us at 410.289.6733.



## Facebook Tips for Restaurants



Atlanta-based social -marketing firm, Vitruve, recently released "The Anatomy of a Facebook Post"...a study of the effectiveness of brands, particularly restaurants, who use Facebook to market their business. The top findings are noted below.

- 1. Use images.** Posts with an image registered higher levels of engagement than video or text posts.
- 2. Post on Wednesdays.** Unlike other brands, restaurant brands get the most engagement for their Facebook posts on Wednesdays.
- 3. Post in the afternoon.** While other brands see a higher engagement level in the morning, this was not the case for restaurants. The study found that engagement levels for restaurants were highest in the afternoon.

Source: Mark Brandau  
Nation's Restaurant News

# OCHMRA CELEBRATES 40TH ANNIVERSARY

Nearly 220 people gathered for the April 2011 dinner meeting at The Princess Royale to help us celebrate the 40th Anniversary of the Ocean City Hotel-Motel-Restaurant Association.

At the meeting, Paul Wall (who recently retired from Phillips Seafood Restaurants) was honored for his many contributions to the OCHMRA and credited with starting the annual Spring Trade Expo. The Spring Trade Expo now makes up 60% of the association's annual budget.

The 2011-2012 Officers and Directors were also sworn in with Mary Eastman of the Cayman Suites sworn in as the 2011-2012 President, Travis Wright of The Shark on the Harbor as 1st Vice President, Chris Trimper of Trimper's Rides as 2nd Vice President and Shawn Harman of Fish Tales/Bahia Marina as Secretary-Treasurer.

Making up the remainder of the board is Dave Robinson, Doug Buxbaum, Caryl Cardenas, G. Hale Harrison, Bob Torrey, Patrick Staib, Mark Elman, Tammy Patrick-Cebula, and John Lynch.

Thank you to everyone who helped us celebrate 40 years in the industry!



*l-r: Paul Wall (retired from Phillips Seafood Restaurants) receives a special gift from Susan Cropper (Empress Motel) in recognition of his creation of the annual trade expo.*



*Susan Cropper installs the directors of the OCHMRA. Caryl Cardenas, Bob Torrey, John Lynch, Doug Buxbaum, Mark Elman, Patrick Staib, and G. Hale Harrison*



*Malcolm VanKirk (Sea Bay Hotel/Best Western OC Suites) receives a gavel commemorating his year of service as President from OCHMRA Executive Director, Susan Jones.*

## SCHOLARSHIPS AWARDED TO LOCAL STUDENTS



*l-r: Christina Hurley, recipient of the John "Tres" Lynch, III Memorial Scholarship; John Lynch, father of Tres Lynch and owner of The Commander Hotel and Reid Tingle, Bank of Ocean City.*

At the April dinner meeting, we were pleased to award the John "Tres" Lynch, III Memorial scholarship to Wor-Wic culinary student, Christina Hurley. This scholarship, created in partnership with the Bank of Ocean City was established in honor of a second generation OCHMRA Board Member who passed away unexpectedly. The Lynch Family owns and operates The Commander Hotel.

Two other scholarships were awarded at the February Dinner Meeting. Phillip Bryant of UMES was awarded a scholarship and Hannah Phillips-Dennis of Wor-Wic Community College received the Kate Bunting Memorial Scholarship.

It is our hope that providing financial support will help foster their experience and enthusiasm for the industry.

# OCEAN CITY FIRE DEPARTMENT - OFFICE OF THE FIRE MARSHAL

## PREVENTABLE FIRE ALARM REDUCTION PROGRAM



The Town of Ocean City recently updated our existing false alarm legislation, which has existed in Article IV of the Fire Prevention Code for quite some time. As you may know, buildings with fire

alarm systems were subjected to a limited number of fire alarm activations within a calendar year that were caused by malfunctioning fire alarm systems.

The new updated false alarm requirements change the definitions of fire alarm activations to "preventable" fire alarm activation and "non-preventable" fire alarm activation. Non-preventable fire alarm activations are those alarms that could not be prevented. This includes instances where there was actually a smoke condition or emergency situation, or some other issue that was beyond the control of the property owner. Preventable fire alarm activations include system malfunctions, improperly maintained alarm equipment, and activations that are caused by cleaning, maintenance, or construction crews.

What you need to know is that the fee schedule for preventable fire alarm activations has not changed from the previous false fire alarm fee schedule. However, activations in the past that were not subject to fines, such as workers setting off the fire alarm, are now subject to a limited number within a calendar year.

Additionally, this legislation will try to correct the underlying problems with repeated fire alarm activations. Something new with this legislation is the "Fire Alarm Activation Report." This form may be sent via certified mail or hand delivered to the responsible property representative by the Office of the Fire Marshal when the cause of the fire alarm activation could not be determined. The fire alarm activation report will also be available on the Town of Ocean City's website. It is the property owner's responsibility to complete this form and return it to the Fire Marshal's Office within fifteen (15) days from the receipt of such notice.

If it has been determined that the fire alarm activation was caused by conditions outside of the control of the

property owner, the cause will be reclassified as non-preventable, and not subject to any fines. However, if the fire alarm activation report is not received within the 15 days, the alarm will be deemed preventable, and subject to the limited number of activations as noted in the code.

### SMOKE ALARM REQUIREMENTS

The Town of Ocean City updated smoke alarm requirements in Article III of the Fire Prevention Code. Those buildings with smoke alarms located throughout the common areas of the building may now be able to utilize an alarm verification feature of the fire alarm system, or in some instances, may be able to remove smoke alarms from some common areas. These options generally only apply to buildings equipped with a fire sprinkler system. For more information on whether your building qualifies to eliminate smoke alarms or whether an alarm verification feature can be used, contact the Fire Marshal's Office at 410-289-8780 or visit our website at [http://oceancitymd.gov/fire\\_department/firemarshal](http://oceancitymd.gov/fire_department/firemarshal)

## COOLEST JOB ON THE COAST

Delmarva Low-Impact Tourism Experiences (DLITE) is looking for the perfect person to Host Our Coast, exploring Delmarva's beaches and bays this summer, and reporting back daily with online videos, photos, and blog posts. We're PAYING the lucky winner \$15,000 to play on Delmarva's Coast all summer.



DLITE is looking for gift certificates and giveaways from the Ocean City area. The host will drop these at local places and Tweet and Facebook their location to followers. If you are able to donate, please contact Jim Rapp at 443-614-0261 or [dlitedirector@comcast.net](mailto:dlitedirector@comcast.net).

## 5 TIPS FOR HIRING SEASONAL EMPLOYEES

**Start with Good Preparation** - Approach your seasonal hire as if it's a full-time position and prepare a very detailed job description.

**Find Potential Candidates Through Word of Mouth** - Referrals from word of mouth, family and friends are often the best way to find people. Sometimes it's as simple as putting a "Hiring" sign on your front door or posting on Facebook or Twitter.

**Structure Your Interviews** - It's common for small business owners to take an informal approach, especially with seasonal help, but that can be a mistake. Don't just hire based on a gut-feeling...you want the most qualified candidate for the job.

**You're Hired!** - Make sure to follow all federal and state employment laws and that all required forms are filled out. The U.S. Department of Labor website is a great resource for federal information and has the forms available online.

**Invest Time in Training** - It might be tempting to skip over training to get the seasonal employee out on the selling floor, but without the proper training, you're doing your business a disservice. Sometimes all it takes is a simple training manual or a few extra minutes spent with the new hire.

Source: Nancy LaFever  
[OpenForum.com](http://OpenForum.com)

### Staff

Susan L. Jones, Executive Director

Amy S. Tingle, Event Manager

Jayne Sawyer, Sandy Patrick; Part-time Tourism Coordinators

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