



Hospitality Hotline

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Feb-March 2019

News from...

THE BOARD OF DIRECTORS

Minimum Wage Bill

CONTACT LEGISLATURE TODAY!

This bill, raising Maryland's minimum Wage to \$15 per hour (incrementally each year) by 2023 and then tie it to the CPI each year thereafter, will essentially devastate our small businesses. Even the tipped wage will be raised. **WE NEED YOU** – to come out to this bill hearing and voice how this would impact business, workforce and even service levels. There are a number of unintended consequences that the committee needs to hear first-hand from you the job creators...this bill is a job killer!

Click this link for a toolkit form the Maryland Chamber with some excellent guidance, facts and figures. Please write letters, send emails, make calls and let me or Melanie know if you can come in person to the hearing before the Economic Matters Committee on **February 8th at 12:30pm** in Annapolis. A list of committee members can be found by clicking here.

We are working with our partners statewide to have a tremendous presence! Melanie, from the OC Chamber, is collecting testimony. If you write testimony, please send to melanie@oceancity.org or call 410-213-0144 ext. 102 and let her know you are available to testify.

Bill Synopsis: HB 166 (SB 280) Labor and Employment - Payment of Wages - Minimum Wage and Enforcement (Fight for Fifteen) Click here.

Specifying the State minimum wage rate that is in effect for certain time periods; increasing, except under certain circumstances, the State minimum wage rate based on the annual growth in the Consumer Price Index for All Urban Consumers for the Washington-Arlington-Alexandria, DC-VA-MD-WV metropolitan area; specifying the tip credit amount that is in effect for certain time periods; prohibiting an employer, beginning July 1, 2027, from including the tip credit amount as part of the wage of certain employees; etc.

TWO DAYS, ONE LOCATION & THOUSANDS OF ATTENDEES

45th Annual



SPRINGTRADEEXPO
Ocean City Hotel-Motel-Restaurant Association

Winter in Ocean City will soon come alive with the return of the **45th Annual Ocean City Spring Trade Expo** on March 3 and 4. Designed to bring hospitality buyers and sellers together for two days of discovery, education and conversation. The Expo has become a regional favorite as the OCHMRA welcomes the return of many loyal exhibitors and showcases new and emerging regional companies and products. Attendees have the opportunity to utilize their senses to see, touch, taste and experience the latest trends in every component of the hospitality business. Filling three exhibit halls, attendees will leave armed with new ingredients, knowledge, equipment and inspiration to successfully run their business. This face-to-face interaction provides a valuable, efficient, and cost-effective opportunity to do one-stop shopping and product comparison.



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Paint, Pose & Pour Pavilion

Noting the popularity of providing interactive elements to tradeshows, the OCHMRA has added a new area which will feature an abundance of activity. Located on the second level in the Ballroom, Paint, Pose & Pour will allow attendees to experience each of those activities. TC Studios will provide the paint experience by teaching attendees the elements of painting a food and wine scene. Attendees will paint their own version with guidance from owner Ali Jacobs. Photo Booth OC will offer many different costumes and scenarios for posing and posting at their station. For the Pour part, new Wine On Tap Distributor, Tap 26, will partner with the Bubbles & Brews Prosecco and Craft Beer Bar to feature prosecco, wine and beer on a vintage Piaggio Ape. To catch an advance glimpse of this vintage beauty, check out, bubblesbrewbar.com.



SPRING TRADE EXPO EDUCATIONAL SESSIONS SEMINAR ROOM ~ Room 210 Second Level

In addition to sampling, the Expo will spark attendees' creative appetite for learning by delivering real, applicable business lessons and best practices. The OCHMRA has developed educational sessions to enhance business savvy, boost profits, amplify knowledge and encourage thoughtful discussion. Here is a glimpse into the sessions:

The National Restaurant Association, along with the Delaware Restaurant Association and Worcester County Health Department, will be exploring substance abuse in our industry. Recently, the DE Restaurant Association launched an online training course for managers to identify and assist employees in battling addictions. Additionally, the Worcester Health Department created Addictions in the Workplace and has a wealth of resources available to employees. These tools and interactive discussion will be the focus of the workshop, **"Substance Abuse is Affecting Your Workforce...do you have the Tools to Handle This Growing Problem?"**

The Restaurant Association of Maryland will tackle another tough issue which has led to businesses spending thousands of dollars in settlements. They've teamed up with attorneys Franklin & Prokopik, to **address employment laws such as overtime wages, sexual harassment, tip pools and more.** This session is designed to help employers navigate all the labor laws. The FREE legal advice will

be invaluable, so make sure you plan to attend this session.

Toast Food for Thought division will share **"Creating a Brand That Sticks."** The restaurant industry is continuously evolving, and as it does how you market your businesses needs to as well. How you market your restaurant is the 2019 version of "curb side appeal". Very rarely do people just walk into a restaurant any more without googling it or looking at reviews on TripAdvisor/ Yelp; we want to make sure your business comes out on top during these searches. In this session you'll learn how to build your brand the right way, how to get the word out and how to manage your online reputation to continue to grow your customer base.

TravelClick, an Amadeus company, has designed his session around the lodging attendees. They will explore how **Hoteliers can maximize revenue and increase bookings.** Discover how to ACQUIRE the right guests at the right price, CONVERT shoppers into bookers, and RETAIN guests to create customers for life, using interconnected business intelligence and data-driven solutions. Teaming up to deliver a session teaching managers how to improve staff service are Essential System Solutions and Cohn Resnick. **"Training your team to provide the best guest experience"** is the name of their session where two industry experts will discuss how to use POS



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tools, detailed sales data and traditional techniques to train your staff to provide the best guest experience.

Join APPI Energy for an **educational discussion on the recent change from propane to natural gas in the Ocean City market.** In this session, they will review information about the switch and the incentives of natural gas, and how Ocean City businesses can save money on both natural gas and electricity supply costs.

National leader, Entercom Communications Corporation will deliver, **"Online Advertising – How to Be a Contender."** With digital making up 51.5% of the total ad spend in the US, it's at an all-time high, and is expected to increase year over year for the foreseeable future. While there are many platforms under the 'digital' umbrella, Search is the reigning king. In 2017, Search made up 49% of total digital ad spend. Why? Because while social, video and other platforms can reach your target audience, none can position you to "be there when they need you" like Search can. Entercom will address both sides of the 'Search' coin – Search Engine Marketing (SEM) and Search Engine Optimization (SEO) to enable attendees to better understand these powerful online advertising tools.

Delmarva Two-Way Radio, Inc. of Ocean City, Maryland has announced its **new "Digital Long Range" Radio System and they will showcase this instant communication during their session.** Using digital radios loaded into the wide area data network used by cellular companies, Delmarva Two-Way Radio offers unlimited 2-way radio service throughout the Baltimore-

Washington Metro Area, as well as, throughout the shore and beyond. The small radios provide a street legal means for companies to communicate in an instant and offer additional capabilities such as "Push to Talk Identification", "Private Call" and "Text Messaging". When combined with GPS Tracking and reporting, this new service provides a full communications solution to any business.

Todd Collins operates RestaurantReputations.com and he'll present **"Supercharging Your Social Media and Stopping Negative Reviews."** His company provides social media and reputation management strategies to restaurants highlighted on the Food Network, such as Jimmy's Famous Seafood, Pappas Crab Cakes, Nacho Mama's and more... Learn how he has helped these brands go viral, and reach national brand awareness, as well as, protecting them from negative customer reviews with their patented strategies.

Chesapeake Employers Insurance will present **Protect Your Employees, Protect Your Assets** - Keeping Employees Safe & Procedures for Returning to Work. This session will help the industry learn about leading accidents and what business owners can do to protect their employees and their companies. And, attendees will hear the benefits of working with insurance providers to reduce exposure.

[Click here for the full schedule.](#)

We are working with our local radio station, Ocean 98 on a fun new contest for our attendees. The Ocean 98 Scavenger Hunt! Here's the gist - Participants receive a game card at registration if they would like to play. The card will have 12 exhibitors listed on the card and the participant must find the corresponding booth and get that exhibitor to stamp their card. Once their card is filled, they take it to the Ocean 98 booth to be entered in a drawing for a 2-night Ocean City stay at the Grand Hotel, dinner at local restaurant and Ocean 98 swag and a set of BOSE headphones Courtesy of Entertainment Experts!



For those restaurateurs who are ready to grow profits and support a local movement, close to 30 breweries, from throughout Maryland, Delaware, DC and Virginia will be featured in the Dockside Hall. Take a moment to learn from these breweries how to implement a craft beer beverage program as the Brewmasters will be on hand to discuss all the aspects of their craft.



Latte art will be created by a local barista and can be viewed in **Eastern Shore Coffee & Water's** booth 228-229 on the lower level in Exhibit Hall A/B. He will be showcasing his talents on Sunday



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...Show Specials and New Products are Plentiful...

APPI Energy has launched a new energy efficiency division, offering clients the opportunity to further reduce their energy expenses and carbon footprint with lighting retrofits and LEDs. Along with APPI Energy's electricity and natural gas supply procurement, they are offering free audits to help businesses determine cost-savings associated with a lighting efficiency project. Visit them in booth 404.

Frank Ali with **Delmarva Serv Safe** is offering SPRING 2019 Trade Show special pricing: 5 students at your location: \$ 775.00-SAVE \$ 50.00 10 students at your location: \$1550.00-SAVE \$ 100.00 Call 732-616-6884, Fara3x2@verizon.net or visit booth 212.

A brand new company, **Dough 2 Go** is hitting the market and specializes in fresh dough. Serving the mid-Atlantic region, their dough is custom made and delivered to any size and quantity needed. Visit them in booth 311.

Long-time exhibitor, **Ecolab** will be showcasing a new ventless warewashing system. This dishwashing system has an integrated heat recovery system that captures steam to enable ventless operating. It's high pressure rinse technology reduces water and energy usage by 50%. And, it has automated procedures which equates to less reliance on the operator. Take a peek at it in booth 222-223.

Sure to be a hit is **Entertainment Experts** new Cashless Fun Card Pass. This cashless game is designed to create marketing opportunities for hotels and restaurants to promote family entertainment. The best part is it is free to put in hotels and restaurants. Check it out at booth 2415.

Essential System Solutions will have the newest version of MobileBytes POS. This savvy system includes online ordering, a loyalty program, pay at the table coupled with Avero advanced reporting. This allows restaurant operators to fully manage their POS system, staff and guests from anywhere. How cool is that? See for yourself in booth 614.

Madhouse Oysters is teaming up with **Ravens Beer** to create what is sure to be a tasty stout. Their oyster stout is made with whole Chesapeake Bay oysters which are added to large teabag-like sacs and suspended in the hot wort for 15 minutes. Sample this beer at booth 2412-2413.

Industry veteran Jim Hoffman of **Market First** will showcase the Reverse Tap, a direct draw beer system that fills the cup from the bottom delivering a 20oz beer in 7 seconds and provides operator a 97% yield on product. He'll also showcase

IR Energy's premium gas-fired luxury outdoor heaters delivering high energy output while using less BTUs than the competitor; that is why TOP GOLF uses IR Energy for all their locations. Visit booth 1016-1017.

MD Coastal Bays will be unveiling a new program promoting source reduction. This is a better way to manage our waste stream and environment. Ocean City Green Team is working on providing tools, information and promotions to encourage and support greener businesses. Stayed tuned as the group will be providing tools for greener purchases and promotions for those who participate. You'll find them in the upstairs lobby.

Paychex will be introducing Paychex Learning. 87% of millennials rate "professional or career growth and development opportunities" as important to them in a job. Companies that produce strong employee engagement scores also produce revenue growth that is 2.5 times higher than companies with lower engagement scores. By making training and e-learning a priority, you can help ensure employees – of any generation – are engaged, focused and continually honing their skills, in addition to potentially improving retention and diminishing costly turnover to your business. Paychex now offers a seamlessly integrated solution for providing professional training courses to your workforce. Creating a workplace that promotes skill, career, and leadership development is important for everyone, including millennials who rank training and development higher than cash bonuses as a priority in the workplace. Learn more at booth 1006.

Seacrets Distilling is unveiling a new product that promises to please many palettes; Bumbleberry Vodka. (it just sounds delicious!) Seven times distilled, made with fresh blueberries, raspberries and blackberries, it is similar to a grape juice/sangria taste with stronger notes of sweet blueberries and blackberries. Sample Bumbleberry Vodka at booth 2505 & 2514.

New exhibitor, **URETEK** offers cost savings solutions to commercial properties where they have concrete settlement issues. All businesses should be ADA compliant and URETEK has a patented method that is extremely effective in solving these issues without any excavation. If URETEK can't solve the problem, they don't charge the client! You can find them at booth 910.

A legend in the foodservice industry, Bill Fischbein of **WSF Food Brokerage** is celebrating their 30th Anniversary! Thanks for being a loyal exhibitor Bill!



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Food Network Stars Headline Culinary Stage

Back by popular demand, winner of MasterChef season 7, Shaun O'Neale will entertain the audience with his charming personality and sharp culinary skills on both Sunday and Monday! Shaun's initial obsession was music and he DJ'd lots of famous parties in Vegas, however, one thing has remained constant for him through the crazy years; his absolute obsession with all things food! He has had the honor to cook for and learn from true masters in the culinary world like Gordon Ramsay, Christina Tosi, Wolfgang Puck, Daniel Boulud, Richard Blais, Aaron Sanchez, Edward Lee and Kevin Sbraga which intensified Shaun's passion in the kitchen. Transitioning from DJ to chef was a fairly simple task for Shaun. As a DJ, he mixes music to create a new beat that is all his own and as a chef, he mixes farm ingredients, items from produce vendors and meat suppliers and turns them into something unique. Though he has been traveling around the globe showcasing his talents, Shaun remains humble. He cites perseverance as a way to get things accomplished. His latest passion is following his idea to open a Vegas restaurant. Come meet Shaun O'Neale as he entertains at the Trade Expo on Sunday and Monday at noon. Following his cooking demos, he'll do meet and greets!



Recently added to the Culinary Showcase Stage line-up, Chopped winner Chef David Thomas will appear on Monday, March 4th. Chef David is currently the Executive Chef and partner at Ida B's Table, located in Baltimore where he was born and raised. Chef David's love for food developed at a young age when he watched his grandmother cook for hours. Fast forward to the 90's when he and wife Tonya started catering and continued working in industry restaurants. In 2000, in his pursuit to elevate his skills, he went to work for Master Chef Kevin Zbonick. Under Chef Zbonick, Chef David learned classic techniques and every aspect of the brigade system one station at a time. Soon after his training was completed, he became Executive Chef at the Metropolitan Kitchen/Lounge in Annapolis, Maryland. There he developed his signature style as a chef; Modern Soul Food.

In 2012, Chef David along with his business partner, opened Herb & Soul, a farm to table, local and sustainable Café. The demand for Herb & Soul grew to the point that he opened another location, developed a catering program, and launched a food truck. After Herb & Soul ran its course, David became a consultant and helped open restaurants. His consulting work lead him to a concept that would become Ida B's Table. He was brought on as a partner in order to create something in Baltimore that was for Baltimore. Sticking with the local and sustainable model of modern soul food, Chef David built the restaurant and menu from the ground up focusing on highlighting the history and importance of soul food. Ida B's Table has become nationally recognized in multiple publications including Food and Wine, Gardens & Gun, Eater, and Life & Thyme. Chef David's goal is to reclaim the narrative of soul food on a national platform starting with Baltimore.



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SKIP THE CROWD- ATTEND THE NEW VIP BUYER HOUR ON MONDAY

The Expo is not open to the public, therefore to walk the show floor, you must be a buyer or guest in the industry and you must be 21. For example, hotel, motel, restaurant, catering, concessions, bed & breakfast, condo/property management, campground, coffee house, ice cream store, nightclub, liquor store, convenience store, cafeteria, nursing home, schools/colleges, hospital. Expo management reserves the right to determine if your registration fits these parameters. If you sell to these types of businesses, you would be considered an Exhibitor and must purchase a booth to attend the Expo.

Expo hours are Sunday, March 3rd from 11:00am – 5:00pm and Monday, March 4th from 11:00am – 4:00pm, with a **VIP Buyer Only hour from 10:00am-11:00am**. After February 28th on-site registration is \$15pp with proof of being in the industry; a business card or license or letter from employer on the company letterhead; paystubs not accepted. For complete Expo information, check out www.oceancitytradeexpo.com or call 410-289-6733.



Congrats to **Katie Green, Hooked**, birth of baby, Grayson. Congrats to **Phillips Seafood Restaurants** for being honored as a nominee for the Baltimore Business Journal's Family Owned Business award. Congrats to **Kyle Hughes, Kylan Barn & Next Wave Studios**, on birth of son, Brecken and his Kyle's father, **Kevin Hughes, Sysco**, on becoming a grandfather! Congrats to **Rachel Kinlein, Baltimore Sun**, on birth of baby girl.



Condolences to the **Maryland State Fireman's Association** family on the sudden loss of **Jackie Olson**. Condolences to **Jimbo Farlow**, from **Full Moon Saloon**, on the loss of mother, Lilly Farlow.



Rebecca Snyder and Jeremiah Coyne, Go Glass, Kristy Marvel, Princess Bayside Hotel, Alison Diller, Constellation Energy

Lisa Payne, BBSI, Linda Robinson, Guest Supply, Carolyn & Tom Lott, Sysco

January Dinner Meeting



Pat Ambler Perry & Ashley Foreman, Boardwalk Hotel Group

