



OCHMRA Gazette

Spring 2007

Message From The President



You can tell Spring has arrived in Ocean City. The weather has turned milder and businesses are coming out of their restive winter states. The Spring is great because of the optimism for the next, great season on the horizon.

Spring also means that my term as President is coming to an end. It has been a distinct privilege to serve. It is reassuring to know that we have an advocate for our business concerns. OCHMRA works hard to make our lives a little easier.

I would be remiss without thanking Susan, Veronica and their staff. Thanks again for the opportunity to serve.
Have a great 2007

Building Business At The Beach - Expo 2007

All the mailings, phone calls, advertising and follow up paid off. Everything we worked for came to fruition. The Spring Trade Expo was sold-out, generating a waiting list, and we enjoyed a wealth of positive comments from both the exhibitors, and the attendees.

Also, after seeing the amount of receipts for the restaurant vouchers (two \$10 vouchers were allotted per booth) it is apparent that our restaurateurs did very well from our vendors. Now it's time to get started on 2008.

Of course, we could not have pulled it off without our wonderful volunteers. We extend our thanks to:
Danelle Amos, Beach Walk Hotel; John Berry, Beachcomber Motel;

Kathy Enste, Best Western Sea Bay Inn; Carolee Humphries, BOS; Lauren Taylor, Rebecca Taylor, Captain's Table; Stan Kahn, Carousel Resort Hotel; Jeff Foster, Clarion Resort Hotel; Reba Felty, Comfort Inn Gold Coast; Tres Lynch, Pat Harman, Commander Hotel; Diane Kaeufer, Dough Roller; Judy LeMaster, Betty Derry, Downtown Association; Beth Dennis, Fager's Island; Donna White, Farmer's Bank; Christine & Joel Brous, Flamingo Motel.; Karen Tomassello, Fresco's; Colleen Rutzler, Grand Hotel; Benet McCormick, Bruce Bennett, Harley Davidson Shop; Ruth Waters, Heidi O'Donnell, Harrison Group; Jennifer Hallon, Ice Cream Castle; Vicki Barrett, Inn On The Ocean; Madalaine & Harry How, MAD Engi-

neering; Paul Sayan, Maridel Motel; Kelly Sobol, Merrill Lynch; Chuck Scott, Moore Wallace; Nikki Rayne, OCCVB; Ruth Connell, Ocean City Today; Paul Wall, Amy Abate, Suzanne Jackson, Jennifer Krumholz, Paul Tracey, Phillips Seafood Restaurants; Dawn Nock, Princess Bayside; Jon Tremellen, Lisa Roberts, Bonnie Waldman, Princess Royale; Cindi Wilde, Sahara Motel; Carolyn & Bruce Kennington, Senor Cigar's; Sal Fasano, Serene Hotel; Debbie Gabbert, Surf Side 8; John Lewis, Talbot Inn; Jody Falter, Taylor Bank; Jody Wright, The Shark Restaurant; Chris Trimper, Trimper's Rides; Paul Kahn, UMES; Eleanor Kelly, Tom Catola, J. D. Quillin.

THANK YOU!

Ocean City Restaurant Week—A Culinary Experience

If you haven't signed up your restaurant for Ocean City Restaurant Week, June 2-9, there is still time. We are now in the process of collecting menus and chef bios for the website www.oceancityrestaurantweek.com.

We heard so many success stories about "Restaurant Week" from all parts of the country, so we thought that it made sense to organize one of our own. The goal is for restaurant members to offer guests a 3-course dinner for \$30 and/or a 2-course lunch for \$20 (not including alcohol, tax or gratuity). This event will be highly publicized and strategically marketed.

Sign Up Today



Salute To The Services 2007

SALUTE TO THE SERVICES" is back! OCH-MRA will again promote this special discount program which is designed to honor military, fire and police personnel.

In it's first year, 2002, "**SALUTE TO THE SERVICES**" proved to be a successful tool in helping to generate additional tourism during the off-season. Here's the scoop:

We ask hotels, motels, restaurants and attractions to jump on the band-



wagon and offer discounts (minimum of 10%) to military, fire and police personnel who show their credentials at point of sale.

"SALUTE TO THE SERVICES 2007" is slated for May 19th (Armed Forces Day) through June 20th.

This is a very easy program in which to be involved. You can make your discounts two for one, wine with dinner, special gift in room, whatever you feel is appropriate. You can also set blackout dates and/or restrictions.

We are planning an extensive publicity campaign which includes press releases, listings in the Sea For Yourself, Chamber Visitor Guide and Destination MD.

All discounts and specials will be listed on www.salutetotheservices.com, and as a member benefit, you are linked free. This will, of course, enhance your exposure. So give us a call and we will fax a form to you.

As always, we greatly appreciate your support.

Welcome New Members

We are pleased to introduce the following new members.

Associate
Atlantic Stand
Madelyne Phillips
410-289-7203

Allied
Atlantic Aluminum Products
Doug Harbaugh
302-349-9091
www.atlanticaluminiumproducts.com

APM Termite & Pest
Wayne Ensor
410-289-1803
www.apmservices.com

Avrio Group
Rich Reno
302-436-2946
www.avriogroup.com

Bennett/Taylor Termite & Pest Control
Dean Bennett
410-742-4005
www.dmtaylor.com

Big Mario's Pizza
John Persico
410-228-2333
www.bigmario.com

Coastal Food Distributors, Inc.
Michael Lupacchini
717-657-5920

Delmarva Floor Restorations
Robert Mele
302-858-8513

Peck Miller Group
Peck Miller
410-723-1144
www.peckmiller.com

West Ocean City Injury & Illness Center
Cynthia Rilling
410-213-0119
www.westocinjurycenter.com

We welcome **Sunburst Hospitality** as new owners of the **Quality Inn Beachfront**.



Congratulations

are certainly in order for four of our member restaurants that have been nominated for Restaurant Association of MD Stars of the Industry Awards. **Marlin Moon Grille** has been nominated for "Favorite Restaurant Award", **Liquid Assets** is up for a "Stars of the Industry State Award" for "Wine & Beverage Program", and **The Greene Turtle** and **Secrets** have been nominated for "Favorite Bar/Tavern". Go to www.marylandrestaurants.com to cast your vote.

And, how about this? **Frank & Viola Candeloro** of the **Ocean Terrace Apts.** are going on a cruise in celebration of their 50th Wedding Anniversary. Hats off to you both.

Edmund Conner of the **Captain's Table Restaurant** will surely become the town shutterbug. He won a digi-

Special Offer For a Summer of Fun at Trimper's

We are excited to offer to the business community an opportunity to obtain discounted afternoon daily wristbands at Trimper's Rides for your visitors and/or employees.

We will be offering them at a discounted rate of \$19.80 per wristband for adult or child. This will be a 10% discount off the regular admission price.

The wristband will be good from 1-6 p.m. weekdays and Noon - 6 p.m. on Saturdays and Sundays. It will entitle all visitors to our 45 rides and the

Haunted House on the Boardwalk. These wristbands can be enjoyed on weekends beginning May 26 and daily from June 9 thru Labor Day.

Due to the overwhelming success that we have had packaging with the Francis Scott Key Family Resort, we wanted to extend the same discount to the rest of our business community.

In order to make including us in your packages an easy choice, we are only requiring a minimum of 10 wristbands to be pre-purchased. Payment method

may be cash, company check or Visa/Mastercard.

All inquiries and/or wristband orders can be directed to me at Trimper's Rides 410-289-8617. This program will be offered through the 2007 Spring and Summer season. We look forward to working with you and please call or e-mail me with any questions.

Sincerely,
Brian Lewis
Trimper's Rides
Trimpersbrianlewis21843@yahoo.com

Carbon Monoxide Legislation Update

The Ocean City Fire Marshal's Office would like to take this opportunity to inform the members of the Ocean City Hotel Motel Restaurant Association of new carbon monoxide detector legislation and of the dangers of carbon monoxide poisoning, and simple safeguards you can take to protect you, your family, and your guests.

According to the National Safety Council, there are between 200 and 300 unintentional deaths per year due to carbon monoxide poisoning. Known as the silent killer, carbon monoxide is an invisible, odorless, colorless gas, which is created as a product of incomplete combustion.

The amount of Carbon Monoxide (CO) it takes to poison an individual depends on certain variables, such as health, activity level, age, respiratory problems, etc. In addition, individuals may be poisoned by a small amount of carbon monoxide over an extended period of time, or a large amount of carbon monoxide over a shorter amount of time.

CO enters the body through inhalation, and results in symptoms similar to the flu or food poisoning.

Symptoms may include shortness of breath, nausea, dizziness, and headaches. High levels of carbon monoxide can be fatal in minutes.

The Town of Ocean City recently adopted legislation to require the installation of carbon monoxide detectors in newly constructed one and two family dwellings as well as new and existing multi family dwellings where fuel-burning equipment is installed or operated.

Fuel burning equipment could be gas water heaters, furnaces, dryers, fireplaces, wood stoves, or engine exhaust from generators or attached garages. Persons with specific installation location questions are asked to review the Code online at www.town.ocean-city.md.us/firem or contact the Fire Marshal's Office at 410-289-8780. Existing multi-family dwellings affected by the legislation have two years from the effective date of the ordinance to forward an approved certificate of installation to the Office of the Fire Marshal.

In addition to installing CO detectors, it is important to have all fuel burning equipment serviced by a

professional annually. Always make sure new heating and cooking equipment is listed by an independent testing laboratory (i.e. Underwriters Laboratories) and installed per the manufacturers recommendations.

When warming up vehicles in the wintertime, remove them from the garage after starting it. Do not run any fuel engine motors indoors.

Lastly, if you believe you, your family, or your guests have been harmfully exposed to carbon monoxide, or if your carbon monoxide detector sounds, immediately move to a fresh air location and call 911. Remain at the fresh air location until emergency personnel have rendered the situation safe.

Again, if you have any questions regarding the newly adopted Carbon Monoxide Detector Legislation, general questions about carbon monoxide detectors or carbon monoxide poisoning, please contact the Ocean City Fire Marshals Office at 410-289-8780 or visit our website at www.town.ocean-city.md.us/firem



Mark your Calendar

LIVING SHORELINES in the Coastal Bays: FREE WORKSHOP

April 14, 2007-9 a.m.-3 p.m. Carousel Resort Hotel & Condominiums. Want to go “green” on the Eastern Shore? Think beyond rock and concrete? Don’t miss this opportunity to learn more about living shorelines as an alternative to armoring. **Living Shorelines** are restored shorelines that protect property from erosion, provide habitat for fish, birds and other wildlife, and protect water quality by trapping excess nutrients and sediment.

Join Maryland Department of Natural Resources, Worcester County and the Coastal Bays Program to review scientific and technical information related to wetland creation and low impact shoreline protection projects. Site-evaluation tools and financial assistance opportunities, project design, cost, and maintenance issues will be addressed.

The workshop is aimed for residents, contractors, county personnel, and realtors living or working in Worcester County interested in “green” shoreline protection/restoration practices.

Lunch and refreshments will be provided.

To register contact Dionne Bell at 410-260-8732 or dbell@dnr.state.md.us. Registration is limited!

For more information: Katherine Munson, Worcester Co DCP kmunson@co.worcester.md.us

The Worcester County Tourism and Economic Development Departments ANNUAL LUNCHEON MEETING

Thursday, April 19, 2007-Noon Clarion Resort Hotel. The guest speaker this year will be Mario Armstrong- NPR Technology Correspondent, Radio & TV Technology Talk Show Host and co-founder of the Urban Video Game Academy. He spoke at the 2006 Governor’s Tourism Conference and wowed the attendees. He gives a presentation you won’t want to miss!

THE TENTH ANNUAL ALZHEIMERS GALA

Sunday, May 6, 2007-3-8 p.m. Clarion Resort Hotel. There will be a silent auction, door prizes, **Mario Rocco & Teenage Rust Band** and *Surprise Celebrities*. \$40 per person, cash bar. Black tie optional. RSVP Anna Foulz 410-641-7667.

The Ocean City Encyclopedia That Anyone Can Edit

The new OceanCityWiki is now available online at www.OceanCityWiki.com. OceanCityWiki.com is an online encyclopedia of Ocean City information. All interested Ocean City businesses, residents and fans are invited to take advantage of the site, enter information, and get involved.

What is a wiki?

“Wiki” means quick in Hawaiian. It refers to how easy it is to enter information into a wiki. A wiki is a site using software that allows multiple users to create and edit the same web page. A wiki is based on the premise that collaboration among users will improve content over time.

What is OceanCityWiki.com?

The new OceanCityWiki is a wiki devoted entirely to information about Ocean City and the surrounding area.

The OceanCityWiki already has hundreds of articles about Ocean City, Maryland. By comparison, the original Wikipedia, which is the most comprehensive online resource on the web, has just a single article.

OceanCity.com decided well over a year ago that there was

a need for an easy-to-use online resource providing detailed information on Ocean City. Making this information readily available would benefit Ocean City, its residents and visitors.

OceanCity.com created hundreds of articles to get OceanCity-Wiki.com started, but we also knew that we could not produce all the information and keep it current with our available staff. The OceanCityWiki is our answer and is provided at no cost to the public or to the online collaborators, nor are we accepting paid advertising.

Why Should You Log-On to www.OceanCityWiki.com and enter neutral, high-quality information?

The OceanCityWiki is only as good as the information it provides and the information is only as good as the contributors. Your businesses, services, and resources can all be listed on the new OceanCityWiki. Just log on to www.OceanCityWiki.com, register as a user in just a few seconds, and immediately start adding information, updating current information, editing what is already there, etc.

What the OceanCityWiki is not...

Wikis are not the place for sales and marketing language.

Articles should not contain personal

opinion. i.e. Thrasher’s French Fries are the best in the world; they always remind me of summer at the beach. Instead, a user could enter the following information on Thrasher’s fries: Thrasher’s French Fries is located on the Boardwalk. It is a popular destination for visitors. Articles should be written from a Neutral Point of View. More information is available at OceanCity-Wiki.com.

Just log on to www.OceanCityWiki.com today to start updating your information and sharing your knowledge with others who love or will love Ocean City, Maryland.

What is the Wikipedia?

The Wikipedia (wikipedia.org) is the best known example of a Wiki.

The Wikipedia is now the largest encyclopedia in the world, offered for free, and created entirely by volunteers on an open platform that allows anyone to be an editor. With over 1 million registered users, Wikipedia is written, edited, and almost continuously monitored by an ever-growing number of online volunteers.

Thanks to www.oceanicity.com for bringing the www.oceanicitywiki.com

Protect Your Business from Unions

Senator Ted Kennedy is leading the force to allow union organizers the ability to bypass traditional protected election process.

Currently, when union organizers collect signatures, the National Labor Relations Board reviews the cards, schedules elections, conducts private-ballot elections,

counts the ballots and majority rules.

The Kennedy-Miller bill has amassed 216 House co-sponsors and 45 Senate co-sponsors and would replace the private ballots with a card check scheme designed to immediately increase number of unionized workers.

This Act threatens the

right to vote by private ballot by making employees vote in public forum.

For more info and to see how you can stop the process, go to the American Hotel & Lodging Association's magazine article: <http://www.lodgingmagazine.com/index.cfm?fm=CurrentIssue.government>

Atlantic General Hospital Major Gifts Campaign

When Atlantic General Hospital opened its doors in 1993, a new chapter began for healthcare services in Worcester County. Today, it's abundantly clear that the promise of superior healthcare services right here in our community has been fulfilled. We're truly at the heart of our community - here not only for our residents, but also for the thousands of vacationers who visit our region.

Because we're in one of the fastest growing sections of the Delmarva Peninsula, our commitment to provide superior quality healthcare means that we must grow with our community. We must also expand our capabilities in medical specialties that are so important to our patients - from cancer care, pulmonary medicine, vascular services, and orthopedics to diabetes education, cardiology and women's health services.

That's why the Major Gifts Campaign for Atlantic General Hospital is so important. Your generous participation will ensure success in building an institution that is second to none in our region... while also remaining steadfastly committed to delivering superior-quality healthcare right here in our community.

Michael Franklin
President and CEO, Atlantic General Hospital
(410) 641-9601

Save The Dates To Support and Savor The Arts In Ocean City

Saturday, April 21, 6-9 p.m. Marlin Club, West Ocean City

From those creative folks on the Committee for Public Art in Ocean City comes a fresh event to raise funds to make our town more beautiful. Those of you who were fortunate enough to have attended the last event, "Beauty on the Bay", will be pleased to know that the food gurus, Robert Conner and Bradford Taylor, who put out such an extraordinary spread, will once again wow the crowd with a sumptuous buffet which includes wine and beer, all for \$30. Happy Hour cash bar for spirits.

Thursday, April 26, 6-9 p.m. Arts Night at Seacrets

A public art exhibit and sale showcasing local artists. Sponsored by the Art League of Ocean City, this event features live music, good food and drinks in Morley Hall, and a drawing to win a custom pastel portrait by artist Stasia Heubeck.

Two Big Bits of News from Maryland Life!!

Hello State of MD Tourism Clients:

Two things:

I learned an interesting bit of information just last week which I would like to share with all of you. If I might have mentioned it to you previously, I thought it was worthwhile reiterating, and to the rest of you, I hope you will find it as useful as I have:

DBED announced last week that **roughly \$4 billion of the \$10 billion in tourism revenue spent in the state of Maryland are spent by Marylanders in the state of Maryland.** I know that many of you are challenged by limited dollars: not

enough of them and so many possibilities of where to spend them, but I just last week realized, as I hope you all will, how very important it is to continue marketing our state- and your counties- to the people in our state.

Marylanders are responsible for almost 40% of the tourism revenue spent in Maryland. **ALSO** - from Co-Publisher/Editor Dan Patrell, "Starting next week, *Maryland Life* magazine will begin an exclusive distribution to the "Continental Club Rooms" of US Airways, Delta, and Continental Airlines, and will also be placed on shuttle flights departing from Wash-

ton regional airports (Reagan National, Washington Dulles, and BWI) to New York and Boston. This is great news for distribution and for our advertisers and potential advertisers. It's a PAID CIRCULAITON program that boosts our distribution significantly.

The program starts with 2000 issues for JF07 and jumps to 5000 issues for MA07 (and) stays there for awhile."

I hope you will continue to choose *Maryland Life* as a valuable vehicle for delivering your important message to travelers throughout the state.

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2007 Scholarship Recipients, Brandon Hook (Kate Bunting Memorial to Wor-Wic) & Caitlin Morrison (OCHMRA to UMES), center, with from left Dr. Scott Dahlberg, Wor-Wic., Veronica Kahn & Susan Jones, & Dr. Ernest Boger, UMES at the Embers Restaurant.