

Fall 2008

### Message from the President

I hope everyone has had a safe and prosperous summer. Many of us had our challenges due to the state of the economy and escalating gas prices. With this in mind, I wish to especially recognize the Mayor, Council and the Worcester County Commissioners for supporting the dedicated room tax ordinance thereby taking Ocean City tourism to the next level through increased advertising.

As we enter the second season, myself and the Board of the Ocean City Hotel-Motel-Restaurant Association will continue to be advocates of the hospitality industry dedicated to building Ocean City's economy and image through tourism and destination marketing.

The Ocean City Air Show, Salute to the Services, Restaurant Week, and the Free Movies on the Beach were all well received. We must continue to promote our clean, safe, family-oriented beaches. Our close proximity, good value, and free activities make Ocean City truly a great place to vacation.

In November the voters of Maryland will decide by referendum whether to legalize up to 15,000 slot machines at five separate locations including Ocean Downs, right in our backyard. The position of the Ocean City Hotel-Motel-Restaurant Association remains in opposition to slots in Maryland.

In closing, you can be proud of Susan and her fine staff as they do make a daily difference. Please thank them for a job well done at the first dinner meeting on Thursday, November 6.

Jon Tremellen  
President

## “Don’t Drink...Taste!” with Laurie Forster, The Wine Coach

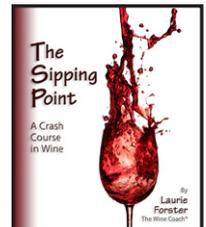
“Don’t Drink, Taste!” comes to Ocean City October 4th from 5-7 pm, as a featured event during the first-ever Fall Ocean City Restaurant Week.

“Don’t Drink, Taste!” will be a lively discussion of how to taste wine like a professional, rather than just drinking it. The process professionals use to taste wines will be discussed, along with a number of interactive exercises to help participants truly understand tasting. Several distinctly different styles of wine will be sampled and participants will learn how to describe each as well as some tips on food and wine pairing. The old proverb that “over a bottle of wine, many a friend is made” is proven true in this fun and interactive wine class.



Leading the discussion will be Laurie Forster, aka The Wine Coach. She has made it her mission to demystify wine one glass at a time. “Don’t Drink, Taste!” includes four wine

samples, breads and cheeses and an attitude free wine education. Ms. Forster is a professional sommelier, life coach and author of “The Sipping Point.” This unique event will take place at the Sunset Room located on 41st Street overlooking the Bay. Tickets are \$20 per person and are available to those 21 and older and can be purchased at [www.oceancityrestaurantweek.com](http://www.oceancityrestaurantweek.com) or by calling 410-289-6733. Tickets will also be for sale in the OCHMRA office.



### FALL Ocean City Restaurant Week

Because of the success of **Ocean City Restaurant Week** we are organizing a fall version to be held October 5-12, 2008. It's not too late to



sign up! Take advantage of this **FREE** opportunity. For more information, visit the event website or call us at 410.289.6733.

[oceancityrestaurantweek.com](http://oceancityrestaurantweek.com) **October 5-12, 2008**

## Welcome new members

### Active

*Brass Balls*  
*Ristorante Antipasti*  
*Fausto's Antipasti North*  
*Fausto's Bistro*  
*Safari Motel*

### Associate

*Smokers BBQ Pit*  
*Soprano's Pizza*

### Allied

*OC Chauffeurs*  
*MyAsset Sailing Charter*  
*Herl's Bath & Tile Solutions*

### ART LEAGUE "ART WITH A HEART"

The Art League of Ocean City continues its "Art with a Heart" partnership program by supporting the "Cricket" project of the Worcester County Child Advocacy Center (WCCAC). Some 35-40 crickets hand-painted by members of the Art League, local students and other prominent individuals will be on display September 5th from 5-7 pm at the Art League's First Friday Opening Reception. This is free and open to the public with complimentary refreshments provided.

These crickets are individually sponsored by local businesses and will be auctioned off at the Center's Gala on Saturday, October 11 at the Clarion Fontainebleau Hotel. Tickets for the Gala are \$75 each. Proceeds from the auction will benefit the Center's Child Advocacy Programs. Go to [www.thecricketcenter.com](http://www.thecricketcenter.com) for more information or call 410.677.6941.

### *Dinner Meetings Schedule*

As summer comes to a close, dinner meeting season begins! Join us for networking made easy, and a chance to connect with members you haven't seen since spring! Mark your calendars for these upcoming dinner meetings.

*November 20 - Holiday Inn Conference Center*

*December 18 - Horizon's*

*January 15 - Fager's Island*

*February 19 - Princess Royale*

*(RAM Speaker)*

*April 16 - Castaway's*

### *Save the Date!*



March 2009

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9					
15	16					
22	23	24	25	26	27	28
29	30	31				

**Ocean City HMRA  
Spring Trade Expo**

### *March 8-9, 2009*

Preparations are underway for the **35th Annual Spring Trade Expo**, and we want to hear from you! Do you have any ideas, suggestions, or thoughts you would like to share? We welcome feedback so that we can continue to make this show grow. Please email any suggestions to [inquire@ocvisitor.com](mailto:inquire@ocvisitor.com) or call us at 410.289.6733 and tell us what you think.

## "Don't Bet On Annapolis. Vote No On Slots"

Free posters available for pickup at HMRA, Fager's Island, and OC Chamber office

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

## Season Summary • October 14th • 1-3 pm

Our Annual Season Summary is scheduled for Tuesday, October 14th from 1-3 p.m., at the Roland E. Powell Convention Center.

This lively brainstorming event is open exclusively to members of OCHMRA, OCCVB, and Greater Ocean City Chamber. Without the restraint of press presence, business owners and managers speak freely about how the season went, and they offer suggestions on what we can all do to make next year better.

The information shared is not only invaluable to planning ahead, it brings the business community together for a common goal.

## ANNUAL CUSTOMER SERVICE SEMINAR A SUCCESS

As expected, the annual customer service seminar proved beneficial to those attending. Presenter, Simon T. Bailey showcased to managers and supervisors how to release leadership brilliance. Some points seemed so simple, yet these points are easily overlooked. One suggestion is to “hire for attitude and train for success.” If this principle is applied and feedback based on performance is continually given, employees will treat your customers in a friendly manner making for a happy experience. Teach them to go the extra mile with the initial greeting to make people feel welcome and appreciated. Your leadership needs to demonstrate the behavior to set the tone and culture for your business.

Your team must understand the direction and see relevance in their jobs, and then they are more likely to buy in, engage and perform. With generation X & Y, work is considered something you have to do, generally, there is no loyalty. So how do you encourage them to give great service? The answer is simple. “*Become a leader with a vision instead of a boss with an agenda*”. Show your employees how the budget flows, the ins and outs, how business affects their paychecks; surely, they’ll want to protect their paycheck and this will make them feel a part of the bigger picture. Each employee has potential to be marketing your business. They can make an emotional connection to your guests. Your people do make the difference. They are the face of your brand. Make them feel needed and appreciated.

Are you a boss or a leader? A boss will tell, a leader will ask. A boss has selective hearing, a leader will listen. A boss controls through procedures causing people to shut down, a leader makes decisions to improve. Change is a friend, not a foe. A leader inspires the culture. Be sure to coach in private and celebrate in public.

### TIPS FROM SIMON T. BAILEY

#### ***Steps to Providing Feedback:***

- ***Convey your positive intent.***
- ***Describe what you observe w/ examples.***
- ***State the impact.***
- ***Ask for input and listen.***
- ***Agree on a solution.***
- ***Follow RESPECT guidelines!***

***Here are some guidelines for coaching and giving constructive feedback:***

- Refrain from judgement.***
- Edit your choice of words.***
- Show sincere interest.***
- Preserve dignity.***
- Express value.***
- Consider the other person’s perspective.***
- Trust in other’s brilliance.***

#### ***More Care Coaching Tips:***

- ***Choose a good time to have the conversation***
- ***Focus on the behavior, not the person***
- ***Be brief and to the point***
- ***Point out what someone is doing right***
- ***Describe the positive outcome of the desired behavior***
- ***Avoid accusations***
- ***Communicate your willingness to provide feedback***
- ***Limit feedback to one issue at a time***
- ***Maintain an objective tone***

FOR MORE GREAT TIPS, VISIT, [WWW.SIMONTBAILEY.COM](http://WWW.SIMONTBAILEY.COM)



# “5 Marketing Strategies You Need To Know”

*with Keynote Speaker, Jon Goldman, CEO Brand Launcher*

The Greater Ocean City Chamber of Commerce invites you to participate in the first *André Lavanceau Professional Development Program Business Development Seminar*

**WHY:** There are powerful marketing strategies that you need to know to be successful in today’s economy - learn how to apply these to your own business.

**WHEN:** Thursday, September 18th, 2008. 8:30 am - Noon

**WHERE:** The Roland E. Powell Convention Center, Room 215

**COST:** Registration is only \$20 for Chamber and HMRA members and \$30 for non-members.

**To register call 410-213-0144 or register online at [www.oceancity.org](http://www.oceancity.org)**

## HMRA WELCOMES NEW RAM PRESIDENT

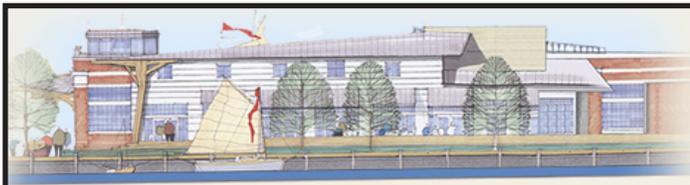
Paul Hartgen had been the Restaurant Association of Maryland President & CEO for only 40 days when he made a trip to Ocean City to see what we are all about. Susan had the pleasure of showing Mr. Hartgen around Ocean City and explaining to him how our organization works and what we’re passionate about.

Following their tour, they lunched at Fish Tales with current HMRA President, Jon Tremellen; Treasurer, Shawn Harman, and HMRA’s 1st President, Kathleen Harman.

Welcome Paul! We look forward to working with you in the future.



*An Ocean City Welcome  
l-r: Jon Tremellen, Shawn Harman, Kathleen Harman, Susan Jones, and Paul Hartgen, President & CEO of RAM.*



## DELMARVA DISCOVERY CENTER ON THE POCOMOKE RIVER

6 Market St. • Pocomoke, Maryland  
[www.delmarvadiscoverycenter.org](http://www.delmarvadiscoverycenter.org)



*At the NRA Show in Chicago. l-r: Amy Tingle, Nick Serafini of Joseph’s Pasta, and Susan Jones.*



## 4th Annual Sand Castle Home Tour September 18-19

10 unique Ocean City homes will be open for touring  
\$25 per person - reserve now!  
[www.artleagueofoceancity.org](http://www.artleagueofoceancity.org) • 410-524-9433

Welcome **Brian & Josephine McCarthy**, new owners of the Atlantic House Bed & Breakfast.

Congratulations to **Heather & Eric Townsend** on the birth of their baby girl, who arrived on May 12th weighing 5 lbs. 1 oz. Heather is employed with **OC Weekly Rentals**.

Welcome back to **Patrick Staib** who is the new GM for the **Grand Hotel**. Patrick has been a friend to Ocean City since his days at the former 42nd St. Hampton Inn (we won't say from how long ago...)

Congratulations to **Dave Douglas**, promoted to **Regional Director of Operations for Marshall Management**, and to **JR Woolridge** who replaces Dave as the **GM for the Paradise Plaza Inn**.

Welcome **Earl Conley**, who joined the team at **Bank of Ocean City** as their Business Development Officer. Kudos to **Kate Gaddis** and her team at **Ocean City Recreation & Parks Program Division** on organizing the **Free Family Fun Nights**.

Congratulations to **Michael Birchenall** of **Foodservice Monthly** on winning a RAMMY! Michael was chosen as the **Restaurant Association of Maryland Joan Hisaoka Associate Member of the Year**. Way to go Michael!

Welcome to **Brad Hallowell** the new Assistant GM at the **Hotels at Fager's Island**.

Congratulations to **Douglas Buxbaum (a.k.a Buxy)** of **Buxy's Salty Dog Saloon** for being chosen as the **Ocean City Elks Lodge Citizen of the Year**.

Kudos to **The Greene Turtle Sports Bar and Grille**. Their 'Funds for Friends' program was selected by the **National Restaurant Association** as the **Maryland State Winner for the Restaurant Neighbor Award**.



### Condolences

Our sincere condolences to **The Lynch Family** of **The Commander Hotel** on the loss of **John B. (Tres) Lynch III**. Tres was a member of the board of directors for the Ocean City Hotel-Motel-Restaurant Association and ran the **Commander Hotel** along with parents **John & Linda**, brother **Will**, and wife **Lisa**.

Condolences also to **Stephanie McHenry**, GM of the **Comfort Suites Ocean City**, on the loss of her ex-husband, **Bill**.

Additional condolences to **Patricia Ilczuk-Lavanceau** of **Comcast Spotlight** on the loss of her husband, **André**.

# HARBOR DAY *at the docks*

*A Waterfront Heritage Festival*

FREE ADMISSION

Explore maritime history with a fun day on the bay!



Saturday, October 11th • 10am-5pm • Commercial fishing harbor, West OC

# INTERNATIONAL STUDENT WORKFORCE CONFERENCE FOR EMPLOYERS

HMRA, the Greater OC Chamber, the Seasonal Workforce Committee, and Congressman Wayne T. Gilchrist invite you to attend the annual International Student Workforce Conference for Employers

- WHAT:** Speakers from government and sponsoring organizations will be on hand to address issues with employing international students.
- WHEN:** Wednesday, October 22nd, 2008 • 8:30 am - 12:30 pm
- WHERE:** The Roland E. Powell Convention Center, Rooms 215-217
- WHO:** Owners, managers, human resources, and payroll administrators
- COST:** FREE. To register call 410-289-6733

## HEALTH INSURANCE COVERAGE FOR SMALL BUSINESSES

If you're a small business owner and haven't been able to provide health coverage for your employees, now there's help! The Health Insurance Partnership is designed for small business owners that have been unable to provide health coverage to their employees due to high premiums and administrative costs. Under the Partnership, your small business may be eligible to receive a subsidy that helps provide health coverage services and rewards to participating individuals for efforts to improve their health and/or manage chronic disease.

### *Who Is Eligible?*

Small businesses with 2 to 9 full-time employees earning an average yearly wage below \$50,000 that have not offered health coverage to their employees in the previous 12 months.

### *What Is Required?*

Qualifying is easy! Eligible businesses simply choose from a selection of health coverage plans that include wellness and prevention programs, and establish a Section 125 payroll deduction so that employee premium contributions are made on a pre-tax basis.

### *Why Should I Participate?*

Lower your health coverage costs as much as 50%.  
Help to provide affordable coverage – and peace of mind – for your employees and their families.  
Make your business more competitive and improve employee retention.  
Help your employees stay healthy and productive.

### *How Do I Sign Up?*

Registration is easy! Simply work with your local insurance agent or broker to register for the Partnership and to find the right health care plan for your business.

Visit the Health Insurance Partnership's website at <http://mhcc.maryland.gov/partnership> for more information.  
(Pre-enrollment begins September 2008. Coverage Begins October 2008)

*Associations facilitate collaboration...collaboration facilitates results.*

### **STAFF**

Susan L. Jones, Executive Director

Amy S. Tingle, Event Manager

Jayne Sawyer, Sandy Patrick, Pat Diniar; Part-time Tourism Coordinators

PO Box 340 • Ocean City, MD 21843-0340

410.289.6733 • 800.OC.OCEAN • 410.289.5645 fax

[www.ocvisitor.com](http://www.ocvisitor.com) • [www.oceancitytradeexpo.com](http://www.oceancitytradeexpo.com) • [www.oceancityrestaurantweek.com](http://www.oceancityrestaurantweek.com)

[inquire@ocvisitor.com](mailto:inquire@ocvisitor.com)

