

April 2008

## Message from the President

Spring has not started as we would have hoped but we would like to thank everyone for your thoughts after the South Division Street Fire. We will rebuild and should be open before Springfest 2009.

This term has been very eventful. We have gained a lot of ground but need to keep an eye on our Destination Marketing Budget. We may have another shot at keeping slots out of Maryland so please get out in November and vote. Also, kudos to the staff and members for an excellent Trade Show!

As my term as president nears the end, I would like to wish everyone a prosperous and safe 2008 season. I have certainly enjoyed serving and would not have been able to do it without Susan, Amy and the wonderful staff at OCHMRA. I look forward to seeing everyone at the Installation Dinner at the Embers on Thursday, April 17th. Cocktails 6 p.m. - Dinner at 7 p.m.

Diane Kaeufer  
President

## 34th Annual Spring Trade Expo Makes Waves



from l-r: Show Chairman, Jon Tremellen, Mayor Rick Meehan, and Treasurer Shawn Harman. (photo courtesy of Michael Birchenall, Foodservice Monthly)

Adam Yuhas  
Anastasia Sargisova  
Annemarie Dickerson  
Barbara D'Alessandro  
Beth Dennis  
Bob Givarz  
Bob Taylor  
Bruce Kennington  
Carolyn Kennington  
Charlene Shockley  
Cindi Wilde  
Coleman Bunting  
Colleen Rutzler  
Dan Hallon  
Diane Kaeufer  
Greg Shockley  
Hale Harrison  
Harry How

Helen Arthur  
Hope Palmer  
Jeff Evans  
Jeff Foster  
Jennifer Hallon  
John Berry  
John Lewis  
Joyce Melocik  
Judy LeMaster  
Karen Cramer  
Kathy Enste  
Kim Miller  
Lauren Taylor  
Madalaine How  
Malcolm VanKirk  
Marcy McCoy  
Marie Hopper  
Marie-Noelle Sayan

Over 3600 people attended our 34th Annual Spring Trade Expo. Deals were being made, new products were sampled, and a great time was had by all. Just over 290 companies exhibited this year. The response was overwhelming and many commented that this year's show was the best yet!

**Mark your calendar for next year's expo, March 8 & 9, 2009.**

Listed below are the many volunteers who helped to make this year's show a success.

### Thank you!

Nikki Rayne  
Pamela McComas  
Pat Harman  
Paul Sayan  
Paul Wall  
Ray Rickett  
Reba Felty  
Sara Rutka  
Shawn Harman  
Stan Kahn  
Suzanne Jackson  
Tina Pearson  
Todd Berger  
Tom Tawney  
Tres Lynch  
Vernon Karst  
Vicki Barrett  
Will Savage

## 2nd Annual Ocean City Restaurant Week

Back by popular demand! The **2nd Annual Ocean City Restaurant Week** will be held June 1-8, 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)

**June 1-8, 2008**

# *Congratulations to the Board of Directors elected to serve for 2008-2009*

## PRESIDENT

Jon Tremellen  
Princess Royale

## 1ST VICE PRESIDENT

John Lewis  
Talbot Inn/MR Ducks

## 2ND VICE PRESIDENT

Malcolm VanKirk  
Sea Bay Hotel, Best Western OC  
Suites Hotel

## SECRETARY-TREASURER

Shawn Harman  
Fishtales/Bahia Marina

## IMMEDIATE PAST PRESIDENT

Diane Lord Kaeufer  
Dough Roller Restaurants

## THREE-YEAR DIRECTORS

Mary Eastman  
Cayman Suites

Chris Wall  
Harborside Bar & Grill

Dave Robinson  
Boardwalk Hotel Group

## TWO-YEAR DIRECTORS

G. Hale Harrison  
Harrison Group Hotels & Rest.

Chris Trimper  
Trimper's Rides

Bob Torrey  
Happy Jack Pancake House

## ONE-YEAR DIRECTORS

Jeff Foster  
Clarion Fontainebleau  
Hotel & Resort

Tres Lynch  
Commander Hotel

Travis Wright  
The Shark Restaurant

## *Welcome new members*

### Active Members

Kings Arms      Cabana Motel

### Allied Members

Lemoyne Sleeper

KONE Elevator

Hardy Environmental

Innovative Benefit Solutions

Doodle Design

Mike's Carpet Connection

Tate Engineering

## OCHMRA AWARDS SCHOLARSHIPS TO DESERVING STUDENTS

The Ocean City Hotel-Motel-Restaurant Association sponsored scholarships were awarded during the February Dinner meeting on Thursday, February 21, at the Carousel Resort Hotel and Condominiums. Martha Kangume received the Kate Bunting Wor-Wic Community College Memorial Scholarship, named after Past President and one of the founding members of the OCHMRA. Martha is pursuing studies to become a local chef. Darryl Russell, a hard worker and student in pursuit of employment in the hotel field, received the OCHMRA Ken Barnett Memorial Scholarship. Salisbury native, Brandon Williams, a sophomore in the University of Maryland Eastern Shore's Hotel & Restaurant Management program received the OCHMRA UMES Scholarship.



*Pictured from l-r: Scholarship recipient, Brandon Williams, HMR Director Susan Jones & Dr. Ernest P. Boger, Chairman of the Department of Hotel & Restaurant Management University of Maryland Eastern Shore*



### **OOPS!**

The Fall 2007 newsletter listed the incorrect dates for Springfest 2008. The correct dates are May 1-4, 2008. We apologize for the error.

## Business Briefs: *Read On To Be Sure You're In The Know*

### VACANCY

#### Vacancy Info.

Don't forget to notify us of your vacancies! Our association answers the 1-800-OC-OCEAN hotel hotline. We would like to have your availability for 5 weekends in advance. We do not need the number of rooms available or pricing. We just need to know if you have a vacancy and if you have a required minimum number of nights. Call us at 410-289-6733 or fax your availability to us at 410-289-5645.



#### Clean Indoor Air Act

Just a reminder, that the Clean Indoor Air Act does not only pertain to restaurants. Check out [www.mdcleanair.org](http://www.mdcleanair.org) for the answers to all of your questions regarding this legislation.



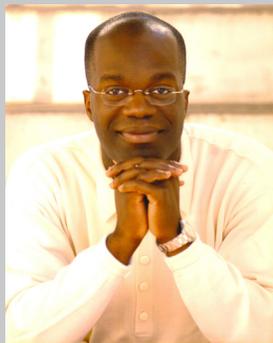
#### I-9 Changes

The I-9 Form has changed. The list of documents to prove worker eligibility has been limited. Complete information regarding the changes and a new form are available at [www.uscis.gov/i-9](http://www.uscis.gov/i-9).



#### Credit Card Regulations

As of December 1, 2006 POS systems and credit card terminals are required by law to limit the information appearing on electronically printed credit card sales receipts. The new law prohibits printing the expiration date and all but the last four digits of the credit card number on the customer copy of the receipt. There are also new guidelines that restrict the storage of the customer credit card data in your POS systems. For more information about these regulations, contact



### Wednesday, April 23, 2008 ~ 9 a.m. until Noon Ocean City Convention Center *Release leadership brilliance*

We invite you to  
attend this  
FREE seminar

Open to members of:  
*Economic  
Development  
Committee*

*HMRA*

*OC Chamber*

**Purpose:** This program enables participants to discover and develop their brilliance as leaders so they can inspire engaged commitment that enables employees to achieve new levels of productivity and results.

**Process:** This program addresses the following topics:

- Why managing human energy is the key to long-term results.
- Five essential drivers of employee engagement for every organization.
- The Brilliance Methodology as a pathway to high performance.
- High-impact management and leadership behaviors that contribute to a highly engaged workforce.

**Payoff:** Owners and managers who attend this program will be ready to:

- Create (or refine) and communicate a contagious vision that engages their people.
- Recognize their individual role and responsibilities for fostering engagement.
- Document tangible action steps and their own commitment in an Engagement Action Plan.
- Serve as a change agent for high performance, encouraging employees to release their brilliance, rekindle their passion, and love their work.

*If you are able to attend, please RSVP by April 18th to [inquire@ocvisitor.com](mailto:inquire@ocvisitor.com) or 410.289.6733*

# Offer Your Guests Added Value...For Free!

Ocean City Recreation & Parks is offering a variety of family beach activities this season for free! Increase the value of a stay at your property by offering these programs to guests. It will add value to their visit, encourage them to come back for a return visit, and it won't cost you a dime! Below is a sample of some of the programs being offered. For more information, log on to [www.ococean.com/familyfun.html](http://www.ococean.com/familyfun.html)



**Movies On The Beach**

**Bonfires**

**Family Olympics**

**Concerts On The Beach**

## 750ML VS. 1 LITER: WHICH IS THE BETTER DEAL?

In the restaurant industry, the price of liquor can make or break your profit margin. Many times 750 mL bottles appear to be cheaper than the 1 liter bottle, but often, that is not the case. When you break down the price ounce, you will find the 1 liter is the better deal. If you like to see yourself, send us an email. We have a conversion chart that will help you to easily calculate the price difference of 750 mLs vs. 1 liters. In addition, the chart can price out your cost per drink and also your profit per drink. To have this handy calculator sent to you, email us at



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

## 50 YEARS IN BUSINESS AND STILL GOING STRONG

Kathleen Harman and her husband, Bill built the Ocean Mecca Motel in 1958. Now going into their 51st summer of operation, the Ocean Mecca continues to be an Ocean City landmark. We would like to take a moment to reflect on one of the original "Steel Magnolias". Kathleen has been in the hospitality industry since moving to Ocean City shortly after WWII. With her experience and new ideas, she was one of the original founders of the OCHMRA during its original inception

in 1960. She later served as the first president, when the OCHMRA reorganized in 1971. Her influence in the business is still strong, and can be seen not only in the Ocean Mecca Motel but also in the businesses of Bahia Marina and Fish Tales, operated by son Shawn and his late brother Steve. Son Stacy, now manages operations for the Ocean Mecca. We wish to thank Kathleen for her years of service, both to Ocean City and also to this organization.



*Kathleen Harman in 1997, being honored at the first "Steel Magnolias" celebration.*

**Brad & Rebecca Taylor** of the **Captain's Table** welcomed a new daughter, **Catherine**, born January 28th weighing 7 lbs. 9 ozs. **Lauren Taylor** is the proud grandmother.

Welcome to **Jerry Lewis**, new General Manager at **The Blue Ox Steakhouse and Raw Bar**.

Congratulations to **The Heidermans** and **Chris Celetti**, General Manager for **The Hobbit**. The Hobbit is slated to reopen this April. We can't wait!

Congratulations to **Travis & Jody Wright** of **The Shark on the Harbor** on their new location and their new home in West Ocean City.

Congratulations to **Joe Payne** of the **Clarion Fontainebleau**, voted **Food & Beverage Employee of the Year at the Maryland Hotel & Lodging Stars of the Industry Awards**.

Be sure to check out the **Quality Inn Beachfront's** new renovations including new carpeting, doors, light fixtures, as well as all new bedding.

Congratulations to **Greg Shockley** of **Shenanigan's** on being appointed to the **Maryland Tourism Development Board**.

Kudos to **Horizons'** in the **Clarion** on receiving the **Santé Restaurant Awards Wine Hospitality Award of Excellence in Hotel Fine Dining** for mid-Atlantic hotels. Horizons' was one of only 8 hotels that were nationally honored.

Congratulations to **Ben Paradee** on being named Regional Sales Manager, by allied member, **Royal Plus, Inc.**

Congratulations to **Steve Osborn & Chris Ruppert**, new owners of **Jonah & The Whale**. Both have been employed with the restaurant for the past 10 years.

**Restaurant Association of Maryland** has announced the nominees for this year's **Stars of the Industry Awards Gala**. Kudos to local favorites, **Seacrets** (nominated for **Favorite Bar & Tavern**), **Sunset Grille** (**Favorite Restaurant**), **Solstice Grill** in Berlin (**Favorite New Restaurant**) and the **OC Convention Center's Gary Leach** (**Chef of the Year**). Congratulations and good luck to you all!

Be sure to check out all the new updates at the **Princess Royale**. Renovations include all new linens (250 thread count), micro-gel pillows, all new furnishings including granite throughout and a 32" wall-mounted HDTV in each room.

Congratulations to the **Quality Inn Boardwalk** on a myriad of changes. First, they have new management, **Chris McFarland** (General Manager), **Jason Barrett** (Front office manager) and **Camille Brooks** (Assistant General

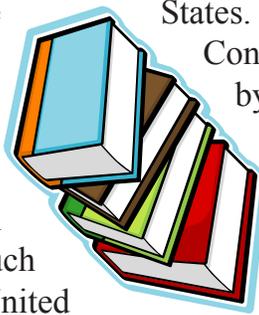
Manager). They are also in the process of an extensive remodel that includes complete remodeling of the lower penthouse, indoor pool, and 21 guest rooms. In addition, they are adding a game room, and a changing room and public restroom on the first level of the building. We can't wait to see the changes!

Welcome baby **Bo Michael Gehrig**, born on April Fool's Day, weighing 7 lbs. 3 ozs. Congratulations to **John Gehrig of D3 Corp.** and his wife **Amy** on their bundle of joy!



## OCEAN CITY LIBRARY NOW OPEN AND OFFERING FREE PROGRAMS

Take a moment to stop by and tour the brand-new Ocean City Library on 100th St. and Coastal Hwy. The new facility is open Monday through Saturday and boasts 35 computers as well as a wide variety of services. This is a great place for foreign students to access free email to keep in touch with family and friends outside of the United



States. The library will also be the location for free Conversational English Classes being offered by Worcester County. Four different levels will be offered for the beginner up to the more fluent. Classes will run from April until December. For more information, contact Cyndy Howell at 410.632.5656.

### Condolences

Our sincere condolences to **Susan Cropper** and her family on the loss of her mother-in-law, Naomi Cropper. Naomi was married to former mayor, Hugh T. Cropper, Jr. father of Susan's husband Hugh III. Our deepest sympathies on your loss.

Condolences also to **Lorenda Birch** on the loss of her husband, Curtis Birch. Lorenda owns and operates the Rideau Motor Inn.

# 5 Ways To Increase Your Sales and Marketing Momentum in 2008

Leora Lanz, HVS Marketing Communications • (referenced from HVS.com, January 9, 2008)

A resolution for 2008 is to think about how to maximize hotel revenue in ways other than increasing room rates, and continue to show value for our rooms and the hotel experience.

**W**ith family travel predicted to continue growing in 2008, it's time that hotels truly cater to families. Guarantee adjoining rooms. This is important to families and they will look elsewhere if this is not an offered option.

• • • • •  
**L**ast-minute getaways will continue in 2008. No need for inventory to go empty. Run a concise email-blast and promote the last minute deals. Invest in a pay-per-click campaign as well.

• • • • •  
**G**uests want deals on food and beverage too, especially if they're already spending lots of money at your hotel. Consider offering a dining credit of \$25 or \$50 if the guest is spending at least \$200 on the room. Offer the credit for the next night's stay to keep the guest on the property rather than looking for alternative dining experiences.

• • • • •  
**V**acationers are staying closer to home and traveling by car. Offer to reimburse guests for gas expenses. Gas is expensive and this offer can also gain you significant press coverage, due to the timeliness of the deal.

• • • • •  
**S**hare your news. If you're creating a new offering, value or package, promote it. Get your name out there frequently, and connect with guests. Communicate your packages internally so that employees know about specials before the guests. Make sure the special offering is on your website so that guests can find information quickly.

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## A LAYPERSON'S INTRODUCTION TO FLYING COURSE

Ever been curious about subject matter taught to pilots? Now is your chance to find out. Ocean Aviation, based at the Ocean City Municipal Airport, and the Ocean City Aviation Association (OCAA), will sponsor an introductory ground school course for those persons interested in, or curious about, subject matter taught to pilots.

To those seniors who often thought about, and others who wondered about, what it would be like to fly; take advantage of this opportunity to satisfy that curiosity.

Your instructor, Tom Oneto, has been provided by the Ocean City Aviation Association (OCAA) to conduct this FREE course. There will be no involved mathematics, scientific theory, or examinations — just a fun class. This is an introductory course, not a formal ground school or refresher course, and therefore all attendees will be beginners. All material will be furnished.

You will be introduced to aircraft and basic flight maneuvers, aviation weather, basic navigation, and air traffic control communications.

Seating is limited, so reserve your spot now! You must be registered to attend.

**Dates:** Thursdays,  
May 1-22, 2008  
**Times:** 6:30-8:30 p.m.  
**Location:** Ocean City  
Municipal Airport;  
Maintenance Hangar  
**Cost:** FREE  
**Contact:** Tom Oneto at  
410.641.6888 or  
oceaninfo@cs.com

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### STAFF

Susan L. Jones, Executive Director  
Amy S. Tingle, Event Manager

Jayne Sawyer, Sandy Patrick; Part-time Tourism Coordinators  
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