

January 2009

Message from the President

We have certainly had numerous changes this past year; the increase in the Maryland State tax, the increase in the Worcester County room tax, the smoking ban, the passing of the statewide slots referendum, the redevelopment of the town's official tourism website and the passage of a new federal law - the Virginia Graeme Baker Pool and Spa Safety Act.

Some of you may not know that we have relocated our offices to the mezzanine level of the Convention Center so please stop by to visit and say hello.

Our *35th Annual Spring Trade Expo* is scheduled for March 8th & 9th and the theme for this year is "Conserve While You Serve". This show is the association's primary source of revenue and therefore we ask that you encourage your vendors to exhibit and please plan to attend!

Best Wishes for a Happy, Health and Prosperous New Year!



Jon Tremellen
President



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UNIONS IN OCEAN CITY?

What you should know about "Card Check" Legislation

- Congress may soon be taking action on the "Employee Free Choice Act" (EFCA) also known as the "Card Check" law.
- Card check--the most radical revision of labor law since 1935--would allow unions to do away with secret ballots, a fundamental right in a democracy, and unionize companies simply by coaxing, cajoling or coercing a majority of workers into signing a union authorization card.
- Card Check came alarmingly close to being enacted in 2007 when the House overwhelmingly passed the fraudulently named Employee Free Choice Act. The Republican minority in the Senate eventually filibustered the legislation and President Bush threatened a veto.
- With organized labor looking for their return-on-investment for their political support in the 2008 elections, AH&LA expects a strong push by the unions to move this bill quickly through the new Congress in its opening weeks.
- Sen. Barack Obama, now President-Elect Obama, was one of the co-sponsors of the legislation in 2007 and has already declared that he will make card check "the law of the land when I'm president of the United States."
- Workers understand the dangers of card check, which is why 78% of union members support keeping the current secret ballot system, according to a 2004 Zogby survey conducted for the Michigan-based Mackinac Center for Public Policy.

January 13th • 1 pm • Convention Center

Please join us for a free seminar on Card Check Legislation

Tuesday, January 13th • OC Convention Center
1 p.m. • Room 208

presented by Gil Abramson,
Partner, Hogan & Hartson Law Firm

Please RSVP to 410.289.6733 no later than Friday, January 9th.
For more information on Card Check and an 8-minute video for to share with your staff, visit AHLA.com and click on "Governmental Affairs"

Welcome new members

Active

*Courtyard by Marriott
15th Street & Boardwalk*

Allied

*Applied Building Technologies
ASSE International., Inc./Aspire Worldwide
CIEE
FiltaFry
JLS Laundry Service
Miken Builders Inc.*

DINNER MEETINGS SCHEDULE

January 15

*Fresco's Fine Dining
Speaker - Jim Rapp with DLITE*

February 19

*Princess Royale
Speaker - Paul Hartgen,
Restaurant Association of Maryland*

April 16

*Castaway's
Installation of Officers*

March 8 & 9, 2009
Convention Center • Ocean City, MD

conserve
while you serve



at the 35th Annual Spring Trade Expo
presented by the
Ocean City Hotel-Motel-Restaurant Association
open to the trade only • no one under 21

additional
booths for
2009!

expanded
culinary
area!

more
seminars

www.oceancitytradeexpo.com
800-626-2326 x 2

Marketing To Women Over 50...by Marti Barletta, Trendsight™

Did you know that ...

- Women account for 80% of purchasing decisions?
- Women have 34 emotional outlets in their brains? Men have 2-4.
- Women ages 50-70 are your “primetime customer”? They typically spend 30% more on restaurant meals than the 25-34 crowd.

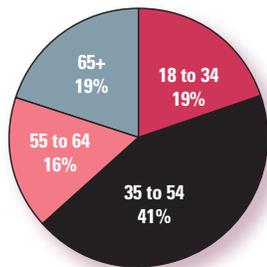
Are you marketing to these women? If you’re not, you may want to start. Here are some ways to target “Primetime Women”.

- Women like people. Men like things. Use people and pictures in your ads.
- Women tend to find edgy humor offensive, yet most ad agencies use this type of humor in their marketing. Make sure your marketing is appropriate for your target audience.
- Women want to feel welcome. They want to be able to identify with the person or the story.
- Forget the “empty nest”. These women are looking for their “next quest”. They’re trying to make up for time they lost while raising a family. They’re looking for experiences, romance, time with friends.
- Pick a theme. Volunteer vacations, girlfriend getaways, wining and dining are all ways to target the “Primetime Woman”.

For the complete presentation, visit www.trendsight.com. Username: maryland; Password: tourism.

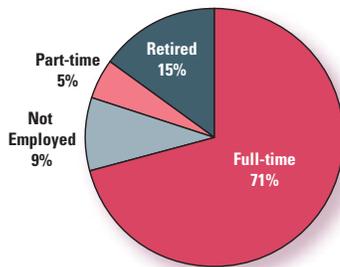
MARYLAND VISITOR PROFILE

Age of Head of Household



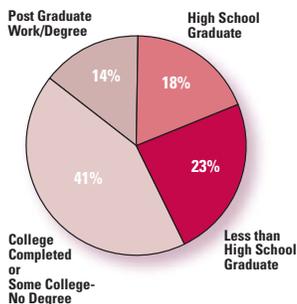
- Heads of households of Maryland travelers are 50 years old on average.

Employment Status of Head of Household



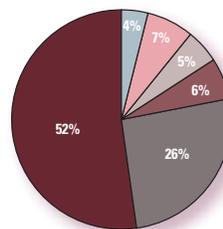
- Seventy-one (71) percent of heads of households of Maryland travelers are employed full-time, while 15 percent are retired. Almost one-third (30 percent) are employed in managerial and professional occupations.

Education of Household



- Heads of households of travelers to Maryland are well-educated, with 41 percent having completed college, compared to the national average of 37 percent. Eighteen (18) percent of heads of households have done post-graduate work, compared to the national average of 16 percent.

Annual Household Income



- Fifty-two (52) percent of Maryland travelers report a household income of \$75,000 or more. The average annual household income of the Maryland traveler is \$82,780, compared to an average of \$89,090 for U.S. travelers.

52%	\$75,000 and more
26%	\$50,000 to \$74,999
6%	\$40,000 to \$49,555
5%	\$30,000 to \$39,000
7%	\$20,000 to \$29,000
4%	Less than \$25,000



Ypartnership Predicts 2009 Travel Trends

While marketers of travel services may gladly bid adieu to 2008, the year ahead promises to be equally challenging as competition for travelers heightens, according to Peter Yesawich, president and CEO of Ypartnership, America's leading marketing, advertising and public relations agency serving travel, leisure and entertainment clients.

According to research conducted by Ypartnership, the travel intentions of Americans remain robust with 71% of active travel households planning at least one overnight trip during the next 6 months, the same as one year ago. "Our most recent tracking surveys reveal there is still plenty of demand for travel services in the marketplace for those who are aggressive and clever enough to capture it," says Yesawich.

Value Is King - Expect consumers to demand more in exchange for what they pay. They won't necessarily opt for the least expensive alternative, but they will shop aggressively to ensure they don't overpay for what they consider rightfully theirs in the current economic climate: a good deal. They are also more likely to purchase inclusively-priced travel services to exercise greater control over the total cost of the trip before they depart;

Both Vacations And Business Trips Will Get Shorter - Two thirds of active travelers who participated in the October 2008 travelhorizons(TM) survey stated that "staying fewer nights" was one of the strategies they intended to employ to manage the cost of their travel in the year ahead;

Consumers Will Use The Internet Differently - While the percentage of American travelers who go online to plan and purchase travel has remained essentially unchanged during the past two years (approximately two thirds), consumers are increasingly enamored of the Internet's ability to assist with comparison shopping. The growing popularity of meta search engines such as Kayak and Farecast that pull prices for competitive products and services from multiple supplier Web sites and display them in a user-friendly manner will accelerate this phenomenon;

Marketing Will Go Mobile - Almost eight of ten Americans own a cell phone, yet only 15% of them are Internet enabled. This percentage will rise quickly in the year ahead given the growing popularity of the iPhone(TM), Blackberry Storm(TM) and similar devices. With this growth expect more travelers to plan and purchase travel services with these devices. In fact, according to the 2008 NEXTGEN Traveler(TM) survey, fully one out of four "next generation" travelers plan to use their mobile phone or PDA to make or change travel plans (other than through voice communications) in the next two years;

All Vacations Are Not Created Equal - As revealed in a survey of over 4,000 adults conducted by Ypartnership for Walt Disney Parks & Resorts, vacations are increasingly perceived as an appropriate way to recognize certain life events (e.g. anniversaries, school graduations, retirement, etc.). Vacations taken to celebrate life events tend to be special by practically every measure: they are planned further in advance, budgeted at a higher amount, longer in duration, and include more people in the traveling party. Fully seven out of ten adults have taken a "Celebration Vacation" before, insight which inspired one of next year's most innovative promotional offers: free admission to any Walt Disney park on your birthday in 2009.

Going Green Is Good For Business - Although most Americans are unfamiliar with the term "carbon footprint," fully 85% consider themselves to be "environmentally conscious." An impressive four out of ten now state they would consider shifting their patronage to a travel service supplier that demonstrates environmental responsibility. Most, however, are not willing to pay a premium fare or rate to green suppliers as they expect them to be good stewards of the environment in which they operate;

There will be no shortage of challenges in 2009, according to Yesawich. "But the year ahead is also one that holds great opportunity for those who amend their marketing practices to reflect the manner in which consumers live, work and travel today."

For more information, visit www.ypartnership.com.

Congratulations to **Angela Maione** and Howard Elsroad on the birth of their baby boy, Riley Gavin, weighing 7 lbs. 11 ozs. **Angela** has worked for OCHMRA part-time during the summer season.

Welcome to **Angela Thomas** who recently joined the team at **OceanCity.com**. Congratulations to **Dr. Ernest Boger**, CHA, chairman and associate professor of the **Hotel & Restaurant Management Department at the School of Business and Technology, UMES** who was honored with a distinguished Emeritus status at the AH&LA "Celebration of Excellence". He was one of eleven people bestowed with this honor.

Welcome to **John Dooley**, new **General Manager of Centerplate**, the catering company that services the convention center.

Welcome **Lisa Lynch** of **The Commander Hotel**, who has graciously accepted the nomination to finish out the term of her late husband, **Tres Lynch**, on the HMRA Board of Directors.

Congratulations to **OCHMRA** for winning the **Tourism Advocate Award** for the room tax dedication initiative. Congratulations also to **Harrison Group, Greater Ocean City Chamber, and the Town of Ocean City** for receiving the **Industry Partnership Award for the Ocean City Air Show**.

Also winning an award was **Worcester County Tourism and OceanCity.com** for their **Wilds of Worcester campaign**. All awards were presented at the **Maryland Governor's Tourism Industry Conference** in November.

A belated welcome to **Rachel Pennington**, who joined the sales team at the **Princess Royale**.

Welcome also to **Lisa Fox**, the new salesperson of the **Greater Ocean City Chamber of Commerce**.

Congratulations to the **Hilton Hotel & Suites** on receiving the prestigious **AAA 4 Diamond Award**.



Condolences

Our thoughts and prayers are with the **Trimper Family** on the loss of **Granville Daniel Trimper**. Granville was a former **President** and active Board Member of the **Hotel-Motel-Restaurant Association**, and his grandson, **Chris Trimper**, currently serves on the Board of Directors.

Our sincere condolences to **The Shockley Family** on the loss of **Betsey Ingham Shockley**. **Betsey** worked for the **Greater Ocean City Chamber of Commerce**. Her nephew, **Greg Shockley**, owns **Shenanigan's Irish Pub** and **The Shoreham Hotel**.

Condolences also to **Annemarie Dickerson and Family** on the loss of her aunt, **Joanne Baker Johnson**.

Our thoughts are also with **Rose Brous** of the **Flamingo Motel** on the loss of her sister, Mildred Lewis Russell. Mildred was also aunt to **Joel Brous**, also of the **Flamingo Motel**.

Sincere condolences to **Steve Calter** of **Calter & Company**, on the loss of his mother.

Condolences also to **Evelyn Hallowell** of the **Visitor's Center at the Convention Center** on the loss of her husband Barry. Barry was also father to **Brad Hallowell** of **The Hotels at Fager's Island**.

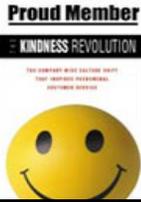
Downtown Association Holds Raffle

Sweetheart Getaway to Baltimore

Getaway includes an overnight stay at Baltimore's Tremont Hotel, dinner for two at Bertha's Mussels and a visit to the Baltimore Aquarium. Enterprise Rent-A-Car is providing a car for two days. Tickets are \$5 each and can be purchased by calling the Downtown Association. The drawing will be held on February 7th at a pancake breakfast honoring Granville Trimper.

www.downtownassociation.net
410.289.1413

*Sweetheart Getaway
to Baltimore*



The Kindness Revolution™ is coming!



From Ed Horrell, author of The Kindness Revolution

Here are some suggestions that any company, large or small, can implement to start a “Kindness Revolution™” in their business.

- Greet me with a smile and welcome when I walk in your business. This isn’t difficult and it’s not rocket science.
- Fix my problem when I have one. Don’t worry about how the ox got in the ditch...get it out!
- Listen to me...I’m paying you for gosh sakes.
- Show me some empathy...this problem is important to me!
- Don’t leave me in the dark if the problem is going to take some time to fix...keep me informed.
- Call me by my name...it shows regard for me.
- “Commit to performing one new ten minute act of exceptional customer service every day. Induce your colleagues to do the same. In a 100 person organization, this will result in 24,000 new acts of kindness and such is the stuff of revolutions.” - Tom Peters, author.

GANG IDENTIFICATION AND RECOGNITION TRAINING

The Ocean City Police Department presented a seminar to make business owners in our area aware of gang violence. Below is interesting gang information that you should be aware of. Should you witness an activity that you suspect to be gang-related, please call the OCPD at 410.723.6600 or email OCPD@ococean.com.

- No piece of graffiti is without meaning. If you notice new graffiti in town, please photograph it, clean the area thoroughly and notify OCPD.
- Salisbury, MD is referred to as “Crack City” in rap songs by Jay-Z.
- “Bloods” are the largest gang in Maryland. They are often denoted by a “dog paw” tattoo. They will show their “colors” by wearing red. This often includes sports jerseys and bandanas.
- “Crips” a rival gang, wear blue. Celebrity crips include Ice T, Ice Cube, Snoop Dog, and Eminem.
- Gang members will often wear sports jerseys because of their color and not team affiliation. If you notice someone wearing a hat of one color for one team, and a jersey of the same color for a rival team, their apparel may be gang-related.

TOP 10 MEETING TRENDS FOR 2008

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| <p>1 Green Meetings Interest in properties with sustainable hospitality or green programs is significant.</p> <p>2 Lightning Speed Wireless connectivity is way past being a novelty and is now an expectation.</p> <p>3 Laptops in the Meeting Room? Companies are starting to encourage the use of laptops in the meeting room.</p> <p>4 Save a Forest More than 80% of Benchmark RFPs, proposals and contracts are now delivered and returned online.</p> <p>5 Healthy F&B Requests to “make sure it’s healthy” have come back strong and “low carb” is not the only criterion.</p> | <p>6 Teambuilding Has Legs Teambuilding activities as part of a meeting are more popular than ever.</p> <p>7 Meeting-Package Pricing Solid Fewer meetings with a greater number of attendees per meeting is the current trend in the marketplace.</p> <p>8 It’s Never Been More Critical to be Current Vigilant monitoring of industry segments delivering business to your property is a necessity. Business is changing by the second.</p> <p>9 What’s Hot in Recreation It’s destination recreation: walking and biking through natural forests, touring historic sites...</p> <p>10 Interactive Event Web sites Benchmark properties report more interactive event web sites as a form of conference learning tools.</p> |
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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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