



Hospitality Hotline

Connecting the industry through
Advocacy, Education and Partnerships

February/March 2014

News from... THE BOARD OF DIRECTORS

Welcome New Members

Active

Barn 34 (formerly of Pirates Den)
34th St & Coastal Hwy.

Allied

Share Tech Solutions

SandFest coming late August

We are pleased to announce a new event has been slated for late August. TEAM Productions is organizing a SandFest which will bring in professional sand sculptors beginning August 18th. Along with their building 10 giant sculptures, there will be amateur contests, demos, clinics and other activities. The sculptures will be on display until September 1st. We'll need your help to spread the news to your customers! Stay tuned for details!

EARN Grant Received

The grant has been awarded and we are in the information collection stages for this endeavor. This industry led initiative will allow us to assess skills gaps for hospitality. In order to assess what's needed and implement structure for change, we need your participation. There are three meetings planned where you can share input. Please try to attend one of them: Feb. 5th after the EDC meeting approximately 10am at Carousel, February 19th at 9am at the Chamber or March 6th at 8:30am at the Carousel.

MidWeek Summer Splash

If you haven't already done so, please make sure to send us your promotion for the Midweek Summer Splash. This promotion is designed to encourage summer travel Sunday through Thursday.

Rebel Chef Creates an Adventure in OC

Winner of the second season of Food Network's Extreme Chef, Terry French will be taking attendees on a culinary adventure as he takes the stage on **Sunday, March 9th at noon** during the 40th Annual Ocean City Spring Trade Expo. Otherwise known as the "Rebel Chef," Terry, will lead folks through a Taste of the South Pacific during his demo, alongside him will be Papa's Pilar Rum.



Born in Evansville, Indiana, French grew up cooking with his family, crediting his upbringing for most of his foraging abilities during the Extreme Chef competition. His father taught him how to hunt and fish at a young age. Before graduating from Scottsdale Culinary Institute and apprenticeships in continental European and Asian cuisine, Chef French served in the US Navy completing two world tours. Chef French also spent nine years as a tournament fisherman, nine years as a first mate on a sport-fishing boat, and is a US Coast Guard licensed captain. (cont'd)

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(cont'd)

While serving in the Navy in the late 80's early 90's, Billy Idol's song, "Rebel Yell" gave he and his fellow mates' constant motivation. "Rebel" seemed to stick. To Terry, being a rebel means *not* following standard procedure and always looking for another way to do something. He is all about following passion and being true to one's self.

During his time in the Navy, he worked on F-14's and F-18's, later being assigned temporary duty in the produce section where everyone took a turn. His cooking skills were noticed by Navy senior officers when he took dehydrated shrimp and mixed it with canned jalapenos, canned pineapples and canned maraschino cherries. The dehydrated shrimp soaked up the juice and became an instant hit leading to opportunities to smoke cigars and play cards with senior officers.

You can watch him create a little magic on the **"Red, White & Brew Stage" beginning at noon on March 9th.** This stage is located on the Lower Level in the new Dockside Hall.



Food Network Competitor, Chef and Sugar Artist Featured

The OCHMRA Expo has three exhibit halls and located on the second level is the Bayfront Ballroom. The Ballroom will feature sugar artist Chef Steven Weiss. Appearing on Food Network's "Sugar Inventions" six times and on the networks "Sugar Impossible, Flying Sugar and Pastry Daredevils," Chef Steve is a true professional. Currently, he is the Hospitality and Culinary Arts Program coordinator for Blue Ridge Community & Technical College in Martinsburg. Chef Steve's specialty is sugar work, a process that melts sugar that he then he molds into artistic pieces. His motto has been learning not to give up, in the end - you must complete your task and have fun doing it. "If you don't try, the end result is always a mystery," notes Weiss.

Born in Newburgh, New York located in the Hudson River Valley, living in a predominately Italian household Chef Steve was introduced to many wonderful ingredients and foods. However, becoming a Chef was not on the radar at that time, the culinary bug didn't catch hold right away. Chef Steve went to Dutchess Community College where he minored in Electromechanical Technologies finally receiving a degree in the Graphic Arts. From there he moved to Carlisle PA where his parents had just opened a small Italian restaurant. While working there for a year he decided that culinary school was the next step. Chef Steve then enrolled and graduated with honors from Baltimore's Culinary College with a degree in the Baking and Pastry Arts. A highlight of his career was winning gold at the 2000 Culinary Olympic Tryouts in New York for Pastry where Chef Steve was asked to become a member of the 2000 Eastern Regional Culinary Olympic Team that competes worldwide.

You can watch Chef Steve's amazing talents during the Expo, **beginning at 11:30am on Sunday and at 12:00pm on Monday.** He will be located on the second level in booth # 2000 – 2001.



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BOARD MEMBER SPOTLIGHT: *Dave Robinson*

Dave Robinson, graduated from Western Kentucky University in Business and Economics and has spent 37 years in the hospitality industry. Beginning in the food side of the business and migrating to become General Manager of 7 different flagged properties including Singer Island Hilton, Denver Holiday Inn and Pittsburgh Crowne Plaza. Dave spent 15 years of those years as Regional Vice-President in multi-unit management for Servico/Lodgian and simultaneously was the Corporate Vice-President of Food and Beverage for Lodgian, a former lodging company of 60 hotels.

Seven years ago when a change in lifestyle was in order (i.e. less time on an airplane), Dave moved back home to join Boardwalk Hotel Group. He brought with him his acquired experience and the years and miles of traveling to help make other people better at what they do. He also enjoys helping to provide his customers with exceeded expectations, Dave said, "it's what keeps the hotel business fun." Dave has been married to Janis for 42 years and they have 1 son and 2 grandsons.



DOCKSIDE DEBUT

As construction has been underway for a Performing Arts Center inside of the Ocean City Convention Center, the building has also added a new waterfront hall on the lower level; Dockside Hall. Expo Attendees will be able to "Toast Our Coast" as they explore this hall and wander through 20 booths filled with local craft brews and wines. Additionally, there are another 30 booths featuring the latest and most innovative products on the market.

Another feature of the Dockside Hall is the "**Red, White & Brew Stage.**" In addition to seeing the Rebel Chef on this stage, the new culinary area will feature other chef demos and discussions. At **3pm on Sunday**, local chef and culinary instructor, Tony Hilligoss, CCE® will guide attendees through the art of home brewing during his creation of an oyster stout. Oysters will be provided by Martin Fish Company which has been operating out of the West OC commercial fishing harbor for five generations. In 2012, Hilligoss was inducted into the American Academy of Chefs® (AAC®), the honor society of the American Culinary Federation. Tony and his wife have recently opened, Brews Up, a new supply store offering beer and wine making classes.

Another inductee into American Academy of Chefs® (AAC®), and Maryland's Chef of the Year 2009, Gary Leach, will dazzle attendees with his creation utilizing Jesse James Original, Honey and Spiced bourbons on **Monday, March 10th at 11:30**. Jesse James Dupree is also the multi-platinum selling Jackyl who entertains crowds on the OC BikeFest stage.

The Red, White and Brew Stage will also be a hotspot during **WOCM Ocean 98.1's HeadRush Orange Crush** competition. It will no longer be a secret who has the best crush as local bartenders from Ocean City, Fenwick Island, Dewey and Rehoboth Beach compete. Details are still being finalized at press time, so be sure to check out the Expo website, www.oceancitytradeexpo.com for details.



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Expo Offers Opportunity to Learn

Educational sessions, designed with operators' challenges in mind, will run throughout the two-day Expo and will be located in Room 209 on the second level. "People in our industry are always short on time; however, it is vital for them to figure out best practices and products. As the producer of the largest mid-Atlantic trade expo, our goal is to help facilitate that process. For 40 years, we've been connecting hospitality buyers and sellers," stated Expo Producer, Susan Jones.

Hospitality and foodservice consultant, Nick Mautone will lead two of the educational sessions. As the Managing Partner of Gramercy Tavern, Mautone helped create and maintain what became the number one rated restaurant in New York, widely considered one of the best restaurants in America and on anyone's list for one of the best in the world. He has been a contributor to Everyday with Rachael Ray, Cargo and Chow magazines. Nick has appeared on 30+ television and radio shows discussing food, wine and spirits, as well as teaching at the Institute of Culinary Education. He is a Board Member with the Manhattan Chapter of the New York State Restaurant Association.

At press time, here was the lineup:

Sunday, March 9th

12:30pm - *Understanding and Using Google Analytics* - Presented by D3Corp

1:30pm - *10 Tips to Enhance the Hospitality Experience* - Presented by Nick Mautone, Mautone Enterprises

2:30pm - *Reviews, Reputation, and ROI: Getting the Most out of TripAdvisor and Your Online Presence* - Learn how to take advantage of the world's largest travel community. Sean Russell, Territory Manager for the Americas will discuss tools, tips, and stats to help you make the most of your TripAdvisor listing.

3:30pm - *What Do Your Customers Think - Tips for Customer Experience Management* - Learn how to become customer centric and build repeat business by listening through multiple channels, operationalizing feedback and reengaging customers who've had poor experiences. Presented by Tobin Bennion, Medallia

Monday, March 10th

12:00pm - *Creating an Integrated, Effective & Profitable Beverage Program* Presented by Nick Mautone, Mautone Enterprises

1:00pm - *OTA Distribution and Direct Bookings* Join TravelClick to discuss ways to drive more direct bookings through your website. We will discuss the Expedia "billboard" affect and how to properly manage/play with the OTA's. This important conversation will give you tips & tricks on what you can do to drive more business through your own booking engine. Presented by Ryan King, TravelClick

2:00pm - *Hungry for Profits? How Mobile Marketing Can Help Drive More Customers to Your Restaurant* -Did you know that 47% of all restaurant searches are done via a mobile phone? And, that 60% of all mobile restaurant searches will convert to a paying customer within one hour! ATS Mobile, specialists in mobile marketing for restaurants, will give you information on how to earn more sales through mobile marketing. Presented by ATS Mobile

3:00pm - *Wireless Hospitality Solutions* -Learn how to improve customer care while decreasing costs. Presented by Delmarva Two-Way



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NEW

A new twist this year will also be a featured barista. This latte art can be viewed in Eastern Shore Coffee & Water's booth 228-229 on the lower level in Exhibit Hall A/B. **She will be showcasing her talents at 12, 2 and 4pm on Sunday and 12 and 2pm on Monday.**

Finally, in the second level ballroom, the **Worcester County Department of Liquor Control will showcase their impaired driving simulator.** This simulator allows individuals to sit in the computerized driver seat and try to control all aspects of a driving situation at varying levels of blood alcohol concentration. **The car will be in operation from 11:00am – 3:00p.m. during both days of the Expo and will be located Booth 2703.**

The Expo is only open to hospitality professionals, therefore to attend; guests must be in the lodging or dining business, a liquor store, convenience store, cafeteria, nursing home, hospital or school, etc. **Free pre-registration is available until February 27th, after that, you may register on-site for \$15pp with proof of being in the industry.** For more information, check out www.oceancitytradeexpo.com or call 1-800-626-2326, ext 2.



**Member
highlights**

Congratulations to **Bill Sandorff**, who joined the team at the **Grand Hotel** as Director of Sales. **Christie Boden** has been promoted to new Director of Sales at the **Fenwick Inn**- Congratulations! Congrats to **Steve Taylor, Ayers Creek Adventures**, who has been named the new Executive Director of **Worcester Youth & Family Counseling Services**.

Condolences

Our condolences to **Jack Hubberman, JR's Ribs**, on the loss of his wife Jackie. Also condolences to **Darren Shaffer, Phillips Seafood Restaurant**, on the loss of his mother. Condolences to **Brittany Sharp, OC Chamber of Commerce**, on the loss of her father.



Wanna get more involved?

Volunteer at the OCHMRA 40th Anniversary Trade Expo!

EMAIL SUSAN AT SUSANJONES@OCVISITOR.COM
TO CHECK ON TIMES & AVAILABILITIES.



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January Dinner Meeting



Cory Walsh & Jim Simon, Taylor Bank, Jay Warrington, Northeastern Supply

Deb Carven, APPI Energy, Toni Franks, Courtyard by Marriot, Lauren Taylor, Captains Table



Michelle Melson, Parties Your Way, Drew Melson, JoAnne Hunsicker, OC Convention Center



Nick Mautone, Patricia Smith, Castle in the Sand, Greg Remeikis, Cohn Reznik



Daryl Calhoun, US Foods, Karen Bresnahan, Coca Cola, Tony Bernier, US Foods



Dr. Ernest Boger, Susan Callahan, Chris Prosser, UMES

Susan Jones, Executive Director - Liz Walk, Event Manager
Kendra Paulman & Jayne Sawyer, Tourism Coordinators
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