

Winter 2012

**Message from the President**

Happy New Year Everyone!

2012 promises to be a terrific new year for those of us in tourism. Our partnership with Maryland Life Magazine to place our HMRA brochures as an insert in their magazine proved to be a successful and prudent way to target distribution. We will continue this in 2012, so please place \$\$\$ in your advertising budget to support this venture.

The Tourism Advisory Board (TAB) that I mentioned in the last newsletter has presented the Mayor and City Council with two potential options to continue forward in a definitive way to chart the course in building Ocean City's economy and image through tourism and destination marketing. Changes in city personnel have slowed this progress, but we are determined to have positive, productive results with a viable reorganization.

Our 38th Annual Spring Trade Expo will be March 4 & 5. We are now the only tradeshow of our kind in Maryland. We are fortunate to have the Maryland Restaurant Association and Maryland Hotel & Lodging Association partner with us on informative seminars and exciting new culinary demos! The Expo is the backbone of our existence...you are terrific in sending us your vendors as potential exhibitors. Keep up the great work! Your help enables the Expo to continue to thrive in the current economy.

Free VIP Pre-registration for hospitality attendees is available online. Register now at [www.oceancitytradeexpo.com](http://www.oceancitytradeexpo.com).

2012 brings us many exciting events including the Susan G. Komen Race for the Cure, held in Ocean City for the first time, on April 22nd.

Cheers to a prosperous year!

Mary Eastman,  
OCHMRA President  
Cayman Suites



**Ocean City Takes Home Awards  
at the Maryland Tourism & Travel Summit**

Congratulations to Melanie Pursel of the Greater Ocean City Chamber, recipient of the **Audrey Davenport Hospitality Award**. The award is named in honor of a Maryland Tourism Council past president legendary for exceptional customer service.

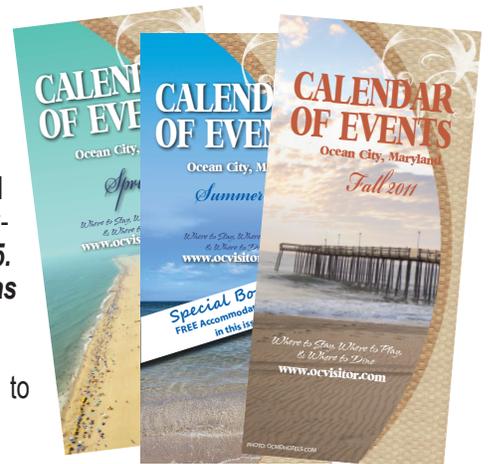


Also winning an award was Harbor Day at the Docks, an annual event produced by OCHMRA, the Greater Ocean City Chamber of Commerce and Worcester County Tourism. Thanks to the additional funding provided this year through the OC Tourism budget, Harbor Day was able to reach a broader audience. These efforts were recognized with the **Industry Partnership Award**.



**DON'T MISS OUT ON THE MARCH/APRIL  
INSERT IN MARYLAND LIFE MAGAZINE**

Don't miss out on the chance to promote your business to the affluent readers of Maryland Life Magazine. In place of our seasonal brochures, our association puts together inserts for the March/April, May/June and September/October issues of Maryland Life Magazine. **Ads start at \$555. Deadline for March/April issue has been extended to January 13th.**



Call Amy or Susan at 410.289.6733 to reserve ad space.

## Welcome new members

### Allied

Barmetrix

Brandywine Assisted Living at Fenwick Island

Chutes International

Creative Day Spa

DBS Inc.

Duhart Co.

King Audio Visual

Micros Systems- Mid-Atlantic Region

Northeastern Supply

Orkin Pest Control

Paws & Claws Etc.

Savoy Brown Food Service Consultants

South Paw Pet Resort

Super Fun Eco Tours

Susan G. Komen – Race for the Cure

### *Dinner Meeting Schedule*

JANUARY 19  
*Dunes Manor*

FEBRUARY 16  
*Fresco's Fine  
Dining*

APRIL 19  
*Harrison's Harbor Watch  
Installation of Officers*

"If you'll not settle for anything less than your best, you will be amazed at what you can accomplish in your lives."

--Vince Lombardi,  
American football coach

## MARKETING FOR THE 2012 SEASON

As the new year begins so does the time for planning your 2012 marketing strategy. To stretch your marketing dollar be sure to take advantage of the following promotions (most of which are FREE!). We will add the deals you send so they appear on our site, [www.ocvisitor.com](http://www.ocvisitor.com). In addition, these deals feed directly into the Town's site database and appear on [www.ococean.com](http://www.ococean.com). Here are the 2012 dates and program descriptions. If you already have programs in place, feel free to name them to fit into our categories....



### Salute to the Services

This discount program is tailored to fire, ems, police and military personnel. Begins on Armed Forces Day May 19th and runs through Fireman's Convention until June 22nd. [www.salutetothethestervices.com](http://www.salutetothethestervices.com).



### Rodney Saves

You have carte blanche with this one....can be a value added item, discount, anything you want. Promotion is up all year, you name date restrictions if you want them.



### Super Saver Sundays will be replaced with NEW Summer of Thanks

The Town is launching a "summer of thanks" campaign. This is your chance to show visitors you appreciate them.....again, make it whatever you'd like; free appetizer/drink, percentage off 4 entrees, complimentary t-shirt w/ 2 entrée purchase, stay a minimum number of nights and get one free, 20% off 7 night stay, beach chair rental with 4 night stay, etc. You set criteria and black out dates --- for example, you may want to offer only mid-week.



### Restaurant Weeks

We set price points of \$10, \$20, \$30 & \$40 and you develop a creative menu within one (or more) of those price points. May 6 – 20 and October 14-28. [www.oceancityrestaurantweek.com](http://www.oceancityrestaurantweek.com)



### Hotel Week

This promotion is targeted to reach visitors who do not return to school until after Labor Day. The promotion takes place in late August and features Beach Bargains and Free Nights. Beach Bargains are 3nt stay 15% discount, 4nt stay 20% discount, 5nt stay 25% discount; Free Nights are stay 3nts get 4th free, stay 4nts get 5th free, stay 5nts get 6th free. Promotion runs from August 19th – 30th. [www.oceancityhotelweek.com](http://www.oceancityhotelweek.com)



### Susan G. Komen Race for the Cure

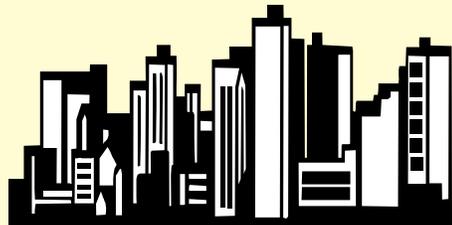
April 22nd - hotels/motels can offer \$2/nt or minimum of \$100 donation and have your Hotel name and Race rate linked on official race page.

Congratulations to the happy couple, **Kim Lutch (Becker Morgan)** and **Bradley Gillis (Sperry Van Ness)** on their recent engagement.

Kudos to the following **Sysco Eastern Maryland** employees on their recent promotions: **Fred Lankford**, promoted to Senior Vice President of Distribution Services for the Sysco corporate office based in Houston; **Mike Ger-shenfeld**, promoted to President of Sysco Eastern Maryland; **Gary Dutton**, promoted to Vice President of Merchandising and Marketing; and **Bill El-rick**, promoted to Vice President of Territory Sales.

Job well done to **Shawn & Donna Harman** and staff at **Bahia Marina/Fish Tales** who raised \$54,000 for the **American Cancer Society** from their Poor Girl's Open event.

Congratulations to the students of **Parkside Culinary Arts** who represented the **Delmarva Chefs and Cooks As-sociation** at the Chowder Cook-off at Coast Day. Their team beat the First State Chefs Association.



**BUSINESS AWARDS:** Congratulations to **Frontier Town Campground** for being named one of the “**Top 10 Favorite Parks in North America**” by Woodalls (producer of the most comprehensive and reliable campground di-rectories available). In addition, Frontier Town earned Woodalls’ coveted “5W Rating” the top rating a campground can receive.

## CONDOLENCES

**Our sincere condolences to the following families on their loss...**

**DAWN NOCK & FAMILY (Princess Bayside)** on the loss of her mother, Nancy Watson.

**PATRICIA & MICHAEL SMITH & FAMILY (Castle in the Sand)** on the loss of their son, Andrew Michael Smith.

**JOHN & ERICA MARTIN & FAMILY (Martin Fish Company)** on the loss of their grandfather, John W. "Pop" Martin

**BOB POMERANZ & FAMILY (Cayman Suites)** on the loss of wife, Julie

## SEASONAL WORKFORCE UPDATE

Recently, the Department of the State's Deputy Secretary Bureau of Educational & Cultural Affairs met with local busi-ness owners to discuss the J1 Visa program. In light of the incident in Hershey, Pennsylvania, Secretary Hilary Clinton has ordered a review of the program and it is possible there could be changes that affect seasonal employers. Unions are advocating that 100,000 American jobs are lost to J1 Visas annually.

In order to keep the program in its current form, we need your help to send a message to Congress. The Department of State has authority over sponsors. To penalize businesses who rely on J1's is not fair; regulating the number of hours and job types would also be detrimental to businesses. It would be helpful to site the positive interaction and cultural exchange your American employees have with the J1's.

**Messages can be sent to:**

**Rick Ruth - Department of State - [j1visa@state.gov](mailto:j1visa@state.gov)**  
**Congressman Andy Harris**  
**Senator Barbara Mikulski**  
**Senator Ben Cardin**

To find contact information for the above elected officials, visit [www.mdelect.net](http://www.mdelect.net) or call our office at 410.289.6733.

# MARK YOUR CALENDAR! .....

Lodging, Dining & Attractions... **Register online to attend!**  
If your business is not in these categories, call us to exhibit. **Booths starting as low as 550!**

**38th Annual**



**SPRINGTRADEXPO**  
Ocean City Hotel-Motel-Restaurant Association

The Ocean City Hotel-Motel-Restaurant Association

# Spring Trade Expo

**March 4 & 5, 2012**

*Sunday: 11 am-5 pm*

*Monday: 11 am-4 pm*

**OC Convention Center  
Ocean City, Maryland**



*exclusively for the trade • no one under 21 admitted*

**FREE VIP registration at [www.oceancitytradeexpo.com](http://www.oceancitytradeexpo.com)**



**ADA Regulations Overview & Update for New Standards**

Wednesday, January 18th  
Clarion Fontainebleau  
9:30 am - 3:30 pm



**2010 ADA Standards  
for Accessible Design**

Questions about ADA Compliance? The ADA has several free resources to address questions you may have.

[www.adahospitality.org](http://www.adahospitality.org) • 1-800-949-4232

Or join us for an informational seminar this month!  
Details at left. Visit [oceancity.org](http://oceancity.org) and click on Events to register.

## Staff

Susan L. Jones, Executive Director

Amy S. Tingle, Event Manager

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

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