



# OCHMRA Gazette

Fall 2006

## Message From The President



As the summer of 2006 turns into fall, it is time to reflect on our successes and challenges of the past year. We operate our businesses in a highly competitive, risky segment of the economy. It is refreshing and rewarding that the OCHMRA exists to aid its members and the visitors to Ocean City.

Several issues fact the OCHMRA in the next year. The state and local elections this fall will have long term effects on our businesses. The elections will determine future tourism funding for our town, smoking bans, and most controversial the fate of slots. We need to protect ourselves from additional utility increases. Most importantly, the OCHMRA needs to protect and expand its market share of tourism dollars. Our past success and current position allow us to be positive in our attempts to solidify our businesses and organization.

In October, the OCHMRA, will probe itself with a professionally-led strategic planning session. This exercise will permit us to move forward with a sense of the past and a strong, positive vision for the future.

I am not only proud to be your president, but I am looking forward to the challenges of holding this office.

## We're Out There!

We've had some exciting things going on here, and most are due to efforts to bring business to town.

Our well-placed advertising has generated 14,784 leads to whom we have sent the "Sea For Yourself" visitor's guide. From those leads we were able to garner 3,621 valid email addresses of people who specifically requested information.

Our next step was to have an attractive Tar-

geted E-ad designed. Now we are in business. Not only can we send information to people who are interested, but we can track which links they found best suited them. For instance 12% clicked on Hot Deals which lead them to our non-commissionable online reservation link.

Our line-up of publications where our ads appeared both singularly and as co-ops include:  
**Better Homes, Travel Meredith, Ladies Home Journal, Country Home, Coastal Living,**

**MORE, Great Vacation Getaways, Midwest Living, Recreation News, Baltimore Sun March Travel Section, Baltimore Sun May Beach Guide, Pittsburgh Post Gazette, Southern Living, USA Weekend, AAA Mid-Atlantic Tourbook, Maryland Life, Chesapeake Life, Baltimore Magazine, Guest Quest and oceancity.com.**

If you are interested in co-op advertising, call Susan. She coordinates these opportunities near the end of the year.

## Mark Your Calendar For Expo 2007

Pretty amazing, here we are making plans for the 33rd Annual Ocean City Hotel-Motel-Restaurant Association Spring Trade Expo Sunday & Monday, March 4 & 5, 2007.

We have sent out contracts, and have gotten quite a few back. We are beginning to get inquiries as well.

Actually we do work year-round in preparation for this very important event.

Our major brainstorming involves developing a theme which is crucial in giving our show a

uniform look and feel. All of our publicity, decorations and marketing efforts are centered around our theme.

For 2007 it is "Building Business At The Beach". This works for both the exhibitor and the attendee. The exhibitor (seller) builds up accounts, and the attendee (buyer) uses the product to build his/her business. All of this is done with the relaxing casual feel of being at the beach.

Indeed, the convention center staff makes the show run very smooth, and stress-free for

everyone.

Hotel rates are discounted, and many of our restaurants are running specials. Fortunately, the OCHMRA Spring Trade Expo generates a good amount of business for both.

We definitely need your support, not only as a volunteer, but as an attendee.

Also, we invite you to take a look at our new trade show website [oceancitytradeexpo.com](http://oceancitytradeexpo.com). This will be a big help when people search for trade shows.

**SEE YOU AT EXPO '07**

# Hospitality Highlights

The phones were ringing, the hotels put up no-vacancy signs, visitors staked out their space on the beach, restaurants cooked up tasty specials and fishing tournaments doled out big wins. That's how our season works, and we love it. And through it all, our members continued to make news.

**Ginger Fleming** of the **Hospitality Hotel Group** and her husband, **Frank**, are beaming these days about the birth of their daughter, **Madeline Grace**, on June 29.

**Sophia Ghanayem** of the **Comfort Suites** and her husband, **John**, welcomed their precious daughter, **Alyssa**, on January 27.

**Steve Triglia** has moved to the **Carousel Resort Hotel & Condominiums** as the Condo Association Manager. Of course, with his extensive hotel experience, you can see him taking charge wherever

needed.

**Bill Herbst** of **La Hacienda Mexican Food & Spirits**, and **Rick Weber** of the **Bonfire Restaurant**, showed their talent and made the cut for the first-ever St. Joseph's Pressure Challenge featuring golfers from across the nation. The tournament aired in May.

**Chef Paul Suplee** of the **Embers Restaurant & Chop House**, has a few talents outside of the kitchen. One is as an author. His book *The Heart of a Kitchen* is a delightful read in which Chef Paul combines wonderful stories with sumptuous recipes, and sprinkles it all with a grand sense of humor. This is a good gift idea for the holidays. You can purchase a

copy at our office.

**Cole Taustin** of the **Embers Restaurant & Chop House** recently received an associate's degree in culinary arts from the College of Culinary Arts at Johnson & Whales University. **Congratulations and Best Wishes to All!**

**Welcome New Members**  
**Active**  
**Layton's 92nd Street**  
 Terry Layton  
 9204 Coastal Hwy.  
 Ocean City, MD 21842  
 410-524-4200  
**Associate**  
**The Dog House**  
 Jerry Samuel  
 11505 Coastal Hwy.  
 Ocean City, MD 21842

## Major Event "Paint O.C." to Debut Oct. 5-7

**The Art League of Ocean City** has an exciting town wide special event on tap, and you are invited to participate. It is called "Paint O.C." a plein-air (outdoors) painting event, Oct.

5 - 7. The artists will set up their easels at a variety of places including: the Boardwalk, beach, harbor, and various restaurants around town.

The Art League of Ocean City is a non-profit organization dedicated to promoting the arts in Ocean City.

On Oct. 7, from 7 - 9 p.m. the artists will show and sell their work during a reception at the **Carousel Resort Hotel & Condominiums**.

With your help, this could become an annual event. As a sponsor, your establishment will be listed on tee shirts worn by the artists, on maps of

painting locations, on signage posted around town and in all publicity. In addition, your patrons will certainly be entertained by keeping track of the progress of an accomplished artist before and after their meal.

Sponsorship is \$250. To take advantage of this opportunity, please contact **Rina Thaler** at 410-726-7768.

---From John Fager

Thanks to my generous friends who supported our summit of Mt. Whitney in the beautiful Sierra Nevadas with monetary donations. It was a great success as everyone in our group summited and returned safely.

The funds we raised for the "Rowell Fund for Tibet" will go directly to Tibetan children and related projects to preserve their fragile culture. If you did not have a chance to contribute, now will be okay. We are glad to accept donations in \$100 increments and we have matching funds.



# Mark Your Calendar



**Corey Davis Golf Benefit** Sept. 6 at the Ocean City Golf & Yacht Club to raise money to help the Davis family with medical bills not covered by insurance. Corey was in a motorcycle accident in June and needs long-term rehabilitation. Four Man Teams \$350. Hole Sponsors \$100, Raffles, 50/50, and lots of neat prizes. Call Chuck Davis, 410-726-7632 for more information.

**Great Scott Broadcasting & Landmarks Marketing Group Announce; Power Market 2007**, Tuesday September 19, 8 a.m.- 4 p.m. **Dr.Unks**, West Ocean City. You can see eight marketing people in two hours, complete with food and beverage. This time management event will allow you to plan a balanced marketing plan for the 2007 season/year. You will have a 2 hour time slot during which you will rotate every 15 minutes. Bring your budget, and please be prompt. Call Sandy at Landmarks to schedule your time slot 443-871-0861. **Space is limited!**

**Walk to D'feet ALS (Lou Gehrig's Disease)**, Saturday Sept. 30, Registration 9 a.m. The three mile walk begins 10 a.m. Ocean Pines Swim and Racquet Club.

Call Anita & Ken McLaughlin, 410-208-9674. Registration or donation can be made online at [www.ALSinfo.org](http://www.ALSinfo.org).

**Ocean City Lions Charities Inc. Golf Tournament to Benefit the Wounded Military Heroes from the Iraq and Afghanistan Wars.** Wednesday, Oct. 4, Ocean City Golf Club Seaside Course. Registration 11 a.m., range opens at noon, tee time 1 p.m. Call Norm Cathell, 410-641-0778.

The **Ocean City Hotel-Motel-Restaurant Association** in conjunction with **Quality of Life for Seasonal Employees Task Force** will present the **Employer Conference on Foreign Labor Issues** at the **Carousel Resort Hotel and Condominiums** on November 14, 8:30 – Noon. This program will feature speakers from the Department of Homeland Security focusing on US Citizenship & Immigration Services, and US Immigration & Customs Enforcement. Also from the Department of State concentrating on the Office of Exchange Coordination & Designation. After the introduction of sponsors, a panel discussion with the speakers will be held. More information on this important seminar will be forthcoming closer to the November 14 date.

## License To Serve

In June, the Education Committee of the Ocean City Economic Development Committee and the University of Maryland Eastern Shore Hospitality Training Institute offered "License to Serve" as the annual customer service seminar. Doug Price CMP, senior vice president of Professional Development, Destination Marketing Association captivated a room full of front-line employees with his formula on how to effectively greet, listen and handle visitor problems. Below is a sample of his wisdom, which is designed to give employees a fresh perspective toward service in performing their job. You should be:

- Motivated & confident as you interact with visitors and fellow workers.
- A True Ambassador inviting visitors to return again and again. Understand that

visitors' needs take precedence over co-worker discussions, make eye contact, and ask if you can be of assistance. The amount of small talk with a visitor should be in proportion to the time you spend with a visitor.

- A Good Listener. Practice giving the gift of silence, if you think you know what someone is going to say—let them say it.
- Able to take ownership of a problem early in the process; then you'll see a noticeable shift in the visitor's attitude. When you see a problem through to the end, and deliver optimum visitor service, visitors will leave happier when it is resolved beyond their expectation than if they experienced no problem at all!

In the end understand that businesses employ people like you to manage their operation while providing outstanding customer service.

**Danelle & Mike Amos** of the **Beach Walk Hotel** are definitely in the right place on the Atlantic Ocean. Their daughter, **Saylor Elizabeth**, was born two days before the Poor Girls Open which Danelle usually fishes. It was suggested that if she were born on the Amos' boat she indeed would be a sailor, hence the name. Also, her initials are SEA. She made her appearance August 15 at 6:03 p.m. weighing in at 6 lbs 3 ozs. Congratulations.

### Our Condolences To

**John Trader of Liquid Assets** and his entire family on the loss of his father  
**Dr. Halcolm Bailey**  
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**Rebecca Barnett** and her entire family on the loss of her son  
**Ken "Kenny B"** of **White Sands Creative**  
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**John R. Grim III** and his entire family on the loss of his wife  
**Dr. Annette "Anne" Ezell Grim** of  
**Delmarva Chefs & Cooks Association**  
\*\*\*

**Frank & Nancy Hanna** of **Harpoon Hanna's Restaurant** and their entire family on the loss of his father  
**Henry "Buddy" Hanna**  
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**Susan Jones of OCHMRA**, her husband **Clay** and their entire family on the loss of her grandmother  
**Anna Louise Hearn**  
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**Patricia Ilczuk-Lavanceau** of **Comcast Spotlight** her husband, **Andre'** and their entire family on the loss of their daughter  
**Susanne Claire Peery**  
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**William and Raye Savage** of the **Majestic Hotel** and their entire family on the loss of his father  
**William C. Savage Sr.**  
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**Paul Suplee** of the **Embers Restaurant** and his entire family on the loss of his brother  
**Sgt. 1st Class Daniel Suplee**  
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**Steve Triglia** of the **Carousel Resort Hotel and Condominiums** and **India Triglia-Bandorick** & her husband, **Bill of Black Diamond Builders** & their entire family on the loss of their father  
**Joseph S. Triglia Sr.**

## OCHMRA PARTNERS WITH HOTSPOT MARKETING Jeff Marshall

**Hotspot Marketing** is a new, local, business referral system, strategically located in Ocean City's hotel lobbies, tourist hotspots and entertainment centers. Hotspot Marketing features easy-to-use, concierge-style touch-screens, that can put your special offers, ads and promotional information, right at a person's fingertips. Their interactive touch-screen kiosk network includes digital, web-style, interactive, graphic ads that include map-features, printable coupons, & point-to-point directions.

Hotspot General Manager, and Ocean City native, **Jeff Marshall**, stated that this past summer "proved to us that Ocean City is the perfect market for this type of revolutionary advertising. With hit counts closing in on 50,000 each month, we are excited to see what the future holds, as we continue to expand in Ocean City."

As a result of the OCHMRA/Hotspot partnership, OCHMRA restaurant members will receive exposure on the entire Hotspot network, through the new

OCHMRA ad. Additionally, HMRA members will benefit from special OCHMRA-member advertising rates. This will allow for increased exposure, not only in the Ocean City market, but also on the Cape May-Lewes Ferry boats and terminals.

For more information, check out the Hotspot at [www.checkoutthehotspot.com](http://www.checkoutthehotspot.com). Or contact local Hotspot Marketing General Manager, Jeff Marshall at 1-888-961-6030.

## Electricity Bill Shocking? OCHMRA can help...

Miranda Krack

Endorsed by OCHMRA, APPI is an independent energy-consulting firm based in Salisbury, MD. OCHMRA and APPI created the OCHMRA Energy Cooperative\* to assist members of any size and any electricity usage in dealing with electricity price increases. APPI has already assisted many OCHMRA members including hoteliers, restaurateurs, retailers, and commercial property owners.

By now, you've received your 1<sup>st</sup> DP&L electricity bill at the new higher summer tariffs. Many Maryland businesses have expressed concern, even "shock", about the price increases.

### Why is it important for you to contact APPI today?

- Remove the risk of continual price increases;
- Create budget certainty for 2006 and 2007;
- Be prepared for next season;
- APPI offers a consultative approach, which means the decision, is always yours—on your timetable.

### APPI helps your business:

- With a decade of electricity consulting experience, APPI provides information, explanations, and solutions with "real-time" electricity market data;
- By negotiating favorable pricing and contract terms and conditions in electricity supply contracts;
- APPI provides opportunities with multiple electricity suppliers;
- APPI oversees your electricity accounts moving forward for optimum performance and handles all paperwork and customer service questions with your electricity supplier.

**Contact Deb Carven at APPI for more information (no obligation).**

**(800) 520-6685 toll-free ■ (410) 749-5507 phone**

**[dcarven@appienergy.com](mailto:dcarven@appienergy.com) ■ [www.appienergy.com](http://www.appienergy.com)**

*\*The OCHMRA Energy Cooperative is a partnership between the Ocean City Hotel-Motel-Restaurant Association and Affiliated Power Purchasers International (APPI).*

## Happy Anniversary Maryland Coastal Bays Program

Dave Wilson

This summer marked the beginning of the Coastal Bays Program's 10-year anniversary celebration. Each month for the next five months the program will discuss its role in a wide-range of issues from fishing to land conservation.

On Oct. 28, this will culminate in a celebration on the bays to unite old and new faces and to peer into what the future holds for the bays.

The most important month, March is dedicated to celebrating and understanding the process that makes the Coastal Bays Program unlike most environmental entities. As with all National Estuary Programs, the Coastal Bays Program is charged with working with all groups to create a management plan for the watershed in question- in this case the coastal bays.

The new era began in 1996 when the Coastal Bays Program was inducted into the National Estuary Program after the county and other local groups petitioned the US Environmental Protection Agency to have the coastal bays join the prestigious program. The estuary program, funded under the Clean Water Act, began in 1987 and was created to help protect the most biologically and economically significant coastal areas in the United States. In these areas, boating, fishing, swimming, hunting and tourism provide the foundation for local business.

The underlying philosophy in all estuary programs is to protect the natural resources that sustain the economy. When awarded the status, the Coastal Bays Pro-

gram became the 28th National Estuary Program in the U.S. where all coasts are represented by individual programs from the West Coast, to the Gulf of Mexico, through all parts of the East Coast.

At that time, the immediate task was to join local scientists, recreational anglers, commercial fishermen, environmentalists, farmers, developers, and local, state, and federal officials to create attainable goals for the coastal bays watershed. With that in mind, work groups formed to address four conservation categories: Water Quality, Recreation and Navigation, Fish and Wildlife and Growth and Economic Development.

As the arduous work began, subgroups were formed like the Dredging and Navigation Advisory Group, Fisheries Advisory Committee, Builders for the Bay, Wetlands Planning Group, and Sensitive Areas Task Force. Each was charged with reaching consensus from a variety of user groups on how to practically manage the resources shared by all citizens.

After three years of grueling work, disparate viewpoints, and long hours, the 160-page Coastal Bays Conservation and Management Plan was complete. Its 506 actions prescribed what needed to be done, who would do it, what year they would do it, and how much it would cost. All agreed to the plan and in 1999, the governor of Maryland, the Worcester County Commissioners, mayors of Berlin and Ocean City, and the EPA met at Macky's to sign the pact to clean up the bays.

Since then, due to the hard work of locals and county, state, and federal partners, the Coastal Bays Program has completed some 40 percent of the actions in the plan and began 82 percent of them. Some of these include improving terrapin nesting habitat, restoring and protecting thousands of acres of forests and wetlands, creating a coastal bays boaters guide, planning better for growth, establishing permanent water quality testing, stopping boat sewage dumping in the northern bays, establishing a certified Clean Marina program, creating Weidman Farm School programs and most significantly, leveraging over \$2 million a year for the coastal bays watershed. For every \$1 the program has received in federal funding, it has brought \$12 more dollars to the coastal bays.

Because the local community has so rallied around the program, much of this work has come easier than expected. And despite so many improvements in seagrass protection, habitat restoration, boating safety, and game fish populations, there is still much work to do. Nutrient levels continue to increase and growth is consuming more than 1,000 acres of wildlife habitat every year.

As the program celebrates its tenth year of conservation work, it will continue to uphold its commitments to all involved and at the same time look forward to new and innovative ways to protect the ecologically rich bays behind Ocean City and Assateague.

## Networking Made Easy

After a busy summer, everyone is ready to start socializing, and for that purpose, few events are as popular as the OCHMRA dinner meetings. These gatherings provide a venue for Ocean City business people to catch up with each other. Except for the holiday dinner meeting, speakers that focus on trends in our industry are featured.

We are moving from our normal schedule of the third Thursday for November and December to the second Thursday. In November the conflict is the date of the **Governor's Tourism Industry Conference**, and in December it is too close to Christmas. So get out your calendar, here are the dates: November 9, **Princess Royale**; December 14, **Phillips By The Sea**; January 18, To Be Announced; February 15, To Be Announced; April 19, To Be Announced. Cocktails at 6p.m., Dinner at 7p.m. **See You There!**

## Wor-Wic Community College On The Move

Dr. Scott Dahlberg

They're Moving! Beginning in the fall of 2007, the Hotel/Motel/Restaurant Management program at **Wor-Wic Community College** will relocate to a new building on the Salisbury campus.

They're also changing! At that time they are going to offer a certificate of proficiency in Culinary Arts in addition to their present offerings.

The program will have a state-of-the-art kitchen along with a dining room and bar. The rooms/lab will be

equipped with the latest in educational technology to assist the educators and chefs including cameras and flat screen TV's.

Culinary courses offered will include: Italian and French Cuisines, vegetarian cooking, baking and pastry art, seafood, and health cooking.

In time, they also plan on offering a 2 year Associate of Applied Science degree by including general education courses and more culinary choices such as garde manger, and American regional

cuisine.

"Many of the graduates will stay on the lower Eastern Shore, but some will continue their education at a four year school or university" said **Dr. Scott Dahlberg**, Department Head and Professor of Hotel-Motel-Restaurant Management. "Running a successful restaurant can be a quite a challenge. Today, restaurants are diverse/multifaceted operations that require educated and experienced managers and chefs."



## News and Notes

**Our Annual Season Summary** is scheduled for Monday, September 25 at 1 p.m., Room 201 in the Ocean City Convention Center.

This lively brainstorming event is open exclusively to members of OCHMRA and OCCVB.

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.

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Senate Bill 280 (Chapter 127) Removal of a Partially Consumed Bottle of Wine from a Licensed Premises allows a person to leave a restaurant with a partially consumed

bottle of wine that was purchased with a meal. The partially consumed bottle of wine must have the cork or cap replaced by the license holder or their employee, and will be considered an "open container" for purposes of transporting it in a vehicle. Say What??? Actually, you can put it in a locked glove compartment or in the trunk of a car. Effective July 1, 2006.

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For those of you who have supplied your email addresses, you know that we are serious about keeping you in the loop. We limit our blasts to issues pertinent to our industry, and announcing charitable events. If you are not getting this information, email your business name & email address to [inquire@ocvisitor.com](mailto:inquire@ocvisitor.com)

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**Fager's Island** has an Okioffice84 Printer Copier Fax machine for sale at \$100. Anyone interested may call 410-524-5500, extension 4026.

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Please let us know "What's New" about you, your employees and your property. We love to spread the word. Simply email your happenings to [inquire@ocvisitor.com](mailto:inquire@ocvisitor.com).

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