



# OCHMRA Gazette

Fall 2007

## Message From The President



WOW, the summer of 2007 flew by! I truly hope everyone had a safe and prosperous summer and is ready for a busy fall.

During this time we all need to try to make time to support the OCHMRA. First, we have to follow through to increase our Destination Marketing Budget. It is important to protect and increase our share of the tourism pie. We have made major strides but still have to continue supporting this cause until it passes County Commissioners.

We are also looking at a long road to keep NO SLOTS IN MD! With State Government seeming to favor gaming, we need to make sure that our voices are heard, loud and strong!

I can not thank Susan, the OCHMRA staff and our members enough for all their assistance in supporting these fights. I appreciate that it is sometimes hard to squeeze another thing into your hectic day but if we lose these battles we may not have another chance. See you at the first dinner meeting. Thursday, Nov. 8. Cocktails 6 p.m.-Dinner at 7. Venue TBA.

**Diane Kaeufer**, President

## Room Tax Dedication Planned for Destination Advertising

Confronted with stagnant visitor counts and declining profits, the OCHMRA has led the charge and advocated for increased tourism funding as the budget has not kept up with inflation. According to MGH Agency, in real "inflation-adjusted" dollars the Tourism Department advertising budget is currently 30% less than 5 years ago.

Since it's inception in 1971, room tax revenues have gone directly to the general fund. Subsequently, as business leaders have annually returned to City Hall and Worcester County to plead for help, they have been

given only minimal amounts of funding. However, now, there is a solid plan. OCHMRA's goal is to mimic other resorts that have generated sustainable funding through dedicating portions of their room tax. Throughout the spring and summer, numerous meetings were held to discuss creating dedicated funding and to create a palatable solution.

This solution calls for a written ordinance to dedicate room tax incrementally through a 5-Year Growth Plan. Part of this compromise includes a ½% increase in room tax effective January 1, 2008. The plan will

dedicate 1.4% of gross room revenues in Year 1, 1.6% in Year 2, 1.8% in Year 3, 1.9% in Year 4 and 2% in Year 5 and thereafter. Based on last year's gross room revenues, this will take the advertising fund from \$1.7 million to \$5 million by Year 5. So far, the ordinance has passed the first reading with a second reading scheduled for September 4<sup>th</sup> and then it must pass unanimously by the County Commissioners.

"It's time to take tourism to the next level," stated OCHMRA Past President and owner of **Shenanigan's Irish Pub, Greg Shockley**.

### NEWS AND NOTES

There have been several visitor calls over the summer, which have directed our attention to rules applying to seeing-eye dogs. After researching the matter, the bottom line is that all members must take service animals. For more information on service animals, please log onto [www.usdoj.gov/crt/ada/animal.htm](http://www.usdoj.gov/crt/ada/animal.htm).

As travelers become more Internet savvy, they search travel sites for information about places they plan to visit, where they will dine, and activities they want to try. Testimonials posted on these websites seem to heavily influence their decisions. So, it would be to your benefit to see what is, or is not being said about you. A couple of sites to start with are [oceancity.com](http://oceancity.com) and [tripadvisor.com](http://tripadvisor.com).

### MARK YOUR CALENDARS:

**3<sup>rd</sup> Annual Sand Castle Home Tour**, Sept. 20 & 21, 9:30 a.m.- 4 p.m. ten unique Ocean City Homes open to the public. Tickets are \$25 per person for both days. [Contact Nancy Howard 410.524.1881](mailto:NancyHoward@ochmra.com) for tickets.

**Italian Feast Buffet** with Silent and Live Auction to benefit **Play It Safe** will be held Mon. Oct. 8, 4-8p.m. at Hall's Restaurant. Cost is \$12 for adults, \$5 for children 4 to 9 and free for those under 4. For info call Donna Greenwood at 410-289-7060

**More "Beauty on the Bay"** Saturday, Nov. 3, 6 p.m. at the fabulous home of the Kenningtons. Superb food & drink, interesting guests including you, and exquisite silent auction items. A great party to benefit Public Art in Ocean City. Details to follow.

**New York City Holiday Show Extravaganza** offers a choice of one of four Broadway shows and three locations from which to depart. The plays are Mama Mia!, The Drowsy Chaperone, Grease and Wicked. \$169 includes your deluxe motorcoach transportation to and from NYC, choice of show with orchestra seating and refreshments en route, Wednesday, December 12, 2007. Proceeds benefit the Ocean City Chamber of Commerce Building Fund and the Lower Shore Chapter of the American Red Cross. Contact Ruth Waters at 410.289.1470 for tickets.

**Join Us For The Tourism Summit Oct. 15, 1-4 p.m. Convention Center**

## OCHMRA's Ocean City Restaurant Week Was Waiting to Happen

June 2—9 marked the first ever Ocean City Restaurant Week, and it was a hit. The response from both restaurateurs and guests was terrific. We got a tremendous amount of press, even the venerable ZagatSurvey (aka the Food & Travel Bible) called to find out when we were going to have the event next year; it's June 1-8, 2008. Always the first Sunday after Memorial Day. Next year



will include only one Saturday. Of course we couldn't do it without the participating restaurants and the feedback of our membership.

Our thanks to: **32 Palm in the Hilton Hotel & Suites, Bay-side Skillet, BJ's on the Water, Big Tuna Grill, Fager's Island, Fresco's Fine Dining, Galaxy 66 Bar & Grille, Harborside Bar & Grille, Harpoon Hanna's, Horizon's in the Clarion Fontainebleau Resort Hotel, Jules Restaurant, Marina**

**Deck Restaurant, Marlin Moon Grille, Olive Tree Restaurant, Phillips Seafood Restaurants, Reflections Restaurant in the Holiday Inn Oceanfront, The Blue Ox Steakhouse & Raw Bar, The Shark Restaurant, Shenanigan's Irish Pub, Sunset Grille and the Victorian Room in the Dunes Manor Hotel.**

We will continually gather information to make Ocean City Restaurant Week better year after year.

*Thanks again for your*

### Hospitality Highlight

Sara and Earl Conley II, he is with Taylor Bank, announced the birth of their daughter Addison McKenzie Conley, May 11.

MAC (Mary Ann Catherine) made her appearance July 3. Her parents are both in the hotel business. Mom, Colleen Dillon-Rutzler is the sales manager of the Grand Hotel, and dad, Gene is the Food and Beverage Director of the Hilton Hotel and Suites.

Chris McFarland found his dream job just where he wanted to be; at the beach. He is the charming new General Manager of the Flagship Hotel.

After working with time-share properties for several years, Babbi Slack made the move to hotel General Manager. She is with the Quality Inn Beachfront.

Paul Kahn wrapped up another semester at UMES and is the Assistant General Manager of Tidelands Caribbean Hotel.

Kristy Foster fits right in at the upscale Holiday Inn Hotel & Suites as Assistant General Manager.

The Lighthouse Club/The Edge, Ocean City's beautiful boutique Hotels, has Shanen Cute as Assistant General Manager.

After a long search, the dynamic Melanie A. Pursel has been named Executive Director of the Ocean City Chamber of Commerce. Welcome Melanie!

Bill Herbst was certainly proud when La Hacienda was recently inducted into the Restaurant Association of Maryland's Hall of Honor. Liquid Assets was a finalist in the "Wine & Beverage Program of the Year," Marlin Moon Grille was nominated for "Favorite Restaurant," and Seacrets and the Greene Turtle were finalists for "Favorite Bar/Tavern". Not bad. They competed with restaurants from around the state.

### Congratulations

## Welcome New Members

We are pleased to introduce the following new members.

#### Active

**707 Sports Bar & Grille**

Tami Rados  
410.213.9607  
Bizzeyt@aol.com

#### Allied

**AFLAC**

Josie Mullin  
302.644.4545

josiemullin@comcast.net

#### Baltimore/Washington Examiner

Hope Thomas  
410.250.1415  
hthomas@baltimoreexaminer.com

#### Chesapeake Martial Arts

Jim Heaney  
410.213.9040  
Info@cmakarate.com

#### Crab Stop Seafood Market

Albert Catrino  
410.289.3020

#### OC Kids Fun Pass

Al "Hondo" Handy  
410.422.1542  
Ockidsfunpass@comcast.net

#### Stanley Steemer

Vicki Wheatley  
410.524.2211  
Mdsteem@cs.com



## Take a Look

According to the 2007 national Leisure Travel Monitor, produced by the travel-marketing firm Yesawich, Pepperdine, Brown & Russell, 67 percent of travelers want to go somewhere they've never visited before. But travelers, groups or otherwise, are not just looking for new destinations – they are seeking new travel *experiences*, whether it's adventure travel, multigenerational family travel, educational trips, fitness-related travel, or volunteer opportunities.

**Transformative Travel** – Baby boomer households generate the highest travel volume in the U.S. “Baby boomers have accumulated their assets – the cars, homes, boats – so now they're accumulating experiences,” explains George Deeb, founder and CEO of iExplore, a web-based adventure-travel trip

organizer.

**Multigenerational Family Travel** – “The old notion of going back to the same family retreat or destination, year in and year out, is fading,” says Philadelphia-based travel agent Marta Keirns, who specializes in family travel. “All-inclusive packages at resorts and hotels are a big attraction for this group.” Families don't want to just sit by the pool all day. “There are so many factors fueling the growth of family travel over the next decade. It's just a question of keeping up with the demand.”

**Travel As A Learning Experience** is hot. In the Travel Industry Association's recent Voice of the Traveler survey more than half of travelers said they wanted to take an educational or “experiential” trip which immerses travelers in a local culture or gives them a hands-on experience of a specific activity or lifestyle. There is a grow-

ing list of travel companies offering experiential travel opportunities such as Local Escapes and Live It.

**Travel With A Purpose.** The rise of “voluntourism” has been building for years – reflecting of a potent social force that many travel experts expect will continue to grow.

**Aiming For Adventure.** “The senior travelers of yesteryear were happy in a 48 person coach being led by a leader with a sign. Today's travelers want a small group, tailored to their specific needs. Many also want a private guided experience,” Deeb explains. “They want to do the same things in their 50s and 60s that they did in their 20s and 30s.”

Excerpted from “Take a Look” written by M.J. Blank for Group Travel Planet, July issue.

## 2007 Customer Service Seminar Well Received

2007 Customer Service Recap  
The Economic Development Committee, the Ocean City Hotel-Motel-Restaurant Association & the University of Maryland Eastern Shore Hospitality Training Institute recently presented the Annual Customer Service Seminars, one for front-line employees, and one for managers. These seminars have become an essential tool in preparing for the upcoming season.

**Rudy Maxa, “The Savvy Traveler”**, led both seminars. Interestingly, he simplified the basic functions of Customer Service and dovetailed the seminars to fit either group.

Maxa operated on his four Master Art of Service Rules of Wisdom.

**Rule No. 1. Teeth & Eyes:** A warm smile and eye contact go a long way toward making a customer feel welcome. Your positive demeanor will set the tone of the customer's stay, even on the telephone. You can establish instant rapport with the customer by thinking in terms of “how can

I make the customer's day better.

**Rule No. 2. Service Is Not Servility:** Say things like “if this is your first visit, let me know if I can be of service”, or “may I recommend things to do”? Be clear and concise with directions, if not busy can walk customer to area he/she is seeking. Specific acts of kindness/thoughtfulness will be noticed. Taking time to help makes businesses successful. How a customer feels is paramount. In a restaurant situation, it's more important than what is served. Spirit/attitude is key. Skills can be taught.

**Rule No. 3. Put Your Ego On The Shelf:** When encountering an angry guest, remember that it's not about you. Remember the strong willow tree can bend. Begin by trying to turn a negative into a neutral positive. Listen, empathize and think of how to make the situation right. Just don't become part of the issue by arguing and being defensive. Employers must give training and the authority to

make a decision to front-line employees i.e. employee empowerment.

**Rule No. 4. Nothing Is Local Anymore:** Beginning with the Internet and bolstered by thousands of travel satisfaction websites, the world is immediately alerted about dissatisfaction as well satisfaction. It is therefore prudent to set the mood early on by making that customer a priority as soon as you come in contact with him/her. Ask customer if he/she is pleased with his/her meal, room etc. sooner than later. Realize that you are in one of the world's honored professions. You have the ability to touch lives every day. Your attitude and commitment can create the most special experience for the visitor. Share examples at a staff meeting of things employees did to enhance a customer's experience.

**Above all, enjoy yourself – it shows!**

**Changes in the H-2B Visa Temporary Worker Program** The H-2B program is an important mechanism for the industry through which employers can fill critical seasonal jobs when there are no American workers available for the work. In recent years, the cap on visas granted has been reached early in the process. At the same time, the process by which industry employers can obtain a temporary labor certification from the U.S. Department of Labor (DOL) before filing a visa petition with the U.S. Citizenship and Immigration Services has changed. Recently summarized important filing tips can

## Marketing to Small Fries Isn't Child's Play

By Julie Sturgeon Contributing writer—Fast Casual magazine.

The numbers rolled in by accident: Internal research at the end of 2006 showed executives at Moe's Southwest Grill, headquartered in Atlanta, Ga., that 89 percent of parents view fast casual restaurants as comfortable places to take children. More importantly, 42 percent of the chain's traffic actually bring along the 12-and-under kiddos.

The strong draw for the younger diners is Moe's standard "Welcome!" greeting when they walk through the door. "It wasn't like we came up with this angle because it would make the store fun for kids," said Sara Riggsby, director of marketing for the franchise. "We're thrilled to find out it's something that is resonating with the kids."

They have good reason. According to the National Restaurant Association, restaurant-industry sales are expected to reach a record high of \$537 billion in 2007, with children and teens playing a big role in that 5 percent increase from 2006 sales figures.

"Households with children feel a need to reduce stress much more than households without kids," said Hudson Riehle, the NRA's senior vice president of research.

The stakes aren't lost on Jeff Cannon, president of The Cannon Group, an integrated marketing and public relations firm that helped launch Energy Kitchen in New York. "The interesting thing about young children today versus five or 10 years ago is that they have a lot more input into what they're eating than they did before," he said. "They also have some discretionary income that allows them to actually start making those decisions."

On the other hand, the toy incentives and french fry temptations that worked like a charm for QSRs jar with the fast-casual culture, in many instances. Here's how some owners are getting around that sticking point.

### The food

In 2005, officials at the Center for Science in the Public Interest admitted that pressuring government to legislate how companies market food to children isn't likely to go anywhere. Instead, it set its sights on urging private industry to voluntarily heed its Guidelines for Responsible Food Marketing to Children, addressing not only how food is marketed to those under 18, but which foods should be trotted before their hungry eyes. Soda; foods high in saturated or trans fat, added sugars or salt; and large portions made their banned list.

"CSPI's guidelines do not call on companies to stop marketing food to children," said Margo G. Wootan, D.Sc., director

of nutrition policy at the organization. "However, adhering to the guidelines would require most food manufacturers, restaurants, television stations, magazines, movie studios and advertising agencies to change their current practices — especially the products that they promote or advertise."

That goes for sponsoring educational incentive programs, too.

Frankly, the group's spiel draws a collective yawn from the fast-casual segment. Fred Brewer, who is in charge of advertising and marketing for Chicago-based Pockets, says "We always try to put a healthy approach to it because that's our image," he said.

The catered lunch programs he markets to local schools replace cookies with carrot sticks or applesauce. The chicken nuggets prominently displayed on the kid's menu board are the same 97 percent fat-free product he sells to the adults. And his Dino pizza slices? They're made from whole-wheat grain, same as the grown-up menu — the difference is he shapes the children's slices to resemble dinosaurs.

"We're getting a good response," Brewer said. "We definitely have more families coming into the restaurants, and kid's meals are an item on our menu that has grown."

Moe's Southwest Grill, which already considers its kid-sized burritos, quesadillas and tacos healthier than the average restaurant, is discussing adding juice and milk products to the packages this year.

"I think across the market, the need for higher nutritional standards is going to be important," Cannon said. "Communication about food quality is going to be important because kids are taking greater responsibility and greater interest in how they look and feel."

"Before, price point played a bigger component in the success mix. I think quality and presentation is starting to play a larger role now."

### The fun

Lexington, Ky.-based Fazoli's is proud of the fact trade magazines award it Best Kids Menu in America. But it's how the Italian restaurant chain lures them into contact with its lasagna, spaghetti, ravioli and baked ziti menu that really sells the younger set. One night a week, participating locations reserve an area of the dining room for a kid's night activity, led by a Fazoli's employee.

Moe's Southwest Grill also puts a local spin on the activities by inviting the school principal to be its celebrity burrito roller during fundraisers. "Those tend to attract a lot of traffic," said Sara Riggsby.

Some stores are set up to hold private birthday parties, too, but it doesn't have to be that involved, Brewer says. He merely puts a fun spin on everyday operating procedures — in this case, the restaurant's kangaroo logo. "We play

that up in all of our materials that cater to kids," he said.

Still, when it comes to grabbing instant attention, it's tough to beat an old-fashioned bribe, so some fast-casuals have begun exploring how to offer the ubiquitous toy without selling their souls — Moe's Southwest Grill, for instance, started with kids cups, and plans to roll out its first premium incentive in April 2007: a Mini Moe's kiddy bag that contains both the food order and a prize.

"We're trying to stay away from the QSR plastic toy that will be tossed or lost under the backseat of the car," Riggsby said. That's why its first program will feature a deck of cards to play favorites like Old Moe (a.k.a. Old Maid) and Moe Fish (as opposed to Go Fish). The message on the bag itself will direct children to the restaurant's Web site.

Cannon still isn't convinced this is the way to go. For starters, large QSR chains already have a lock on tying into value products like Harry Potter books. Fazoli's struck a deal with Baby Genius for custom toys to accompany its kid's meals, and also has teamed with Zoboomafoo, School House Rock!, National Wildlife Federation and the Jurassic Park Institute in the quest for more sophisticated, educational premiums.

"What fast casual needs to do is incentivize repeat service rather than to generate new sales," Cannon said. "You don't necessarily have to have a toy as long as there are elements to occupy a child's interest. That's the key."

In fact, Riggsby's research revealed that something as simple as the upbeat music Moe's chooses to pipe in the background is a hit from a child's point of view. Basic coloring sheets on the back of tray liners, fast-casual executives say, also score a bull's-eye, as it gives active fingers something to do.

But whichever philosophy franchises choose to adopt, it's a mistake to talk down to the under-18 crowd. Thanks, in part, to sophisticated electronic games and toys, today's youth considers itself more mature than previous generations. "They're upward aspirational," Cannon said. "They want to see themselves as grown up enough to order adult food even though their portion is less."

"We're starting off carefully with this," said Riggsby. "We'll see how it goes, taking the safe path but the right path. Parents with kids under 12 are a third of our business already and where we want our focus to go."

# Smoking Ban (HB 359 & SB 91) – Where It Stands.

The controversial Clean Indoor Air Act (CIAA) of 2007 was signed into law on May 17, 2007. The purpose of this bill is to preserve and improve the health, comfort, and environment of the people of Maryland by limiting exposure to environmental tobacco smoke.

Susan attended the Public Hearing on regulation development on Tuesday, July 24<sup>th</sup> in Cambridge. The following is what she brought back to share with you.

CIAA prohibits smoking in indoor areas open to the public, public indoor meeting places, mass transportation vehicles owned or operated by the government and indoor places of employment.

There are exclusions to CIAA such as private homes and vehicles except private homes licensed or registered for day care or child care and private vehicles used for the public transportation of children, or as part of health care or day care transportation. Also excluded are hotel rooms, if less than 25% of the total number of hotel rooms, tobacco retailers that primarily sell tobacco products or accessories, tobacco industry facilities and research or educational laboratories for smoking.

Outdoor dining areas have not been defined in the least!

Owner/Operator Responsibilities 1. An owner/operator of an indoor area open to the public must prohibit smoking in indoor areas open to the public (except where permitted under the Act), post signs indicating where smoking is prohibited or permitted. "NO SMOKING" signs must be posted conspicuously in indoor areas open to the public, entrances to in-

door areas open to the public, public meeting spaces and government-owned or operated transportation vehicles. "SMOKING PERMITTED" signs posted conspicuously in hotel rooms designated as smoking rooms (must be less than 25% of rooms).

Local Health Officer (LHO) is responsible for enforcement and will investigate complaints and may enter an establishment at any reasonable time. Also the LHO will prepare, send letter with findings, violations, penalties and corrective actions, as well as appeals process. Citations are against owner. LHO may issue a finding of violation, penalties, and order for correction of the violation. Corrective actions and penalties are all designed to move establishments towards compliance with the Act. The goal is to make the entire process consistent between DHMH and Department of Labor, Licensing and Regulation.

Certification of Correction is accomplished by a list of each violation and how it was corrected, plans for prevention of future violations, then sent to the local health department.

The process is not yet in place for establishments to apply for waivers. Nevertheless, the possible criteria are undue financial hardship, loss of at least 15% in sales in a continuous 3 month smoke-free period compared to the same 3 month period in the 2 years prior to the smoke-free period (not due to other factors), unrecoverable costs for capital improvement project and other factors...that make compliance unreasonable. Most likely criteria for waivers will be based on other jurisdictions waiver language. The LHO informs the applicant

of acceptance or rejection of waiver within 90 days.

Letters granting a waiver specify the provision of the regulation being waived, the conditions or restrictions imposed by the Secretary. Letters denying a waiver will specify the provision of the regulation being denied waiver and instructions on how to appeal the denial of waiver. All waivers terminate on Jan. 31, 2011. Waiver not exempt from all provisions of act, LHO may impose conditions to help comply. If in violation of another regulation health issue, can't apply for smoking waiver.

Looking for input on a number of other issues such as prohibition of smoking and posting of signs at entrances: how much distance from entrance (15 feet?-50 feet?)

Opportunities for public input include Public hearings, website/ email CIAA@dhhm.state.md.us and written comments at any time to Clean Indoor Air Act Comments c/o Ms. Amy Kirksey  
Community Health Administration  
DHMH  
201 W. Preston St.  
Baltimore, MD 21201

Timeline & Process:  
August 21- Second public hearing (Hagerstown), Late August—September: internal review, legal review, clarify outdoor dining issues. November—December: Respond to comments, promulgate final regulations.

**Again, the waivers are only temporary. All waivers granted will expire on January 31, 2011. The new statewide smoking ban becomes effective on February 1, 2008.**

## *Our Sincere Condolences to:*

**Michael Gershenfeld** of **Lankford Sysco**, his wife **Dawn**, and their entire family on the loss of his grandmother, **Helen Hyman**.

**Susan Cropper** of the **Empress Motel**, her husband **Hugh Cropper III**, and their entire family on the loss of her mother **Dorothy Hudson Taylor**.

Mrs. Taylor was a member of the Ocean City Hotel-Motel-Restaurant Association, and was honored by the OCHMRA

as one of six pioneering women in the hospitality industry. She & her late husband **Jesse Jarvis Taylor** owned and managed the **Plimhimmon Hotel**. After her husband's death, Mrs. Taylor built, owned and managed the **Kings Arms Motel** and the **Empress Motel** in Ocean City.

## Atlantic City Adds Hotel Rooms & Non-gambling Attractions to Help Secure Future

By Suzette Parmley, The Philadelphia Inquirer McClatchy-Tribune Regional News

Jul. 21, 2007 - ATLANTIC CITY -- The co-owner of the Borgata Hotel Casino & Spa, this city's top-grossing casino, watched as the final steel beam was laid yesterday on what it hopes will secure its future in this gambling mecca.

"This will be a four- or five-star hotel in the market, the only one," said an ebullient William S. Boyd, the chairman and chief executive officer of Boyd Gaming Corp. of Las Vegas, who flew in for the topping-off ceremony for The Water Club, a \$400 million hotel tower next to the casino that redefined Atlantic City's skyline when it debuted in July 2003.

The Water Club is slated to open in the first quarter of 2008 with 800 rooms and an array of other amenities, including five pools, a giant spa and luxury lofts.

To compete against Pennsylvania slots, "hotel rooms are our new slot machines," Borgata president and chief operating officer Larry Mullin said yesterday. "The long-term growth is going to be based on that hotel guest who can stay and spend more money."

The \$400 million Water Club is the latest in the seemingly non-ending buildup of attractions in Atlantic City as the casinos here feel the growing heat from Pennsylvania and New York slots competition.

In a recent investor note, Deutsche Bank AG gambling analyst Andrew Zarnett said of the Borgata: "Driven by the success of Phase 1 expansion, which added 36 tables and 500 slots, management intends to utilize Phase II expansion to maintain Borgata's status as the premiere property in Atlantic City."

The New Jersey Casino Control Commission reported last week that six of the 11 gambling halls here sustained revenue declines at the start of what is

typically their peak season. Operators attributed those declines partly to five slots parlors in Pennsylvania.

"Up against regional competition that is pulling away its day-trip business, it is essential for Atlantic City to keep on building rooms at various price points," Zarnett said. "Thus, growing the overnight business, which generates significantly more revenue than the day-trip business. "That will be what saves Atlantic City," he said.

Day-trippers are generally customers who come into Atlantic City by bus, gamble for a few hours, and head back home. They tend to be older, lean more toward slots machines, and do not stay in the casino hotels. Atlantic City has 14,510 hotel rooms, compared with about 130,000 in Las Vegas.

Boyd has always referred to the Borgata as his company's "crown jewel," and its biggest revenue generator among 17 properties. Boyd Gaming owns the Borgata with MGM Mirage. "You can call this the only major hotel in Atlantic City without a casino," Boyd said. "The casino will be close by, but that will not be part of the hotel itself."

He said adding hotel rooms and other non-gambling attractions will be the key to this resort's longevity as competition from Pennsylvania and New York slots intensifies.

"We think Atlantic City is making its way closer to what the Las Vegas market is today . . . where more and more of your revenue comes from non-gaming sources," Boyd said.

Philadelphia has two casinos planned for the waterfront. Each of the two city operators -- SugarHouse Gaming out of Chicago and Foxwoods Development Corp. L.L.C. out of Connecticut -- has plans to add a 500-room hotel to its slots parlor in the near future.

## Wor-Wic Community College Offers Employer Services

Because our mission is to "train local people for local jobs," our students are well prepared to work in a variety of fields. If you are looking for qualified new employees, you can advertise your job openings with us for free. All job notices are posted on our Career Services "job openings" bulletin board at the college campus. They are also shared with faculty of our various program areas. Job notices are posted as they are received.

<http://www.worwic.edu/StudentServices/CareerServices/EmployerServices.aspx>

From Lori Smoot  
Director of Career Services  
Wor-Wic Community College  
410-334-2898

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*Associations facilitate collaboration...collaboration facilitates results!*