

July Hospitality Report

Tourists mill about, ice cream stands rage and paddle boarders pass in waves. November seems decades away here in Vacationland. But who's on vacation? Not HM.

Our Augusta HQ is humming as we line up speakers, resurrect the trade show and source entertainment and activities for the third, annual [HospitalityMaine Summit!](#)

We've been to Kennebunkport, Bangor and now we chart a course towards a real summit, Sugarloaf, USA. What's on tap at the basecamp Nov. 4 and 5? Keep reading.

But before we summit northward, we tee off together Sept. 4th at our **annual Golf Tournament** at [Spring Meadows](#) in Gray. This team-building, client-bonding, spirited competition is a member must. ALSO: Find out what the owners of **Pentagoet Inn in Castine** have learned in 20 years in our interview with an innkeeper feature below.

Grab a nitro cold brew, and read on!



Annual Golf Classic Sept. 4

Whoever said golf is a good walk spoiled (Mark Twain) has never attended our golf classic. Every year restaurant and hotel teams (and the suppliers who love them) converge on the links at Spring Meadows in gorgeous Gray.

How much fun is this?

We start with breakfast sandwiches and cider donuts washed down with iced coffee from New England Coffee's mobile cafe. After a full day on the links (don't miss the betting hole) we

rendezvous in the club house for surf, turf, refreshments and raffles galore!

Hole sponsorships available. Teams needed!

Who's ready? [Sign up here](#). Email Becky@hospitalitymaine.com to sponsor this fun time on the fairway.

Save the date and register now!



JOIN US at SUGARLOAF this autumn at this must-attend business retreat.

Learn from leading hospitality experts how to:

- CREATE a guest-centric culture in a new hospitality world
- ENHANCE your operation through design and digital engagement
- ENGAGE existing customers and attract new ones
- UNWIND with your peers over cocktails by the fire pit, dinner and live music at night!

Good things come in threes and our **third annual summit** held at Sugarloaf **Nov. 4 and 5** is shaping up to be first-rate.

The [schedule is up](#) and [registration is now open](#).

Allied Trade Show returns:

Tables are \$350, which gains your company access to decision makers in the hotel and restaurant space. Take advantage of quality one-on-one conversations in this relaxed setting. All attendees are industry leaders here to make connections and decisions for the 2020 season.

The HospitalityMaine 2019 trade show is a free-flowing, two-day opportunity to take your business higher.

To participate contact Becky@hospitalityMaine.com

More speakers will be announced soon at
HospitalityMaine.com



For 16 years, every spring, our lodging members have raised funds for Habitat for Humanity's Maine chapters.

This year our annual tourism incentive, Hospitality for Habitat, donated more than \$20,000 to bolster affordable workforce housing in Maine.

Since 2004 the program has funneled approximately \$250,000 to the cause.

A big thank you goes out to our members whose generosity made this a reality.

[Read more here](#)

Innkeeper interview: Pentaoget Inn



He's been mistaken for [the most interesting man in the world](#). And after a few minutes in Jack Burke's wide-eyed presence, you realize that comparison is not far off. He worked all over the world for non-governmental organizations. He's met numerous heads of states and can tell you in vivid, historic detail the story behind each photo, statue and quirky memento in his worldly bar.

His globe-trotting enthusiasm permeates the timeless Queen Anne Victorian anchoring the seaside village of Castine. At his side, in life and innkeeping, for 20 years is his wife Julie Van de Graaf, also the inn's executive chef. We caught up with the owners of the [Pentagoet Inn](#) recently to find out more.

What have you learned in 20 years?

Julie: It helps to be spontaneous. We think right off the top of our heads. The most pleasurable parts have been meeting people and introducing them to the area. We explore a lot of places in the off season so we can make personal recommendations. We are involved in their trip.

Jack: I think it's important for every innkeeper to have a designated concierge hour. It's hard to get around Maine and we have such a short season that you want to spotlight those businesses that are open. They have to get through the winter. We create maps and design trips.

What's changed in 20 years at the Pentagoet?

Julie: AirBnB and having to further define ourselves as a business based on the changing landscape.

As a summer hotel we offer services. Meals at our restaurant, clean rooms and a custom concierge service. Afternoon tea too. These are elements that you don't get if you just rent a room somewhere.

How do you define hospitality?

Jack: We make it easier for people to get around this state. Their vacation is sacred. People are working harder to keep their jobs, to get their retirement. If they want it packed, we can pack it tight with good things to do.

It's good service. We have consistency in our restaurant, which is huge, and hospitality is the rule. God is guest. Guest is God. You have to be fixed on it.

If you could do it over again, would you?

Jack: If I had to do it over again I'd convince my wife to buy two corgis and another inn.



Maine Today Media covered our **apprenticeship program** spotlighting Gather's HM culinary apprentice. Our director of workforce development Terry Hayes provided an in-depth interview. [Full story here.](#)

Story on the labor crunch in the Press Herald delves into this multi-faceted issue. Our CEO Steve Hewins and Five-Fifty Five owner Michelle Corry tells it like it is. [Story here.](#)

WGME mentions [our workforce efforts in this story on labor woes](#) at Luke's Lobster.

MaineBiz picks up [the news on our successful Hospitality for Habitat](#) program.

Listen Up: HM CEO Steve Hewins joined the state's economist and labor commissioner on Maine Calling this week. Topic? Workforce shortage issue [listen here.](#)

Member news:

When [The New York Time's spent 36 hours in Rockland, Camden and Rockport](#) recently, they knew where to go for best views and deluxe stays.

The **Samoset Resort, The View, at 16 Bay View Hotel** and **Cellardoor Winery** are all highlighted!

Members on the move

Inn broker Dana Moos, formerly of The B and B Team [joined the Swan Agency](#) as director of lodging and hospitality brokerage.

The Portland Marriott at Sable Oaks in South Portland is now a Sheraton with a new restaurant City Farmhouse! [Read about the \\$12 million rebrand in MaineBiz.](#)

Welcome New Members

[Two Gramps Brewing](#), Gardiner brew pub with great burgers and tots!

[Harbor View Studio](#), serene art on Swan's Island.

[Ealain Studio](#), A national hospitality interior design company based in Portland.



Allied corner: Harbor View Studio



New member, [Harbor View Studio](#) joined HM this summer knowing that powerful, graphic art can enhance your hospitality environment. Harbor View on Swan's Island presents the work of Dale Joyce, a lensmen with a sharp focus on Maine's coastal beauty and rugged pull.

Tips to buying original art

- Art should add to the guests' experience and set their expectations.
- Like the art yourself. It should be something you enjoy looking at that fits your operation's theme and sense of place.
- Art should be considered an investment. If you choose wisely, it can be the centerpiece of your decor for years to come.
- Choosing art can be stressful. Work with local artists to upgrade ambience and

appeal without the stress.

To get more tips on selecting and purchasing art contact info@harborviewstudio.com

Apprenticeship workshop Aug. 16

A robust apprentice program requires informed, committed partners. It takes employers, education providers, talent sources, and regulators to make these programs thrive. To improve our apprenticeship system in Maine, HM is co-organizing a lively dialogue benefiting Maine employers and workers.

On August 16 at Kennebec Valley Community College in Fairfield from 10 am to 4 pm, we host a workshop to share strengths, constraints, and tease out options to better meet the needs for skilled workers throughout our economy. Interested in participating? Email Terry at terry@hospitalitymaine.com for registration information.



Hewins on the road!

In August, HospitalityMaine hits the road. Our president and CEO embarks on a listening tour to better understand the needs of members — from the smaller, family run inns and restaurants to the largest properties in the state and everywhere in between.

Steve wants to hear your biggest concerns and how HospitalityMaine can help. Want to get on his itinerary? Email Steve@HospitalityMaine.com

Upcoming Events



Golf Classic, September 4, [Spring Meadows](#), Gray.

This spirited, team-building competition, complete with surf and turf, games and prizes is a late-summer must. Last year the owner of Rollie's Bar and Grill went home with a brand new mountain bike! [Register here](#)

HospitalityMaine Summit, Nov. 4 and 5, Sugarloaf. Elevating the Guest

Experience: [Registration now open!](#)

YOUR AD HERE: Want to advertise in the HospitalityMaine Report? Target the niche audience you crave. Email Kathleen@HospitalityMaine.com to get in the next issue.



Tips? Feedback? Contact suggestions? Email Kathleen@HospitalityMaine.com



HospitalityMaine.com