

Shore Leadership Visits Town of Berlin for Tourism Session



Shore Leadership Class of 2017

The July 19th Shore Leadership Session was held in Berlin, the “Coolest Small Town in Maryland”. During the morning leadership session Carol Graser, Leadership Facilitator, took the class through Emotional Intelligence. The class learned about the Amygdala and the science behind how our emotions are “contagious”. One of the class members described the Emotional Intelligence session as “interesting and informative to learn more about managing my own emotions in the workplace as well as understanding others.”

In the afternoon, Berlin Mayor, Gee Williams talked with the class about how Berlin has changed since it was first settled and developed. He described the current economic landscape of the town as “cooperative capitalism”. All of the businesses work together and support each other. New businesses that come in find their own niche and all of the businesses support them. Ivy Wells, Economic and Community Development Coordinator for Berlin, took the class on a walking tour of Berlin, where the merchants continued to echo the Mayor’s comments.

Later that day, the class listened to a Panel Discussion on Tourism’s Role in the Economy of the Eastern Shore. Presenters were Donna Abbott, Tourism & Marketing Director for the town of Ocean City; Lisa Challenger, Director of Worcester County Tourism; and Larnet St. Amant, Berlin Chamber of Commerce Administrator. The three speakers also emphasized how important it is that they support each other. Their individual strength comes from their collaboration. The class was impressed with the sense of cooperation in business and the emphasis put on customer service.