

Office of Public Relations  
Galloway Twp., NJ 08240

## **Richard Stockton College and Ocean City, NJ Promote Extraordinary Customer Service**

### **For Immediate Release**

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**Galloway Twp., NJ** – The Ocean City Tourism Development Commission has selected The Richard Stockton College of New Jersey to implement a unique training program for the employees of Ocean City businesses and the city.

“We Are All Ambassadors” kicks off with a special event at the Ocean City Tabernacle on June 11 at 10 am where New Jersey Secretary of State Nina Wells will deliver the keynote speech. Her high energy and passion for spreading the word about all that New Jersey has to offer visitors and tourists will no doubt be contagious.

Rosalyn Lifshin, Chair of the Tourism Development Commission stated, “We see this course as the beginning of a long-term relationship with Stockton, with a plan to add new elements to the program each year. The most cost-effective tourism program is one that encourages visitors to return year after year. Great customer service is key to getting our tourists to come back to Ocean City”.

By working with Stockton College, Ocean City becomes a member of Stockton’s Consortium for Leadership and Service Superiority. This consortium is comprised of local businesses and organizations dedicated to leadership in the area of customer service.

There will also be business and event exhibitors in the Tabernacle’s Solarium, showcasing all that Ocean City has to offer visitors and tourists. Everyone is invited to come early and stay long after the speeches.

Mayor Sal Perillo noted, “The Ocean City Market Survey has shown that word of mouth is our most effective form of advertising and we must strive to impress everyone who visits Ocean City. I am pleased that the Tourism Commission has made customer service training a priority.”

Following the kick-off event, Stockton faculty members will conduct 20 two-hour interactive training classes designed to give employees the skills to increase visitor satisfaction and loyalty to “America’s Greatest Family Resort.”

Dr. Herman J. Saatkamp, Jr. commented “This partnership with Ocean City is part of Stockton’s mission to support the community in furthering the economic well-being and quality of life in Southern New Jersey.” Along with conducting Ambassador customer service training, Ocean City and Stockton College have teamed-up to offer the “Stockton Goes To The Beach” concert series at the Ocean City Music Pier.

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## **Stockton and Ocean City Work Together to Serve South Jersey / page 2**

The Ambassador program plans to reach a minimum of 600 business and city employees. All of Ocean City businesses, lodging, restaurants, and boardwalk and downtown shops are invited to send their employees, and the owners are invited to attend as well.

Stockton will also survey guests during the summer to obtain feedback from Ocean City visitors. The plan is to collect data about visitors' experiences, what resources were especially helpful and where there is room for improvement to continue to build the program and improve the training each year.

For further information about Stockton's services to the community, please contact Management Development and Professional Services (MDPS) at (609) 347-2175 or [mdps@stockton.edu](mailto:mdps@stockton.edu) .

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