



FLORIDA
RESTAURANT &
LODGING
ASSOCIATION

APRIL 20, 2016 • 8:00AM-1:00PM
POLO GRILL, LAKEWOOD RANCH



REGISTER NOW: \$50 (includes a light breakfast & lunch)



FRLA INDEPENDENT OPERATORS WORKSHOP

WHY SHOULD I ATTEND?

- :: **THE ONE PLACE** you will find solutions immediately applicable for business growth.
- :: **THE ONE EVENT** where you can share best practices and learn relevant new management skills.
- :: **THE ONE WORKSHOP** you'll leave with practical, real-life tips and techniques to accelerate business.

FEATURED KEYNOTES



Kathleen Wood

How to Compete and Win in Today's Market

- 5 must-have ingredients for brand/business success
- Power connections with your customers
- How to be THE communities' restaurant
- Build your plan of attack to be OUTstanding



Jim Knight

Hiring and Retaining Great Employees

- Organizational culture
- World-class service
- Employee branding
- Performance management
- Leadership skills

BONUS SESSIONS

- **Tips for Effective Purchasing Panel**
- **The Social Engagement Sales Approach**
Amanda Morrison and Eric Pounders, Madison Social
- **Successful Independents Sharing Best Practices**
Moderated by Kathleen Wood

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