

2017 MARKETING + OPERATIONS SUMMIT AGENDA

Next to each session, the content is designated hotel (H) or restaurant (R) specific. Most are geared for either.

WEDNESDAY, AUGUST 2

8:30 - 10:00 AM	SPONSORS SET-UP	Caribbean Foyer
10:00 AM - 5:00 PM	REGISTRATION & INFORMATION DESK	Caribbean Foyer
10:00 AM - 12:00 PM <i>Coffee Provided by:</i>	GET CONNECTED! It's all about the connections you make. Take this time to build relationships with supplier partners, speakers and attendees.	Caribbean Foyer
		
12:00 PM	LUNCH	Ocean Ballroom
12:30 - 12:45 PM	WELCOME TO THE SUMMIT! <u>Emcee:</u> Heiko Dobrikow, The Las Olas Holding Company Ocean Ballroom	
12:45 - 1:45 PM	KICKOFF GENERAL SESSION CREATING A CORPORATE CULTURE THAT LOVES TO INNOVATE <u>Presented by:</u> ERIN MORAN , Chief Culture Officer, with Danny Meyer's Union Square Hospitality Group Leaders in every industry face the challenge of change, but innovation and growth do not have to come at the cost of an organization's cultural integrity. Erin Moran, Union Square Hospitality Group's Chief Culture Officer, discusses the mindset shift that has allowed Danny Meyer's renowned hospitality group to think outside the box with initiatives like Hospitality Included as a means of doubling down on corporate values and advancing the culture of Enlightened Hospitality.	Ocean Ballroom (H/R)

2:00 – 2:45 PM EDUCATION SESSION BLOCK #1 (choose 1 of 4)

Option 1: THE 5 PILLARS OF SUCCESSFUL RESTAURANT TAKEOUT, DELIVERY AND CATERING	Caribbean 1-3 (R)
<u>Presented by:</u> TRACY AVOLIO , Vice President, The Catering Institute Tracy's session, based on the framework of The Five Pillars of Successful Restaurant Takeout, Delivery & Catering, will focus on how to strategically build your catering and off-premise business channels, as well as best practices for improving existing catering operations. Attendees will also learn how key elements such as leadership, centralized services, sales, manufacturing, packaging, and distribution drive the overall catering channel and Tracy will share relevant insights to help operators understand where the business opportunity resides. <u>Sponsored by:</u>   R3 RELIABLE REDISTRIBUTION RESOURCE*	

Option 2: CYBER SECURITY TODAY AND WHAT THE FUTURE MAY HOLD: A LEGAL PERSPECTIVE	Caribbean 6-8 (H/R)
<u>Presented by:</u> JACEY KAPS, Esq. , Partner, Rumberger, Kirk & Caldwell Businesses across the U.S. and the rest of the world are working to adapt to a new age of cyber warfare, cyber espionage, hackers and social engineering. Both individuals and private companies must deal with network security in ways that they could not have envisioned a few short years ago. The cybersecurity problem is one of the most significant challenges facing private citizens, corporate America, and state and Federal government agencies today. Recognition of the challenges cyber threats pose and implementation of strategic and operational tools can allow for navigation of many cyber threats. However, change and adaptation is the rule. In this presentation, Jacey will discuss the state of cyber security and the future of cyber threats in a world increasingly interconnected by cyberspace and reliant on the internet of things. <u>Sponsored by:</u> Rumberger KIRK & CALDWELL	

PRESENTATIONS SUBJECT TO CHANGE. VISIT WWW.FRLA.ORG/EVENT/SUMMIT TO VIEW UPDATES ON SPEAKERS AND SESSIONS.

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Option 3: **PEOPLE, PASSION AND PINEAPPLES - RETHINK HOW TO FIND REAL TALENT**

Caribbean 4 (H/R)

Presented by: LINO MALDONADO, *VP of Operations for Gulf Region*, Wyndham Vacation Rentals

Connect them to your business and train them to lead it. Finding, retaining and connecting top talent to your business is key in today's ultra-competitive job market. You need to avoid the typical hiring mistakes, but don't stop there! Connect your people to your business with passion and they will perform exceptionally well for your customers!

Option 4: **MOBILE MARKETING IS NOW: TRANSFORM YOUR CONTENT & ENGAGE YOUR CUSTOMERS**

Caribbean 5 (H)

Presented by: SCOTT BACON, *VP of Business Development*, Miles Partnership

Get valuable research, strategies and tactics for mobile-centric marketing. Is the "desktop" still driving your online strategy? Have you shifted your internal processes and strategies to match? Join this session and find out valuable information about mobile measurements, strategies, and tactics that will prepare your hotel for a mobile-centric marketing future.

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2:45 - 3:15 PM

GET CONNECTED! NETWORKING BREAK

Caribbean Foyer

It's all about the connections you make. Take this time to build relationships with supplier partners, speakers and attendees.

3:30 – 4:15 PM

EDUCATION SESSION BLOCK #2 (choose 1 of 4)

Option 1: **HOW TO MAKE YOUR BUSINESS MORE SUSTAINABLE**

Caribbean 1-3 (H/R)

Presented by: NICOLE SMITH, *Customer Sustainability Program Director*, Coca-Cola North America

How can you incorporate sustainability into your day to day operations? Exploring facility and equipment efficiency, material choices, water use, and the opportunities for recycling, sustainability is embedded throughout foodservice and hospitality. Sharing some of the lessons we have learned in our operations, we will share how we continue to drive improvements and test new technologies.

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Option 2: **BIGGEST BANG FOR YOUR BUCK: WORKING WITH SMALL MARKETING BUDGETS**

Caribbean 4 (H/R)

Moderated by: KATHLEEN WOOD, *Co-Owner*, [Suzy's Swirl](#) & Founder, [Kathleen Wood Partners, LLC](#)

Panelists: RALPH A. LEWIS, *Owner*, [Okeechobee Steakhouse](#)

RON DINELLA, *Chief Financial Officer*, Anthony's Coal Fired Pizza

JOE NATALE, *VP of Food & Beverage Operations*, Menin Hospitality

When times get tough for businesses, one of the first things you can guarantee is a reduction in your marketing budget. Of course, getting the word out about your business is essential, especially in a tough economic climate, but there are still plenty of ways to create that much-needed buzz for your business even if you don't have a wealth of funds at your disposal. If you're dealing with limited marketing funds you have to be smart about priorities. Join us as we hear from how others in the industry have made small marketing budgets work for them.

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Option 3: THE FUTURE OF WORK: FREEDOM, FLEXIBILITY AND CONTROL IN THE GIG ECONOMY Caribbean 5 (H/R)

Presented by: [JASON HAMILTON](#), *Head of Product Innovation*, [Snagajob](#)

It's not just Millennials who want everything at their fingertips; we all do. Many of the services we know, love and use every day fulfill a service (or good or product) as quickly as the two ends can meet. In fact, this innovative approach to consumerism is affecting more areas of business, including operations: expectations around the time it takes to find and hire talent has dramatically changed as the gig, or on-demand, economy has grown. In this session, you will hear how the gig economy has changed both worker and employer hiring expectations and disrupted how the two engage at every stage of the employment process. Attendees will walk away with a better understanding of what is driving the acceleration toward a gig economy, the benefits and challenges associated with it, and how businesses like yours are adapting.

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Option 4: POWER PLAYERS: WOMEN LEADERS IN HOSPITALITY Caribbean 6-8 (H)

Moderated by: SHELDON SUGA, *VP Managing Director*, [Hawks Cay Resort](#)

Presented by: [RAMOLA MOTWANI](#), *Chairwoman and CEO*, [Merrimac Ventures](#)

KAREN CHASTAIN, *General Manager*, Fort Lauderdale Marriott Harbor Beach Resort & Spa

HEIDI DENNIS, *General Manager*, Pelican Grand Beach Resort

Come explore the new face of hospitality. These hotel executives will share best practices and methods that can enhance the long-term value of your property. Our panelists will discuss trends that have caught on and identify those that are still in hype-mode, the difference between soft brands and their counterparts and will examine various factors, including market share, costs to consumer competitive advantage and finding the right team and/or operator.

4:30 – 5:15 PM EDUCATION SESSION BLOCK #3 (choose 1 of 3)

Option 1: LEGAL SEMINAR: TEN THINGS I WISH I'D DONE DIFFERENTLY BEFORE GETTING SUED Caribbean 6-8 (H/R)

Presented by: KEVIN JOHNSON, *Partner*, Johnson Jackson, LLC

CHRIS BENTLEY, *Partner*, Johnson Jackson, LLC

Experienced management attorney Kevin Johnson will walk you back in time to show how simple behaviors can make all the difference in avoiding costly employment litigation. The focus will be on practical solutions that can be readily implemented to build litigation-proof operations.

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Option 2: WHISKEY, NOT JUST A MAN'S DRINK: LADIES LEADING IN THE WHISKEY RESURGENCE Caribbean 5 (H/R)

Moderated by: HERMAN FERNANDEZ, *VP Operations National & Corporate Accounts*, Southern Glazer's Wine & Spirits

Presented by: DEBBI PEEK, *Master Mixologist North Florida & National Accounts*, Southern Glazer's Wine & Spirits

MORGAN ZUCH, *Corporate Beverage Director*, Datz Restaurant Group

VIRGINIA PHILIP, *Master Sommelier*, The Breakers

Whiskey is no longer thought of as just the "man's drink." It has equally been appreciated by the female population for some time. Our panelists will divulge their views on how whiskey has become an equal opportunity beverage. They will discuss the attitudinal shift that leads many to believe that women are the future of whiskey. Join the discussion as you learn more about this dark and delicious spirit.

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Option 3: **OFF PREMISE: THE NEW REVENUE GENERATOR**

Caribbean 4 (R)

Moderated by: DON FOX, *CEO*, Firehouse of America, LLC

Presented by: MIKE VINIK, *Area Vice President*, BJ's Restaurant & Brewhouse

RYAN STURGIS, *COO*, Delivery Dudes

MELISSA LUND, *Marketing Manager*, Tijuana Flats

PAUL HICKS, *SVP Operations Services & Brand Development*, Corner Bakery

Today restaurants are facing new options when it comes to third party delivery, self-delivery, on-line ordering traditional take-out business (including drive-thru business). Hear from industry leaders on what path they have chosen and why.

Sponsored by:



5:30 - 6:45 PM

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HOSPITALITY HAPPY HOUR

Caribbean Foyer

Sip & Mingle with industry supplier partners and attendees

7:00 - 9:00 PM

NIGHT OUT IN THE VENICE OF THE AMERICAS

Dinner on your own, but FRLA will has great recommendations! Check the website for a listing of FRLA member restaurants. Make sure you make reservations!

9:30 - 11:00 PM

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NIGHT CAP

Riva Restaurant

Continue to make connections and build relationships before getting some shut eye! We'll see you tomorrow morning at 8:00 AM!

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THURSDAY, AUGUST 3

8:00 AM - 12:00 PM **REGISTRATION & INFORMATION DESK** **Caribbean Foyer**

8:00 AM – 8:30 AM **BREAKFAST**  **Ocean Foyer**
Coffee Provided by:

8:30 AM - 9:15 AM **MORNING GENERAL SESSION** **Ocean Ballroom (H/R)**

HIRING ROCK STARS

Presented by: JIM KNIGHT, *Founder, Knight Speaker*

How you attract, hire, train, develop and treat your front line employees is commonly known as the one true strategy to provide great guest service. In lieu of managers doing all of the work themselves, a specific culture must be created & fostered to secure commitment from the employees to stick around and deliver the desired results. This takes time and a lot of work. Jim Knight will act as a thought-starter for the session. He will use the visceral backdrop of several well-known brands, including Hard Rock International, via his 21-year run with that brand as the head of Training & Development, as a platform to discuss key strategies to build a strong rock star team.

Sponsored by:



9:30 – 10:15 AM **EDUCATION SESSION BLOCK #4 (choose 1 of 4)**

Option 1: VALUES BASED COMPANIES – THE FUTURE OF BUSINESS TODAY **Caribbean 4 (H/R)**

Presented by: [KATHLEEN WOOD](#), *Co-Owner, Suzy’s Swirl* & *Founder, Kathleen Wood Partners, LLC*

Are you done working hard and not moving forward? Are you ready to break free from the sea of sameness? This session will deliver seven keys for building a value-based company and your ROV (Return on Values: People, Profit, and Growth). If you are ready to ignite a powerful competitive transformation, *Values Based Companies* is the one session essential for accelerating people, performance, and profits.

Option 2: OPERATOR REALITIES AND THE CHALLENGES THAT LAY AHEAD FOR FOODSERVICE **Caribbean 5 (R)**

Presented by: [JOE PAWLAK](#), *Managing Principal, Technomic*

Join Joe as he outlines the state of the foodservice industry and the challenges today’s operator faces in remaining competitive and leveraging new consumer realities. This session will focus on the new on-demand consumer, defining who they are and how they behave. He will provide an overview of industry trends, putting them into perspective by outlining the success of regional chains growing in the Florida market. Finally, Darren will discuss Technomic’s forecast for 2017 and what to expect leading into 2018.

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Option 3: VISIT FLORIDA: PROGRAMS & PARTNERSHIP **Caribbean 1-3 (H)**

Presented by: LINDSEY NORRIS, *Regional Partnership Manager, VISIT FLORIDA*

Join VISIT FLORIDA’s Regional Partnership Manager, Lindsey Norris, as she takes a deep dive into this past legislative session. You will also learn how to maximize the benefits and resources of a VISIT FLORIDA Partnership. Hear the most up-to-date tourism statistics from VISIT FLORIDA, learn about VISIT FLORIDA’s Marketing Strategies and discover ways that VISIT FLORIDA can help grow your business.

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Option 4: **DATA SECURITY 101: WHAT RESTAURANT OPERATORS NEED TO KNOW TO PROTECT THEIR BUSINESS** Caribbean 6-8 (R)

Moderated by: JOE TENCZAR, *Vice President, Sonny's BBQ*

Presented by: RICHARD BLAKE, *Director of International Franchise Technology, CKE Restaurants, Inc.*

JESSE SHLACHTMAN, *I.T. Manager, China Grill Management*

SKIP KIMPEL, *Director of I.T., Anthony's Coal Fire Pizza*

The subject of Europay, Mastercard, and Visa is also known as EMV, has been thrown around the foodservice industry for the past few years but the rate of implementation has been extremely slow. Operators are hesitant to add EMV technology to their current platforms and even when they do, they're only addressing half of the problem. When referring to fraud, EMV helps to better protect an operator but it's being PCI compliant that will help to secure sensitive data going in and out of your operation. Hear from the IFBTA and leading foodservice operators who have taken the leap to implement EMV and PCI technologies and how they're adapting their technology to keep their business, employees, and customers safe.

10:30 AM – 11:00 AM

NETWORKING BREAK

Caribbean Foyer

Coffee Provided by:

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11:15 AM – 12:00 PM

EDUCATION SESSION BLOCK #5 (choose 1 of 3)

Option 1: **RESTAURANT TECHNOLOGY: WHERE IS IT GOING AND HOW DO I DECIDE WHAT I NEED?** Caribbean 5 (R)

Presented by: FRED LEFRANC, *Founding Partner & Chaos Strategist, Results Thru Strategy*

Technology is not new to the restaurant industry. However, the explosion of loyalty (CRM apps, online ordering and other digital marketing tools makes it seem new. In this presentation, we present the Technology Landscape which helps organize the way an operator looks at technology. In addition, we explore the emerging technologies that can help an operator increase sales, save money, develop guest intimacy or employee engagement.

Option 2: **THE INTERSECTION OF DIGITAL AND BRAND COMMUNICATIONS**

Caribbean 1-3 (H/R)

Presented by: ADRIENNE MORGAN, *Vice President of Strategic Growth, Sparxoo*

Today's connected consumers have revolutionized brand communications. The former expiration date on brand strategy and communications has progressed to become much more fluid due to the consumer feedback loop that digital provides. Understanding the psychology of each digital platform enables brands to understand the drivers of consumer decision making, and customize brand and digital communications based on that mindset.

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Champion Your Brand

Option 3: **LESSONS FROM LEADERS OF EMERGING GROWTH CHAINS: OPERATOR PANEL**

Caribbean 4 (R)

Moderated by: MELISSA WILSON, *Principal, Technomic*

Presented by: CHRIS ARTINIAN, *CEO, TooJay's Management, LLC*

JASON EMMETT, *President, Duffy's Sports Grill*

CHRIS GANNON, *Co-Founder and President, Bolay Restaurant*

Technomic Principal, Melissa Wilson will host a panel of regional emerging chains based in Florida. The panel will highlight key areas for their success and the challenges they face today in continuing to expand and grow their brand locally and nationally. Melissa will moderate the panel asking compelling questions and fielding questions from the audience providing key insights and relevant solutions from industry executive leaders.

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Option 4: PLAN TO BE SPONTANEOUS TOMORROW: UP YOUR #REALTIMEMARKETING GAME! Caribbean 6-8 (H/R)

Presented by: CAROLINA CASTANEDA, *Sr. Director of Digital Marketing & Strategy*, Miller's Ale House
ASHLEY MONTGOMERY, *Director of Brand Advocate Marketing*, Miller's Ale House

In today's multi-platform world, major and micro events are happening every day across multiple touchpoints, in real-time. How can your business leverage these events? Let's talk about Real-Time Marketing (RTM)! Join Carolina and Ashley as they take the red pill and go down the rabbit hole of RTM. They'll walk through building a strategic & pragmatic approach to capitalize on the cultural momentum. From the Super Bowl to #ElectionNight to the Kardashians, you'll learn real-time marketing isn't about competing for the moment. It's about winning in every moment!

12:15 – 12:45 PM LUNCH GENERAL SESSION Ocean Ballroom (H/R)
RECORDING OF WORKING LUNCH PODCAST

Moderated by: JOE KEFAUVER, *Managing Partner*, Align Public Strategies
FRANKLIN COLEY, *Partner*, Align Public Strategies
SEAN KELLY, *Host*, Working Lunch

Presented by: LINO MALDONADO, *VP of Operations for Gulf Region*, Wyndham Vacation Rentals
DAVE REID, *COO*, World of Beer
JOE KADOW, *EVP Chief Legal Officer*, Bloomin' Brands

Join public affairs specialists Joe Kefauver and Franklin Coley for in-depth analysis about the latest policy and political issues impacting restaurant operators. Working Lunch is a weekly podcast that appears every Monday on Nation's Restaurant News. This session will examine the developments in core business model issues affecting operators around mandated wages and benefits, taxes, regulations, immigration, food policy and more. Additionally, they will discuss external issues impacting the restaurant business environment like the labor movement, the political climate, impacts of automation and other important emerging trend lines.

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12:45 - 1:15 PM CLOSING REMARKS, WRAP UP and GOOD BYES!

Emcee: Heiko Dobrikow, The Las Olas Holding Company Ocean Ballroom