

OVERVIEW

REGISTRATION

Pre-Registration

\$199*

Ends July 19th

At The Door

\$229*

*Price includes complimentary breakfast, lunch and happy hour cocktails.

SUMMIT LOCATION

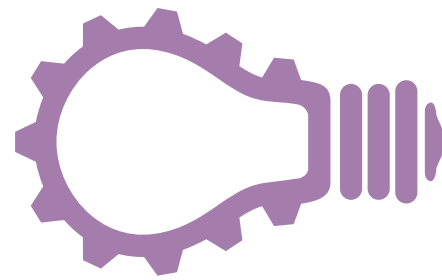


**Fort Lauderdale Marriott
Harbor Beach Resort & Spa**

3030 Holiday Drive, Ft. Lauderdale, FL 33316

**Reserve your hotel room now:
www.frla.org/summit-info**

For more information about sponsorship, registration, or event logistics, contact Marjorie Stone at 850-524-1747 or mstone@frla.org.



SUMMIT

EXCEPTIONAL CONTENT

Engage with powerful industry leaders dedicated to challenge your way of thinking in our educational and general sessions.

POWER PLAYS

More than 300 of Florida's most influential hospitality professionals gather at this event representing 100 different sites both independently and corporately owned.

BOTTOM LINE

The Summit is designed to help you increase sales, boost customer satisfaction and enhance your team.

BUILD RELATIONSHIPS

Collaborate with key decision makers, top influencers and senior management teams who represent some of the biggest names in the hospitality industry.

SUPPORTIVE SUPPLIERS

Interact with innovative and creative industry suppliers during our Networking Breaks throughout the entire Summit!



This year at the 2017 Summit, FRLA will spotlight a special charity known as **Children of Restaurant Employees, or CORE**: supporting the children of food and beverage employees who are navigating life-altering circumstances or conditions.

Provide a \$20 donation at registration and you have a chance to win a 2-night stay at the Fort Lauderdale Marriott Harbor Beach Resort & Spa.

THANK YOU SUMMIT SPONSORS!

— PLATINUM —

Coca-Cola, Sysco, TheZenith, VISITFLORIDA, NAPLETON IN FINITI, snagajob, Pinnacle Hospitality Systems, REDCELL TECHNOLOGIES, ISAN OASIS, SPARXOO, instant, RUMBERGER KIRK & CALDWELL, FIRST WATCH THE DAYTIME CAFE, BUNZL, BESNARD INSURANCE, TUUCI AmeriGas, Fiberbuilt UMBRELLAS & CUSTOMS, TMSIGNAL, COLAB, ALSCO, CASPERS SERVICE COMPANY, ECOLAB, COX, FREEBIRD, Johnson Jackson, Plainville, Primatelet, neon

— SILVER —

Imperial Dade, miles, Heartland, cintas, Infriente Energy, UnitedHealthcare, FAU, Florida Restaurant & Lodging Association

— BRONZE —

Blue Moon, FPL, American Express

— GOLD —

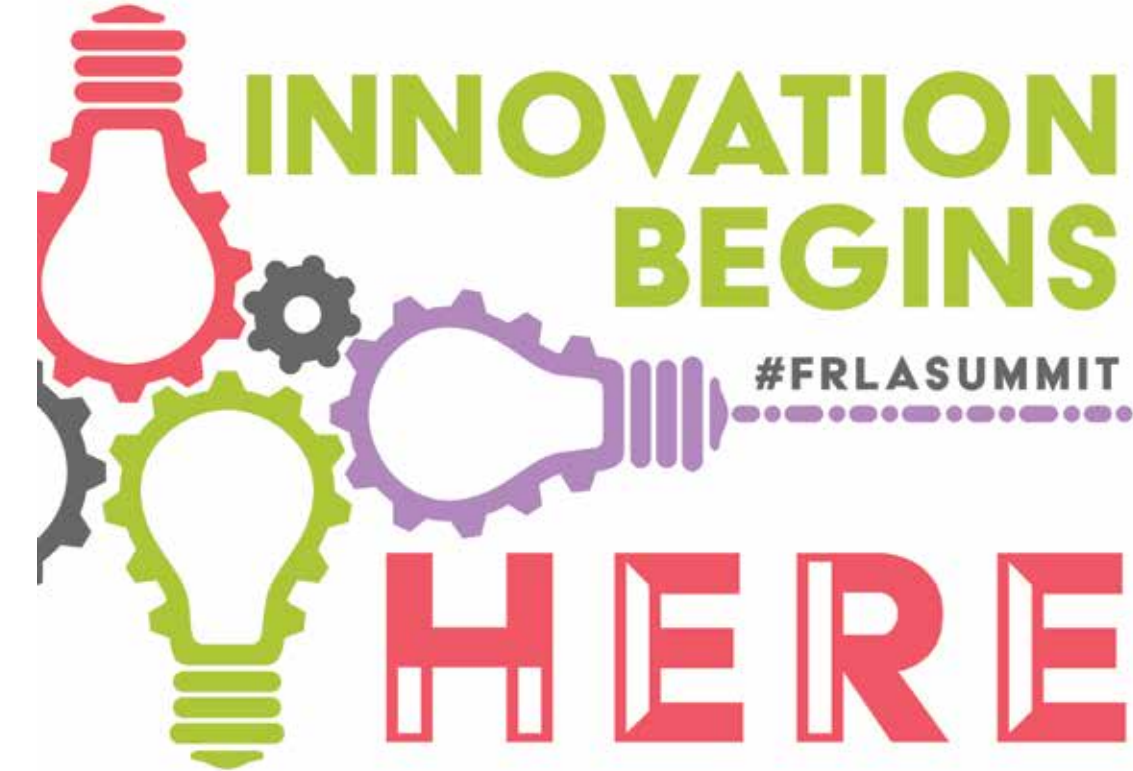
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**2017 MARKETING +
OPERATIONS SUMMIT
AUG. 2-3**



At the Fort Lauderdale Marriott Harbor Beach Resort & Spa

To secure your spot at this conference,
REGISTER NOW:
frla.org/event/summit

JOIN FLORIDA'S MOST INFLUENTIAL HOSPITALITY POWER PLAYERS AND TOP-LEVEL EXECUTIVES IN PURSUIT OF THE BEST PRACTICES AND BUSINESS TRENDS TO INCREASE OVERALL SALES AND CUSTOMER SATISFACTION.

PEERS

“I have been attending the FRLA summits since they first began 5 years ago. I strongly encourage anyone in the hospitality industry to attend. I have learned and implemented many marketing ideas that I first saw at these fantastic, cutting edge, educational summits. With the ever-changing shifts in technology, it's a great way to keep your marketing on track.”

Dave Reid
Chief Operating Officer
World of Beer Franchising, Inc.

“The Annual FRLA Marketing + Operations Summit is a must-attend hospitality conference if you want to get exposed to latest trends and tools to market your hotel or restaurant ahead of your competition. Trust me, you do not want to miss this conference.”

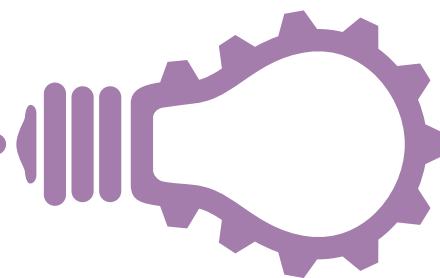
Heiko Dobrikow
Executive Vice President
& General Manager
The Las Olas Company
& Riverside Hotel

“This is the premier event for executives, managers, and business owners who get it done in the trenches every day. There is no better place to come together with your peers to share best practices that will help your business in tangible ways. Every year, the quality of content has progressed, and this summit now rivals the quality of events put on at the national level. If there was any one operationally-focused event you attend this year, the Marketing + Operations Summit should be the one.”

Don Fox
CEO
Firehouse of America, LLC

“As an independent operator the Marketing + Operations Summit is a great resource for my team to learn new ideas and the latest market trends. This is a great tool for my company and we look forward to this event each year.”

Danielle Rosse
Owner
Oceans 234



TALENT

CHECK OUT THE CALIBER OF SPEAKERS:



Erin Moran
Chief Culture Officer
Union Square
Hospitality Group



Fred LeFranc
Chaos Strategist
Results Thru Strategy



Joseph M. Pawlak
Managing Principal
Technomic



Kathleen Wood
Founder
Kathleen Wood Partners



Don M. Fox
CEO
Firehouse of America, LLC



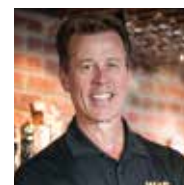
Ramola Motwani
Chairwoman & CEO
Merrimac Ventures



Joe Kadow
EVP Chief Legal Officer
Bloomin' Brands



Jim Knight
Owner/Founder
Knight Speaker



Dave Reid
Vice President
Director of Operations
World of Beer Franchising Inc.



Scott Bacon
Vice President
Miles Partnership and
Get Ready To Innovate!



Karen Chastain
General Manager
Ft. Lauderdale
Marriott Harbor Beach
Resort and Spa



Debbi Peek
Master Mixologist
Southern Glazer's
Wine & Spirits



Lino Maldonado
VP, Operations,
Growth & Innovation
Wyndham Vacation Rentals



Virginia Philip
Master Sommelier
Virginia Phillip Wine Shop
& Academy



Tracy Avolio
Vice President
The Catering Institute



Joe Kefauver
Managing Partner
Align Public Strategies



Adrienne Morgan
VP of Strategic Growth
Sparxoo



Jacey Kaps
Hospitality Legal Advisor
Partner,
Rumberger, Kirk & Caldwell



Melissa Wilson
Principal
Technomic, Inc.



Jason Hamilton
Head of Product Innovation
Snagajob



Heidi Dennis
General Manager
Pelican Grand
Beach Resort



Melissa Lund
Marketing Manager
Tijuana Flats



Lindsey Norris
Regional Partnership
Manager
VISIT FLORIDA



Nicole Smith
Customer Sustainability
Program Director
Coca-Cola North America Group



Ron DiNella
Chief Financial Officer
Anthony's Coal Fired Pizza

AGENDA

WEDNESDAY, AUGUST 2

- 8:30 – 10:00 AM SPONSORS SET-UP
- 10:00 AM – 5:00 PM REGISTRATION & INFORMATION DESK
- 10:00 AM – 12:00 PM NETWORKING – GET CONNECTED!
- 12:00 PM LUNCH
- 12:30 – 12:45 PM WELCOME TO THE SUMMIT!
- 12:45 – 1:45 PM KICKOFF GENERAL SESSION
CREATING A CORPORATE CULTURE THAT LOVES TO INNOVATE
Presented by: ERIN MORAN, *Chief Culture Officer*, with Danny Meyer's Union Square Hospitality Group
- 2:00 – 2:45 PM EDUCATION SESSION BLOCK #1 (4 options)
- THE 5 PILLARS OF SUCCESSFUL RESTAURANT TAKEOUT, DELIVERY AND CATERING
by TRACY AVOLIO, The Catering Institute
- OPERATOR REALITIES AND THE CHALLENGES THAT LAY AHEAD FOR FOODSERVICE
by JOE PAWLAK, Technomic
- PEOPLE, PASSION AND PINEAPPLES - RETHINK HOW TO FIND REAL TALENT
by LINO MALDONADO, Wyndham Vacation Rentals
- MOBILE MARKETING IS NOW: TRANSFER YOUR CONTENT & ENGAGE YOUR CUSTOMERS
by SCOTT BACON, Miles Partnership
- 2:45 – 3:15 PM GET CONNECTED! NETWORKING BREAK
- 3:30 – 4:15 PM EDUCATION SESSION BLOCK #2 (4 options)
- HOW TO MAKE YOUR BUSINESS MORE SUSTAINABLE
by NICOLE SMITH, *Customer Sustainability Program Director*, Coca-Cola North America
- BIGGEST BANG FOR YOUR BUCK: WORKING WITH SMALL MARKETING BUDGETS
Moderated by: KATHLEEN WOOD, Suzy's Swirl
Panelists: RALPH A. LEWIS, Okeechobee Steakhouse
RON DINELLA, Anthony's Coal Fired Pizza
JOE NATALE, Menin Hospitality
- THE FUTURE OF WORK: FREEDOM, FLEXIBILITY AND CONTROL IN THE GIG ECONOMY
by JASON HAMILTON, Snagajob
- POWER PLAYERS: WOMEN LEADERS IN HOSPITALITY
Moderated by: SHELDON SUGA, Hawks Cay Resort
Presented by: RAMOLA MOTWANI, Merrimac Ventures
KAREN CHASTAIN, Fort Lauderdale Marriott Harbor Beach Resort & Spa
HEIDI DENNIS, Pelican Grand Beach Resort
- 4:30 – 5:15 PM EDUCATION SESSION BLOCK #3 (3 options)
- LEGAL SEMINAR: TEN THINGS I WISH I'D DONE DIFFERENTLY BEFORE GETTING SUED
by KEVIN JOHNSON, Johnson Jackson, LLC
- WHISKEY, NOT JUST A MAN'S DRINK: LADIES ARE LEADING IN THE WHISKEY RESURGENCE
Moderated by: HERMAN FERNANDEZ, Southern Glazer's Wine & Spirits
Presented by: DEBBI PEEK, Southern Glazer's Wine & Spirits
MORGAN ZUCH, Datz Restaurant Group
VIRGINIA PHILIP, The Breakers
- OFF PREMISE: THE NEW REVENUE GENERATOR
Moderated by: DON FOX, Firehouse of America, LLC
Presented by: MIKE VINIK, BJ's Restaurant & Brewhouse
RYAN STURGIS, Delivery Dudes
MELISSA LUND, Tijuana Flats
PAUL HICKS, Corner Bakery
- 5:30 – 6:45 PM HOSPITALITY HAPPY HOUR
- 7:00 – 9:00 PM NIGHT OUT IN THE VENICE OF THE AMERICAS
- 9:00 – 10:00 PM NIGHT CAP

THURSDAY, AUGUST 3

- 8:00 AM – 12:00 PM REGISTRATION & INFORMATION DESK
- 8:00 – 8:30 AM BREAKFAST
- 8:30 – 9:15 AM MORNING GENERAL SESSION
HIRING ROCKSTARS Presented by: JIM KNIGHT, *Owner/Founder*, Knight Speaker
- 9:30 – 10:15 AM EDUCATION SESSION BLOCK #4 (4 options)
- PLAN TO BE SPONTANEOUS TOMORROW: UP YOUR #REALTIMEMARKETING GAME!
by CAROLINA CASTANEDA, Miller's Ale House
ASHLEY MONTGOMERY, Miller's Ale House
- VALUES BASED COMPANIES – THE FUTURE OF BUSINESS TODAY
by KATHLEEN WOOD, Suzy's Swirl
- VISIT FLORIDA: PROGRAMS & PARTNERSHIP by LINDSEY NORRIS, VISIT FLORIDA
- DATA SECURITY 101: WHAT RESTAURANT OPERATORS NEED TO KNOW TO PROTECT THEIR BUSINESS
Moderated by: TBD
Presented by: RICHARD BLAKE, CKE Restaurants, Inc.
JESSE SHLACHTMAN, China Grill Management
- 10:30 – 11:00 AM NETWORKING BREAK
- 11:15AM – 12:00 PM EDUCATION SESSION BLOCK #5 (4 options)
- RESTAURANT TECHNOLOGY: WHERE IS IT GOING AND HOW DO I DECIDE WHAT I NEED?
by FRED LEFRANC, Results Thru Strategy
- THE INTERSECTION OF DIGITAL AND BRAND COMMUNICATIONS
by ADRIENNE MORGAN, Sparxoo
- LESSONS FROM LEADERS OF EMERGING GROWTH CHAINS: OPERATOR PANEL
Moderated by: MELISSA WILSON, Technomic
Presented by: CHRIS ARTINIAN, TooJay's Management, LLC
JASON EMMETT, Duffy's Sports Grill
CHRIS GANNON, Bolay Restaurant
- CYBER SECURITY TODAY AND WHAT THE FUTURE MAY HOLD: A LEGAL PERSPECTIVE
by JACEY KAPS, Rumberger, Kirk & Caldwell
- 12:15 – 12:45 PM LUNCH GENERAL SESSION
RECORDING OF WORKING LUNCH PODCAST
Moderated by: JOE KEFAUVER, *Managing Partner*, Align Public Strategies
FRANKLIN COLEY, *Partner*, Align Public Strategies
SEAN KELLY, *Sean Kelly, 10-Time Emmy Award-Winning TV Journalist*
Presented by: LINO MALDONADO, Wyndham Vacation Rentals
DAVE REID, World of Beer
JOE KADOW, Bloomin' Brands
- 1:00 PM CLOSING REMARKS, WRAP-UP AND GOODBYES!

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LEVERAGE THEIR SECRETS OF SUCCESS!