



2019 MARKETING + OPERATIONS SUMMIT



AUGUST 13-14 | TAMPA MARRIOTT WATER STREET

TUESDAY, AUGUST 13

10:00 AM – 12:00 PM

REGISTRATION

SPONSOR MARKETPLACE

11:15 – 11:45 AM

EARLY BIRD BREAKOUT SESSION

SALON C&D

- **Tired, Wired, Stressed? Three Health & Well-Being Strategies for the Hospitality Industry.**

SUZANNE PERKINS AVP East Region, Customer Analysis & Solutions | UnitedHealthcare

UNITEDHEALTH GROUP

12:00 – 1:45 PM

WELCOME LUNCH KEYNOTE

GRAND BALLROOM

- **FRED LEFRANC** Chaos Strategist | Results Thru Strategy
State of the Industry Address Pt. 1
- **STEVE ROBINSON** Author, *Covert Cows and Chick-fil-A* & Former Chick-fil-A CMO
Culture is the soil for a great brand. How's your soil?

RESULTS
THRU
STRATEGY

2:00 – 2:45 PM

BREAKOUT SESSION 1

- **Food Safety Management Systems to Enhance Customer Experience**

SALON G & H

HAL KING, PH.D. Partner, Active Food Safety and CEO, Public Health Innovations
Restaurant store cleanliness matters! It's the most important driver of customer visitation (i.e., they come back more often and increase sales) and brand loyalty just behind the importance of employee service and food quality attributes. Employee service, "clean", and "how the employee cleans" are important attributes that inform a customer's perception of good service and hospitality. Food safety management systems that control food safety hazards can also directly influence restaurant facility cleanliness, employee service and food quality, and can be leveraged to enhance the customer experience. This session will present a successful model to enhance both food safety management and customer experience in a restaurant environment.

- **Independent & IN Control: 7 Lessons in Profitability from the Big Guys**

SALON A & B

 **GetUpside**

Moderator: **LEN GHILANI** Partner | Results Thru Strategy
Panelists: **CHARLY ROBINSON** Founder | F&D Kitchen and Bar
FRED THIMM Owner & Operator | Reel Fish Coastal Kitchen + Bar
MITCH WACHMAN Former CFO | Nath Companies

Today, most diners will likely tell you they prefer independent restaurants to chains. While the independents often cater to local tastes and fit comfortably into the neighborhoods they serve, chain operations are typically plagued by sameness of menu and décor, no matter where they are. Why do the chains survive where some independents fail? What can independent restaurant and hotel operators learn about how to succeed from the big guys? In this session, we'll discuss how the systems that make chains efficient and profitable—often helping them thrive—can create the same favorable results for independents.

- *Menu Engineering -- Knowing the "real" Costs*
- *Ordering & Inventory Management*
- *Sourcing and On-Boarding a Productive Team*
- *Building a Culture*
- *Cross-Training & Scheduling*
- *Show More, Hide Less: Financial Transparency to Improving Profits*
- *Monitoring the Guest Journey*

- **The Future is Bright: Strategies for Recruiting and Retaining Successful Employees**

SALON C & D

Moderator: **PAUL HINEMAN** CEO | Avenger Capital
Panelists: **LISA LOMBARDO** Chief People and Culture Officer | Hotel Development & Management Group, LLC
CARRIE ALEXANDER Program Manager, Career Development | American Hotel & Lodging Association
SCOTT MOORE CEO & Founder | Maple Street Biscuit Company
ART SANDERS Vice President, Human Resources | TooJay's Deli, Bakery & Restaurant

Industry professionals share their ideas for recruitment and retention strategies. With unemployment rates low, the competition for highly skilled and loyal workers is more challenging than ever before. How will you stand out among the crowd? Learn the importance of providing motivating forces for your employees today and for years to come.

- **Major Impact: How Google My Business is Changing the Marketing Landscape**

SALON I & J

ANGELA VAUGHN Marketing Solutions Manager, Hospitality Division | Miles Partnership

Looking for free ways to promote your hotel or restaurant to Google's users? Wondering where your organic website traffic has gone? Join us as we review case studies that demonstrate how optimization of your Google My Business listing can increase phone calls, reservations, clicks and more. Attendees will learn about GMB's impact on marketing and steps they can take to harness the power of GMB for their own organization.



2:45 – 3:15 PM

GET CONNECTED! NETWORKING BREAK
SPONSOR MARKETPLACE

3:15 – 4:00 PM

BREAKOUT SESSION 2

- **Third Party Delivery - Should you or not?**

SALON C & D

Moderator: **FRED LEFRANC** Chaos Strategist | Results Thru Strategy

Panelists: **ALEX CANTER** Founder & CEO | Ordermark

MARTY HANFIELD Chief Commercial Officer | OLO

CRAIG COCHRANE EVP of Marketing | Kitchen United

SCOTT LEFFEL Director of Restaurant Acquisitions | WAITR, INC.

No one saw this 5th sales channel coming. The rise of delivery as a revenue growth area has the industry abuzz. Many companies have seen incremental sale with little incremental profit.

Questions arise as to who owns the data and the effect of a third party controlling the brand experience. Additionally, adding delivery to one's business is no small matter. There are many practical considerations. This panel will explore the pros and cons of third-party delivery and explore ways to make this a meaningful part of your business.

RESULTS
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- **Advancing Women Leaders: Candid Conversation on Women in the Workplace**

SALON G & H

Moderator: **KATHRYN LYONS** Chief Growth Officer | Women's Foodservice Forum

Panelists: **HEATHER TROTTER** VP of Sales, Southeast | Coca-Cola North America

MARCIA DMOCHOWSKI General Manager | Hyatt Regency Sarasota

SHEILINA HENRY Vice President of Training & Operational Excellence | Outback Steakhouse

SALLI SETTA President | Red Lobster & WFF Board of Directors

Did you know that there is consistently less than 25% of female leadership in c-suite roles within the food industry? Despite the gender gap, women continue to succeed and break through into senior roles. Join us for a frank and insightful discussion with female industry executives highlighting their path to senior leadership. Hear about the champions who advanced their career, and the many challenges they overcame along their journey.

- **Medical Marijuana: What you need to know about Law and Liability**

SALON A & B

Moderator: **CARIE HALL** Partner | Rumberger, Kirk & Caldwell

Panelists: **SUE ANGER** Director-Litigation Management | The Zenith

SALLY CULLEY Partner | Rumberger, Kirk & Caldwell

FRANKLIN COLEY Partner | Align Public Strategies

According to a recent NBC News Miami article (www.nbcmiami.com/news/local/507053671),

*"people are signing up for medical marijuana in Florida in record numbers – about 3,000 new patients a week." **An interactive expert panel takes up of** where we are now and what lies*

*ahead with laws and policies regarding marijuana usage in Florida. **They will also explain** the*

potential liability of those in the restaurant and lodging industry for not only employee usage of

Rumberger
KIRK & CALDWELL

marijuana but also customer usage, how workers' compensation carriers are addressing the increasing use of medical marijuana, and the impact of medical marijuana on Drug Free Workplace programs.

- **What is AirBnB and VRBO doing to the hotel business?**

SALON I & J

Moderator: **DOUG FIEDLER** CEO | The Hospitality Solution Inc. | Results Thru Strategy

Panelists: **TARIK DOGRU** Assistant Professor of Hospitality Management, Dedman School of Hospitality | Florida State University

BRIAN KLEIN General Manager | Tampa LeMeridien Hotel

BILL CASWELL Principal | North Highland

What is AirBNB, WhyHotels and VRBO doing to the hotel and resort business? Learn why guests are choosing these alternatives and discuss ways to compete. What can an independent hotel learn from the big brands? What can big brand hotels learn from the independent hotels?



4:15 – 5:00 PM

BREAKOUT SESSION 3

- **Trip Advisor: Online Reputation Management**

SALON A & B

ETHAN SHELLEY Global Head of Content Solutions | TripAdvisor Hotels

Join Ethan to discuss the importance of online reputation management and the steps that TripAdvisor is taking to help businesses better manage their listings, the benefits of review engagement and address any questions from the audience about how to better utilize TripAdvisor as a marketing channel for their business.



- **Loyalty - How can I make this work?**

SALON I & J

FRED LEFRANC Chaos Strategist | Results Thru Strategy

Panelists: **MIKE VICHICH** Cofounder, CEO | Wisely

ZACH GOLDSTEIN CEO and Founder | Thanx

ALAN PAUL Head of Business Development | Cardfree

Guests have been loyal to restaurants and hotels for generations. However, the method used by business to engage and reinforce brand affinity has evolved in the digital era. With smartphones operators now have the ability to communicate directly with their guests in a personalized manner. This has both opportunities and challenges. This panel will help you understand how companies are deploying these new strategies and provide practical ways you can use them in your business.



- **When Disaster Strikes**

SALON C & D

Moderator: **LINO MALDONADO** Vice President | Wyndham Vacation Rentals, North America

Panelists: **JOHN HORNE** Owner/President | Anna Maria Oyster Bar

SHELDON SUGA VP Regional Managing Director | Hawks Cay Resort



PAUL SCHREINER Partner | Texas Roadhouse

RAE DOWLING Florida Power Light

Industry leaders share how they prepared, survived and recovered from disasters such as hurricane Irma and Michael, and red tide.

- **The Rise of Plant-Based Menu: To Pursue or Not to Pursue**

SALON G & H

JOE DEPIPPA Partner | Tournant

Vegetables, fruits, grains, beans and seeds have always been a part of the human diet. So, what's all the fuss about? Recent data shows that retail sales of "plant-based" products are up 20% from last year, making it \$3.3 billion industry. As the category continues to evolve, it can be challenging to know how best to capitalize on this growth and increased consumer demand. In this session, we'll not only take a look at what's driving consumer interest and innovation within the category, but also how these insights might translate into opportunities for those in the hospitality business.



5:00 – 6:00 PM

HOSPITALITY HAPPY HOUR

SPONSOR MARKETPLACE

6:30 – 7:15 PM

RECEPTION

JACKSON'S BISTRO, BAR & SUSHI

7:15 – 8:45 PM

DINNER

JACKSON'S BISTRO, BAR & SUSHI

WEDNESDAY, AUGUST 14

7:30 – 8:45 AM

BREAKFAST

SPONSOR MARKETPLACE

7:45 AM – 8:30 AM

BREAKOUTS SESSION 4

- **The Working Lunch Breakfast: Align Public Strategies**

SALON A & B

JOE KEFAUVER Managing Partner | Align Public Strategies

Joe Kefauver and Franklin Coley from Align Public Strategies will hold a panel discussion on numerous issues facing the industry including the state of play of minimum wage across the country, the industry's role in the 2020 elections, and emerging issues around the future of work and the politics of our industry's changing business model.

- **Staffing in a time of record low unemployment: Utilizing Foreign Nationals as a Staffing Solution through H-2B and J-1 Visas**

SALON I & J

KEITH PABIAN Partner | Pabian Law

With unemployment near an all-time low and fewer American workers willing to perform “unskilled” jobs, filling jobs at hotels, resorts, restaurants, and private clubs can feel daunting, if not impossible. This presentation will focus on H-2B seasonal visa options for hospitality organizations in Florida. It will not only provide the basics of the H-2B visa, but will also delve into other visa options including the J-1 trainee visa and year-round visa options for your higher-level staff. This presentation will then discuss how to make hiring foreign nationals a huge success for your organization with a discussion of practical tips to utilize as well as common traps to avoid.

- **Restaurant and Hotel Training Requirements**

SALON C & D

CHRISTY CUMP Director of Operations | FRLA/ RCS Training

Panelists: **GEOFF LUEBKEMANN** Senior Vice President | FRLA Education & Training and former Director | DBPR Division of Hotels & Restaurants

TONY DAVENPORT VP, Restaurant Programs of America | A Division of Arthur J. Gallagher & Co.

MICHAEL MARTINEZ, Attorney | GreenspoonMarder

DAVE REID Chief Operating Officer | Duffy’s Sports Grill

Responsible Vendor, Food Manager, Employee Food Safety, Anti-harassment, Human Trafficking Awareness...which trainings are required and which are voluntary? FRLA’s Education & Training Department offers 7 core industry related trainings and 50+ professional development trainings in several languages and across multiple learning platforms. Owners/operators have to focus on the core questions: Do we have to do it? Should we do it to protect our business licenses? Do the benefits of doing it outweigh the time and cost? With so many offerings and so much confusing information, how do you determine which trainings are required by law, which are voluntary, which are risk management tools, and which are just good business practice. This panel of experts represents all facets of the industry – regulatory, insurance, legal, and owner/operator. Together, they will provide a complete picture of what restaurant and hotel owners/GMs must do, should do, and can do to protect their business licenses and profits, themselves, and their staff.

- **The Future of Integrated Digital Marketing: Effective & Affordable**

SALON G & H

VLAD EDELMAN CEO & Co-Founder | Targetable

Marketing a restaurant business through digital channels has never been more complex, demanding, or difficult. Simultaneously, success has never hinged more directly on launching and maintaining an effective digital media plan. Leveraging the power, reach, and immediacy of digital media often requires taking expensive risks which are far from guaranteed to produce results. HEROFI’s Targetable changes the dynamic, and allows clients to gain instant access to fully customized ads; strategy and targeting relevant to a specific business, and data to make both more effective. All of this in a single platform that is simple, automated, and affordable. How? Attend our session on the next generation of local marketing and find out how Targetable is harnessing new services, actionable data, and artificial intelligence to put million-dollar tools and services in the hands of every customer and what it means to the future of integrated marketing.



8:45 – 10:00 AM

MORNING KEYNOTE

GRAND BALLROOM

- **FRED LEFRANC** Chaos Strategist | Results Thru Strategy
State of the Industry Address Pt. 2

RESULTS
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- **NIKKI STONE** 1998 Winter Olympics Gold Medalist
When Turtles Fly: The Difference Between Showing Up and Winning the Gold
It's time to hop off the merry-go-round and step up to the plate by thinking a little differently. Discover the assets concepts that champions and every winning team must use to stand out and beat the competition. Champions creatively think outside the box, learn lessons from taking chances and learn from their failures. No one wins doing the same thing. Gain the ability to "go for the gold" when everything is on the line.



10:15 – 11:00 AM

BREAKOUT SESSION 5

- **Brand USA and their Partnership with Local DMOs in Promoting Travel and Tourism**

SALON I & J

CHRISTOPHER THOMPSON President & Chief Executive Officer | The Brand USA
Brand USA, the destination marketing organization for the United States, works collaboratively to reach international travelers and inspire visitation to the USA. In this session, Chris Thompson, President and CEO, will offer attendees a close look at how the organization markets to international travelers and adds value to destination marketing organizations seeking to tap into the worldwide travel market - all while helping to fuel the nation's economy. Come learn more about Brand USA's creative global campaigns, tourism impact, travel trade initiatives and so much more!



- **Culture Eats Strategy for Lunch**

SALON A & B

FRED LEFRANC Chaos Strategist | Results Thru Strategy

Panelists: **MELISSA HUGHES, PHD** Founder/ Principal | The Andrick Group

Business owners are challenged like never before. There is a labor shortage, higher wages and increasing competition. Yet, there are companies that are thriving in this maelstrom. What is their secret. In this breakout, we will:

- *Understand how culture is created and managed*
- *What a leader can do to measure and improve their culture*
- *Understand how employee engagement will lead to better financial results*
- *Learn how to create a culture of accountability and results.*

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- **Is Your Business Secure: What You Need To Know To Protect Your Data**

SALON G & H

Moderator: **SKIP KIMPEL** CIO | 4R Restaurant Group



Panelists: **ROMAN MALKIN** Director of IT Security & Compliance | Red Lobster Seafood Company
CHRIS RALL Sr Director SMB Development | Heartland POS

Today, businesses have access to consumer data that is far more complex and comprehensive than in year's past. Knowing how to capture, analyze, and secure data is becoming increasingly important as data breaches occur on a regular basis and understanding how these breaches occur will help to prevent possible trouble for your business. In this panel, we'll discuss the steps you must take to protect your data and ensure your customer information does not fall into the wrong hands.

- **Serving Philanthropy**

SALON C & D

Moderator: **PAUL AVERY** CEO | President at World of Beer Franchising, Inc
Panelists: **ANNE ROLLINGS** Corporate Office Manager, Government & Community

Relations Liaison | Gecko's Hospitality Group

CARI TRIMYER Sr. Director of Marketing | First Watch Restaurants

AMANDA HORNE Royal Consort | Anna Maria Oyster Bar

ERIC WALTZ General Manager | The Sandpearl Resort

How creating authentic business partnerships fulfills your teams, supports your community, creates loyalty with your guests and enhances your corporate identity. Sharing uplifting experiences is at the heart of the Hospitality Industry & feels GREAT! Share insights from three companies whose charitable giving programs have endeared them as Restaurant Neighbors in their communities and brought about national recognition.



11:00 – 11:15 AM

GET CONNECTED! NETWORKING BREAK

SPONSOR MARKETPLACE

11:15 AM – 12:00 PM

BREAKOUT SESSION 6

- **Employment Law Jeopardy**

SALON I & J

Moderator: **KEVIN JOHNSON** Shareholder | Johnson Jackson

Panelists: **CHRIS BENTLEY** Partner | Johnson Jackson

CHRIS JOHNSON Senior Associate | Johnson Jackson

As employment laws continue to evolve rapidly, operators are getting hit with challenging questions on a daily basis: How should I handle my first transgender employee? Can an employee bring a service animal to work? Do I still have to be careful about how much sidework servers perform? Can I fire an employee who is mouthing off on social media? Attorneys from Johnson Jackson will provide important substantive answers to the latest questions while blending this substance into an entertaining format. Remember, if culture eats strategy for lunch, litigation can certainly take a pretty serious bite out of your culture. Test yourself on how well you know the rules of the game and get up to date on the latest developments so that you can have peace of mind.



- **Hidden Influences on Employee Engagement**

SALON A & B

Moderator: **FRED LEFRANC** Chaos Strategist | Results Thru Strategy

Panelists: **MIKE VINIK** Area Vice President | BJ's Restaurants

ASHISH GAMBHIR Co-Founder/ President **and KAM DESAI** Co- Founder/ CEO
| ShiftOne

DEAN LAVALLEE CEO | Park Avenue BBQ Grille

MELISSA HUGHES, PHD Founder/ Principal | The Andrick Group

The influences of employee engagement go beyond the company handbook. Policies, procedures, and strategic initiatives all play a significant role in how employees feel about their jobs.

However, there are hidden factors that lie beneath the surface that are powerful forces in the way we communicate, collaborate, innovate, and contribute to the company culture that drives or derails organizational success. Discover these forces and simple ways to leverage them to your advantage. Topics for discussion:

- *The importance of company culture and how it effects Employee Engagement*
- *The top 3 Elements of Effective Employee Engagement*
- *What the Brain has to do with Effective Employee Engagement*
- *How Employee Engagement can strongly affect our profit*

- **C-Suite Confidential: Navigating the Constantly Changing Tides of Consumer & Employee Behavior**

SALON C & D

Moderator: **RICK VAN WARNER** President, The Parquet Group; Board Member & Former CEO | Tijuana Flats Restaurants

Panelists: **CHRIS GANNON** CEO & Co-Founder | Bolay Restaurants

SCOTT MOORE CEO & Founder | Maple Street Biscuit Company

NICK VOJNOVIC President & Majority Owner | Little Greek Fresh Grill

From rising off-premise demands and new technologies to the intensifying war for talent, leading a hospitality business has never been more challenging. This panel of Florida CEOs will discuss how rapid changes in the market are reshaping their businesses, and the steps they're taking to evolve.

- **The Science Behind Hospitality and Creating Memorable Experiences**

SALON G & H

Moderator: **DOUG FIEDLER** CEO | The Hospitality Solution Inc. | Results Thru Strategy

Panelists: **RON MCANAUGH** General Manager | Tampa Marriott Water Street

BRIAN KLEIN General Manager | Tampa LeMeridien Hotel

There really is science in hospitality. Join us to learn how our five senses drink information in and sends that information to our brains where snap decisions are made. Learn how you can manipulate the sensory experience for every guest to make a memorable, tellable story.

Excellent guest experiences are designed and seldom happen without intentional planning and attention to detail. Learn how you can guide the guest experience through leveraging the five senses and applying situational awareness.



12:15 – 1:30 PM

CLOSING LUNCH KEYNOTE

GRAND BALLROOM

- **DON YAEGER**

Building a Team of Teammates

Every winning team has an MVP... But every MVP requires a team of teammates to surround them to make success possible. The Great Teammates become the pulse of high performing organizations, accepting and committing to whatever role is needed to spark winning results. So how do we build a team of teammates? How do we teach – and then celebrate – selflessness in our organization to drive achievement? Through remarkable insight gained from the greatest teammates of our time and based on his New York Times best-selling book “Teammate,” longtime Sports Illustrated Associate Editor Don Yaeger teaches how the best teammates become INVALUABLE without ever being seen as most valuable.

