



October 13, 2020 | Destin, Florida
Emerald Grande at HarborWalk Village

#FRLASUMMIT



FRLANEWS



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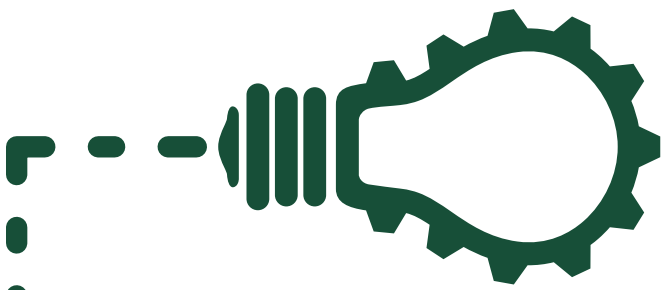


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SUMMIT

Welcome to FRLA's 2020 Marketing + Operations Summit! As one of our signature events, we are proud to watch its continued growth. Now in its eighth year, we are thrilled to have the opportunity to share the experience with you here in Florida's beautiful Panhandle.

2020 has certainly been an unprecedented year for Florida's hospitality industry, and we are working to recover as we safely re-open the Sunshine State. I am so proud that we have our esteemed national partners participating in an industry roundtable this year, with National Restaurant Association President & CEO Tom Bene, American Hotel and Lodging Association President & CEO Chip Rogers, and Asian American Hotel Owners Association President & CEO Cecil Staton.

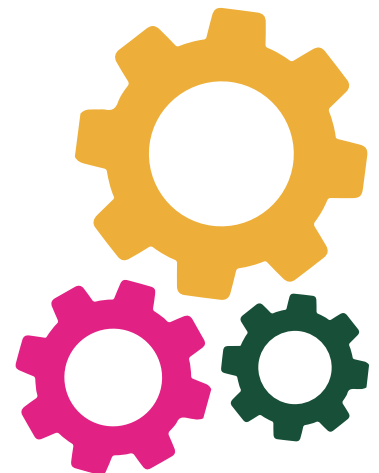
In addition to our wonderful array of panelists, I am excited to offer a stellar line-up of speakers, including our friend, Chief Financial Officer Jimmy Patronis. We will also have incredible breakout sessions on how to navigate these challenging times and to move your business forward. You will hear from the experts about the digitization of our industry, the rise of off-premise dining, and the importance of prioritizing purpose and culture in what we do. After you listen to the invaluable insights of the presenters, be sure to connect with them directly. This is your chance to collaborate with some of the biggest names in our business.

You help make Florida a wonderful place to live, work, and play. We truly appreciate that you are passionate and engaged in every facet of your business.

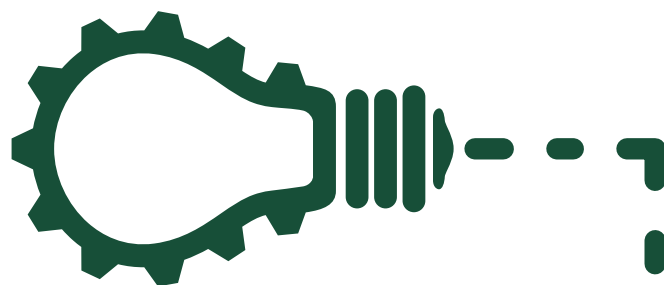
Thank you for attending our event and for your support of the FRLA.

Carol B. Dover

President and CEO
Florida Restaurant & Lodging Association



AGENDA



TUESDAY, OCTOBER 13

WHEN

WHAT

WHERE

7:00 - 8:30 AM BREAKFAST Harborview Room

8:30 - 2:30 PM HOSPITALITY ROOM Grande Ballroom

7:30 - 9:30 AM REGISTRATION Captain's Deck

8:30 - 8:45 AM WELCOME Captain's Deck

► **JIMMY PATRONIS**

Chief Financial Officer | State of Florida

8:45 - 9:00 AM STATE OF THE INDUSTRY ADDRESS Captain's Deck

► **FRED LEFRANC**

Chaos Strategist | Results Thru Strategy

9:00 - 9:45 AM OPENING KEYNOTE Captain's Deck

INDUSTRY LEADERS ROUNDTABLE

MODERATOR: ► **CAROL DOVER** President & CEO | Florida Restaurant & Lodging Association

PANELISTS: ► **TOM BENÉ** President & CEO | National Restaurant Association

► **CHIP ROGERS** President & CEO | American Hotel & Lodging Association

► **CECIL STATON** President & CEO | Asian American Hotel Owners Association

Industry leaders will discuss current trends, struggles, and successes.



10:05 - 10:50 PM BREAKOUT SESSION 1

LEADING WITH CERTAINTY IN UNCERTAIN TIMES

East Pass

SPEAKER: ► **MELISSA HUGHES** Founder | The Andrick Group

2020 has evoked a sense of fear and anxiety like we've never seen before. As the world grapples with how to respond to the pandemic, the hospitality industry has been hit especially hard. Hotels and restaurants are realigning to new operational requirements, but the challenges leaders face are not limited to just safety protocols, limited operational capacity despite, an ever-changing set of rules, or a crippled revenue stream. You're open. You're closed. The dining room is closed but room service is available. Room service is not available, but you can get food for take-out. You can open at 50% capacity this week but next week it could be 25%. Let employees go. Bring employees back. The stress of the uncertainty is more challenging than the logistics nightmare facing hotel and restaurant leaders today. Join us to learn how uncertainty influences behavior and decision-making by hijacking rational thought. Melissa will explore the neuroscience behind the stress that we're feeling and share simple brain-based strategies. Reclaim control effectively and lead your organization with intention through these uncertain times.



WHEN

WHAT

WHERE

10:05 - 10:50 PM

BREAKOUT SESSION 1 CONTINUED...

**FINDING THE SILVER LININGS: NAVIGATING NEW NORMS
FOR MARKETING, OPERATIONS & LIFE**

Harry T's

MODERATOR: ► **MISTY RAE RUTHRAUFF** Director of Marketing | Saltwater Restaurants, Inc.PANELISTS: ► **GABRIELLE BARNETT** Marketing Communications Manager | Lucy Buffett's LULU'S► **ERICA MINNICH** Senior Product Marketing Manager | Pizza Hut, Yum! Brands RSC► **TRACY LOUTHAIN, APR, CPRC** Director of Marketing & Communications | Newman-Dailey Resort Properties► **MELISSA WATSON** Director of Marketing and Communications | Sandestin Golf and Beach Resort

Pandemic fatigue is real, and we all have common trials, tribulations, and phrases surrounding COVID-19 that we'd like to never see or hear again. But like most challenges, silver linings prevail and can simultaneously create a remarkable sense of clarity in our vision. Technology and digital processes allowed us to stay closely connected and become more efficient in our industry; Consumer behavior was shaken and stirred, but with surprising outcomes that may be for the better; Humanization became the most important voice, even within our personal lives. Join this upbeat conversation between restaurant and lodging marketers as they share positive outcomes, surprising trends, and newfound knowledge revealed in the midst of the crisis.

EMPLOYEE AND GUEST ENGAGEMENT IN TURBULENT TIMES

Grande Ballroom

SPEAKERS: ► **SCOTT TINDLE** President & CEO | G.R.I.T. Ventures► **MEG ROSE** Vice President Field Operation | Firehouse Subs Headquarters► **RAEHEL BARNES** Head of Partnerships & Client Services | Yumpingo

The restaurant industry has been decimated. Employee furloughs and layoffs are in the millions. However, there are resourceful companies that are using modern tools to keep employees and guests engaged. How does one get feedback in this environment? How does one deal with employee's needs? This panel will share innovative solutions and perspectives to help understand our new reality.

11:10 - 11:55 PM

BREAKOUT SESSION 2

RAPID DIGITIZATION OF RESTAURANT TECHNOLOGY

Grande Ballroom

SPEAKERS: ► **MICHAEL ATKINSON** Founder & CEO | VoiceStar | StarBar.ai► **CHON NGUYEN** Founder & CEO | Newgentek

The restaurant industry has adopted technology slowly. During Covid, the rate of adoption accelerated at an amazing clip. Operators and guest alike changed habits overnight. QR coded menus, contactless payment, voice activated apps have become the norm.

AGENDA



TUESDAY, OCTOBER 13

WHEN

WHAT

WHERE

11:10 - 11:55 PM

BREAKOUT SESSION 2 CONTINUED...

EMPLOYMENT LAW JEOPARDY

East Pass



SPEAKER: ► **KEVIN JOHNSON** Shareholder | Johnson Jackson

Come play Employment Law Jeopardy! If you think you have the answers to key employment-law questions that operators need to know, this is the session for you. Kevin Johnson of Johnson Jackson will moderate as the audience competes. Kevin will also explain the reasoning behind each answer, including why it is must-have information for successful operators.

DIGITAL MARKETING, BREAKING THROUGH THE CLUTTER

Harry T's



SPEAKERS: ► **NICK STOECKLE** Execute Director of Strategy + Innovation | PPK

► **DMITRII OSIPOVSKII** Interactive Creative Director | PPK

Marketing clutter is the high volume of digital advertising that the average consumer is exposed to on a daily basis. In this break out session we will discuss how to promote engagement, get people talking and stay ahead of the trends. This may mean taking risks in efforts to stand out from the noise of the crowd: do the unexpected, step out of your comfort zone, be unique without being over the top.

12:00 - 1:30 PM

LUNCH

Emerald Grande, Harry T's East Pass

1:30 - 2:15 PM

BREAKOUT SESSION 3

RESILIENCY OF THE LODGING INDUSTRY – A RETURN TO...?

East Pass

MODERATOR: ► **SHELDON SUGA** VP Managing Director | Hawks Cay Resort

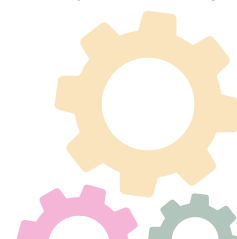
PANELISTS: ► **GREG COOK** General Manager | The Ritz- Carlton, Amelia Island

► **ROGER AMIDON** General Manager | Palm Beach Marriott Singer Island Beach Resort & Spa

► **LISA LOMBARDO** Chief People & Culture Officer | Hotel Development & Management Group, LLC.

► **PAUL VAN LEEUWEN** Chief Operating Officer | Emerald Grande at HarborWalk

Everyone is talking the “New Normal” and so... what is it? Will all things change and what can we expect in the future? Learn from a panel of industry experts on how they have adapted and what they see coming down the road.





WHEN

WHAT

WHERE

1:30 - 2:15 PM

BREAKOUT SESSION 3 CONTINUED...

**RESETTING THE TABLE**

Harry T'

SPEAKERS: ► **NORA LEE SMITH** National Accounts Manager | Delicato Family Wines
 ► **LUIS TORRES** Founder, CM, & Sales Officer | Go-Wine.com

Wines Trends and Opportunities in the On- Premise Arena 2020. We will discuss COVID-19 Wine Trends, Restaurant Take Away Ideas, Market Place & Hotel Wine Options, and C.O.R.E Children of Restaurant of employees. You will not want to miss a Virtual Tasting! We will be conducting a virtual wine tasting with the guests in the room with a tasting mat and wines from Delicato Family Wines. This is an idea restaurants may employ on their own with their own guests via Zoom or other technologies. This can be conducted with take away business or as in house as well.

OFF-PREMISE DINING - THE MOST IMPORTANT SALES CHANNEL FOR TODAY

Grande Ballroom

SPEAKERS: ► **ALEX BIRNBAUM** Partner, Information Technology | Results Thru Strategy, Inc
 ► **OTTO PEREZ** CEO | Diced
 ► **CHON NGUYEN** Founder & CEO | Newgentek

Of the 5 main sales channels for restaurants, none has grown in importance or volume that delivery. For casual dining restaurants, this became the means of survival. For limited service restaurants, drive-thru dominated their revenue. Many restaurants adopted online ordering quickly and now need to rationalize their tech stack.

2:35 - 3:45 PM

CLOSING KEYNOTE

Captain's Deck

► **STEVE ROBINSON**

Author, Covert Cows & Chick Fil A | Former Chick Fil A CMO
 Culture and purpose have never meant more!

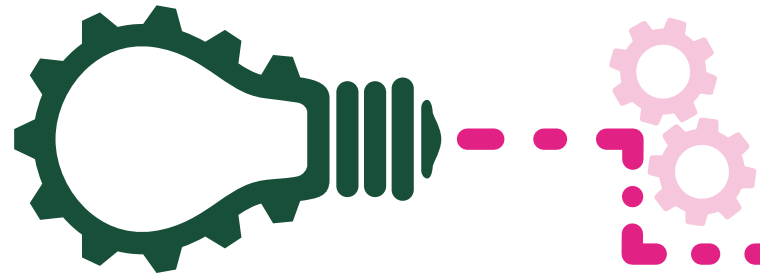
4:00 - 5:30 PM

HOSPITALITY HAPPY HOUR

AJ's



TALENT



CAROL DOVER | KEYNOTE

President & CEO

Carol B. Dover has served as President/CEO of the more than 10,000 member Florida Restaurant and Lodging Association (FRLA) since July of 1995. Dover is a professional association manager, a lobbyist, a former government insider, and a Florida State University Dedman School of Hospitality graduate with a degree in Hotel and Restaurant Management.

After graduating from Florida State University in 1978, Dover accepted the position of Assistant Director of the Beer Industry of Florida. This position familiarized her with the rules, regulations and tax laws associated with the beverage industry – information which has been beneficial in her role with FRLA.

In 1989, Dover moved inside the halls of the Florida Capitol and was appointed Deputy Chief of Staff, Executive Office of the Governor, serving under the Martinez administration. As Bob Martinez's Deputy Chief of Staff, Dover was responsible for the Governor's appointments, served as his spokesperson, and represented his administration before the Florida Legislature.

Dover's other professional accomplishments include positions at the Department of Business and Professional Regulation Director of the Division of Hotels and Restaurants, the first woman to serve as Chief of the Bureau of Fire Prevention, State Fire Marshall's Office, and President/CEO of the Florida Outdoor Advertising Association

As the FRLA's President/CEO, Dover works to protect, educate, and promote the diverse interests of Florida's hospitality industry before the Florida Legislature and lobbying against unfair government regulation. The industry represents a \$108.8 billion industry, \$11.3 billion in local and state tax revenue, and nearly 1.4 million employees, making it the state's number one industry.

She also serves as a member of the Board of Directors for the National Restaurant Association, Council of State Restaurant Associations, International Society of Hotel Association Executives, VISIT FLORIDA, Florida State University College of Business Board of Governors, Florida TaxWatch and the Florida Agriculture Center and Horse Park.

On opening day of the 2003 Legislative Session, Dover was diagnosed with breast cancer and courageously fought to beat the cancer. Dover, a native of Orlando, is married and has three children and three grandchildren. In her spare time, she enjoys outdoor activities including dressage riding and running.



CECIL STATION | KEYNOTE

AAHOA President & CEO

Cecil Staton serves as president and CEO of AAHOA, the world's largest hotel owners association.

Prior to joining AAHOA in 2019, Cecil's career included the entrepreneurial launch of several successful businesses, a decade as a Senator in the Georgia State Senate, and executive leadership and teaching positions in higher education.

Cecil's private sector endeavors include founding two publishing companies that brought two New York Times Best Sellers to print. Cecil also founded Georgia Eagle Media, Inc. which owned several radio stations and a newspaper. Georgia voters elected Cecil to five terms in the Georgia Senate where he rose to leadership including two terms as Majority Whip, the third-highest ranking leadership position in the Senate. Most recently, Cecil served as the 11th Chancellor of East Carolina University, where he also served as a tenured professor.

Cecil serves on the boards of the U.S. Travel Association and the California Hotel and Lodging Association as well as the Center for Hospitality Research Advisory Council and the ALEC Private Sector Advisory Council.

Cecil holds a D.Phil from Oxford University and an undergraduate degree from Furman University.



2020 MARKETING OPERATIONS SUMMIT TALENT



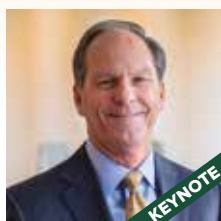
CHIP ROGERS | KEYNOTE

AHLA President & CEO

William “Chip” Rogers joined the American Hotel & Lodging Association (AHLA) as President and CEO in January 2019. He previously served as the president and CEO of AAHOA, the largest U.S. hotel owners association, from 2014-2019.

Prior to joining the hospitality industry, Chip had a long career as a public servant. He was elected to the Georgia General Assembly six times, and was unanimously elected to serve two terms as the Senate Majority Leader. He was elected the first national chairman of the Majority Leaders conference and served on the national boards of directors

for the State Legislative Leaders Foundation, the Community Leaders of America, and the American Legislative Exchange Council.



TOME BENÉ | KEYNOTE

Association's President & Chief Executive Officer (CEO) and CEO of the Educational Foundation

Mr. Bené earned a Bachelor of Science degree in Business Administration from the University of Kansas. Mr. Bené most recently served as Sysco's President and Chief Executive Officer. Previously, he served as Sysco's President and Chief Operating Officer from January 2016 to December 2017, Executive Vice President and President, Foodservice Operations from January 2015 to December 2015, Executive Vice President and Chief Commercial Officer from September 2013 to December 2014 and as Executive Vice President, Chief Merchandising Officer from May 2013 to September 2013.

Prior to joining Sysco, Mr. Bené served as President of PepsiCo Foodservice from 2011 until 2013. During his 23 year career with PepsiCo, Mr. Bené held various senior roles, including President, Pepsi-Cola North American Beverages; SVP, Sales and Franchise Development; President, PepsiCo Foods & Beverages, Canada; and Chief Operating Officer, South Beach Beverage Co. Mr. Bené joined PepsiCo in 1989 after working for American Hospital Supply.

Through these various operations and management positions within PepsiCo and Sysco, Mr. Bené has gained valuable insight into the foodservice industry and has acquired significant experience and knowledge in the areas of foodservice operations, leadership and management development, corporate strategy development, merchandising, sales, marketing, revenue management, shared services and distribution and supply chain management.



STEVE ROBINSON | KEYNOTE

Principal at S.Robinson Consulting, LLC, Former Executive VP/CMO at Chick-fil-A, Inc.

Prior to joining the company, Steve was the director of marketing for Six Flags Over Georgia theme park in Atlanta, Georgia. This role was preceded by marketing positions at two other Six Flags properties and communications manager at Texas Instruments.

After beginning his career at Chick-fil-A as director of marketing, Steve went on to serve as vice president of the department before becoming chief marketing officer. In his most recent role, he was responsible for overseeing marketing, advertising, brand development, menu development, and hospitality strategies.

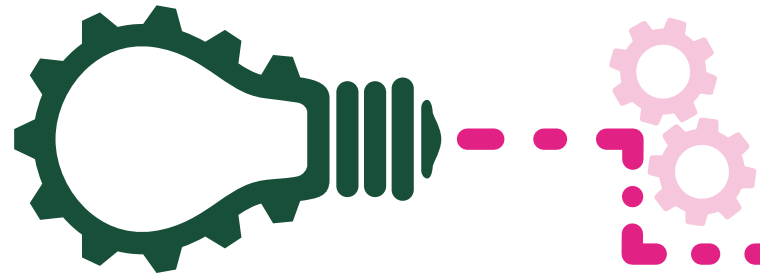
In addition to serving on Chick-fil-A's board of directors (2016-2018), Steve GE serves on several boards for organizations and ministries, including FamilyLife, Fellowship of Christian Athletes of Atlanta, Links Players International, Atlanta Hall Management & College Football Hall of Fame, and the National Football Foundation.

He holds an associate degree in business administration from Faulkner State Junior College, a Bachelor of Science in marketing from Auburn University, and a master's in advertising from Medill School of Journalism at Northwestern University.

Steve and his wife, Dianne, have two children and four grandchildren.



TALENT



ALEX BIRNBAUM

Partner, Information Technology | Results Thru Strategy, Inc

Alex Birnbaum is a results-focused technology consultant who provides CIO and IT advisory services to hospitality and healthcare companies. His expertise includes strategic planning, architecture, business process engineering, IT governance structures and operational systems efficiency improvements.

Alex has led the technology practice for Results Thru Strategy since 2015. He has worked with emerging and legacy brands, ranging from 1 to 1000 units to develop technology solutions to business problems.

From 2010 to 2014, Alex led the Information Technology department for Craftworks Restaurants and Breweries Group, where he transformed IT from a back-office function to a strategic partner with operations and marketing during the merger of Rock Bottom Restaurants and Gordon Biersch Restaurants. Prior to the merger, he was Senior Director of IT for Gordon Biersch from 2000 to 2010.

With roots in operations, Alex is committed to finding low-cost, high impact technology and process changes that boost efficiency and profitability.



CHON NGUYEN

Founder & CEO at Newgentek

Chon T. Nguyen is a serial entrepreneur focusing on technology and hospitality.

Chon's latest venture, Newgentek, focuses on three lines of business : commercial Managed IT services, restaurant/retail IT services, and workplace technology. Newgentek delivers services via a 24x7 helpdesk, field services team, project managers, professional services engineers, and a world-class customer success team focused on successful outcomes for their customers businesses. Newgentek supports hundreds of restaurants around the country by providing new restaurant opening programs, helpdesk services, and technology project

management and rollouts.

Chon is also CEO of 212 Digital, their flagship product, Fusionprep is an iPad-based kitchen management system. FusionPrep solves three of the most intractable problems of food and beverage service, Product Standardization, Health Regulation Compliance, and Food preparation procedures.

In 2017, Chon partnered with restaurateurs Ferrell Alvarez & Ty Rodriguez at Rooster & The Till to form Proper House Restaurant Group. A multi-concept hospitality company operating four restaurants in the Tampa Bay area: Rooster & The Till, Nebraska Mini Mart, and Gallito (2 units).



DMITRII OSIPOVSKII

Interactive Art Director at PPK

Dmitrii brings a unique combination of art and technology expertise and business acumen to the table. He started his career at Moscow Stock Exchange and later received a scholarship to obtain his MS in Marketing and MBA degrees at the University of Tampa's Sykes College of Business. Water found its level when Dmitrii transitioned into the creative industry with his first advertising agency job in 2013.

Dmitrii has been at PPK for the past six years, becoming integral to the establishment and growth of PPK's Social Media and Digital Department. As an Interactive Art Director he manages a team of creatives to produce a wide array of digital executions, from photography, videography and social media content, to motion graphics, virtual reality, and AI experiences. "Never settle" is Dmitrii's motto, as he constantly keeps innovating, pushing boundaries, and adopting new technologies to boost the bottom lines of PPK's largest brands.

As a proven thought leader, Dmitrii has attended multiple international conferences and led a workshop at Social Bakers Engage event in Prague. He spearheads the department's awards initiatives, as his work brought PPK it's first Shorty award, along with over 20 other trophies in just two years.





ERICA MINNICH

Senior Product Marketing Manager at Pizza Hut, Yum! Brands RSC

Erica Minnich is a brand/product management leader with over 12+ years of experience across brands such as Pizza Hut, American Airlines, Nestle Purina, and more. Erica has a passion for creating experiences consumers love and creating work environments where people thrive. Currently she is the Sr. Loyalty and App Product Manager at Pizza Hut US, responsible for delivering a best-in-class loyalty program and mobile app experience. In three short years she's helped grow Hut Rewards into one of the largest QSR loyalty programs in the industry that continues to deliver positive results for the brand.

Prior to Pizza Hut, Erica held a variety of marketing roles. Most notably, she spent five years at American Airlines managing acquisition and retention marketing for the Citi / AAdvantage credit card portfolio - including the launch of the Citi Executive card and airport agent commission program.

Erica holds a MBA in Marketing from SMU's Cox School of Business and a B.S. degree in Business Administration from The Ohio State University. When she's not working, Erica enjoys traveling (she's visited over 18 countries!), teaching pilates, happy hour, and cheering on her kids at little league.



FRED LeFRANC

Founding & Managing Partner of RTS

LeFranc's aptitude in strategic planning, leadership training, and business development has helped numerous companies achieve increased sales and profits.

His expertise is in strategic planning, organizational development, executive coaching, performance management, marketing strategy and technology-based systems enhancement. Mr. LeFranc's 4 decades of hospitality experience includes stints as COO, CEO board member and President of numerous hospitality and technology brands, including Flat Rock Grille, Ruby's Diner, Fishbowl Marketing and Louise's Trattoria. His admirable turnaround for Louise's, which involved design, concept development, food production, IT systems and operational executions, was chronicled in Inc. Magazine.



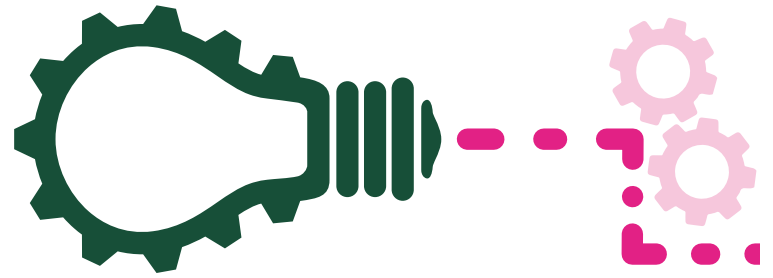
GABRIELLE BARNETT

Marketing Communications Manager at Lucy Buffett's LULU'S

Gabrielle Barnett is the Marketing Manager of Lucy Buffett's LuLu's, with locations in Gulf Shores, AL; Destin, FL; and North Myrtle Beach, SC. Lucy Buffett's LuLu's is a high-volume destination restaurant, that feeds upwards to 4000 people a day in a busy summer season. With 15 years at LuLu's, Gabrielle has seen many trends of the hospitality tourism industry. She was awarded the Alabama Tourism Promoter of the Year in 2019 from the ARHA, and currently sits on the board of the Alabama Restaurant & Hospitality Association.



TALENT



GREG COOK

General Manager at The Ritz-Carlton, Amelia Island

With over 35 years of hospitality experience, Greg Cook proudly holds the position of General Manager for The Ritz-Carlton, Amelia Island. As General Manager, Cook is responsible for the success of overseeing 444 guest rooms, including an award-winning spa and five-diamond restaurant Salt, representing over \$100 million in revenue.

Cook began his hospitality and Marriott International career in 1985 as a bellman at the Harbor Beach Marriott & Resort in Fort Lauderdale. Since then he has held numerous positions within operations, providing the necessary leadership and skill set to propel as a leader within Marriott International. Key successes include his tenure as

General Manager for the Eden Roc, Renaissance where he repositioned the iconic lifestyle property after a \$230 million renovation. The resort was awarded significant recognition under Cook's leadership along with many other business accomplishments which included a partnership with Elle Magazine to create the first-ever ELLE Spa at The Eden Roc, which Condé Nast Traveler voted among its "Hot List - Top 35 New Spas" in 2012. In addition, Esquire Magazine voted Eden Roc's 1500 Degrees Steakhouse, featuring Celebrity Chef Paula DaSilva, as one of the "Top 10 Best New Restaurants."

Most recent projects, as Area General Manager for The Ritz-Carlton, Fort Lauderdale, W Fort Lauderdale, and The Ritz-Carlton, Amelia Island, include the success of the \$17 Million nautically inspired makeover and repositioning of The Ritz-Carlton, Fort Lauderdale's newly renovated guestrooms and Club Lounge, along with one of Fort Lauderdale's most sought-after dining destination, Burlock Coast Seafare & Spirits.

Cook's involvement in the community is extensive, as he has served as a board member and/or co-chair for the Broward Workshop Top 105 CEO's of Broward County; Florida Restaurant & Lodging Association; City of Fort Lauderdale Chamber "Economic Advisory Council"; City of Fort Lauderdale Business Improvement District; and Broward Tourism Coalition. In keeping with community even closer to home, Cook led The Ritz-Carlton, Fort Lauderdale to earn the Community Footprints Award of the Year, an award presented by The Ritz-Carlton Hotel Company focused on social and environmental responsibility.

As a resident of Jacksonville, Florida, Cook and his wife, Pam, who works for Marriot International, enjoy their house on the water just south of Amelia Island. Cook is a proud father to two daughters who are University of North Florida graduates and, like their mother and father, have careers in the hospitality industry. Cook enjoys fishing, hunting, and simply spending time on his dock and in the water with family and friends. He is grateful for island living and for the opportunity to share its treasures with millions of visitors each year.



JIMMY PATRONIS

Florida Chief Financial Officer

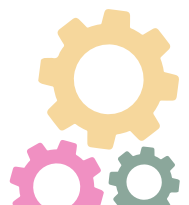
Jimmy Patronis is a native Floridian born and raised in Panama City. He earned his associate degree in restaurant management from Gulf Coast Community College and a bachelor's degree in political science from Florida State University. He is a partner in a family-owned seafood restaurant called Captain Anderson's that celebrated its 50th anniversary in 2017. His public service career began with experience as an intern in the Florida Senate and the United Kingdom's House of Commons. Following Patronis' college graduation, Governor Lawton Chiles appointed him to the Florida Elections Commission, and he was later reappointed by Governor Jeb Bush.

He served in the Florida House of Representatives from 2006 to 2014, representing his hometown region in the Florida Panhandle. He was appointed to serve on Florida's Public Service Commission, as well as the Constitution Revision Commission, which meets once every twenty years to propose changes to the state constitution.

He is recognized for outstanding leadership in his hometown of Panama City and throughout Florida. Committed to active civic engagement and business development, he has chaired the Greater Panama City Beach Chamber of Commerce's Economic Development Council, served on the board of the Bay County Economic Development Alliance, the Salvation Army Advisory Board, the Bay County Chapter of the Florida Restaurant and Lodging Association, and as national president for the Florida Vocational Industrial Clubs of America. He is a former trustee of the Gulf Coast Medical Center, and former director of the Bay Medical Center's Foundation and Gulf Coast Community College Foundation Board.

He was instrumental in the establishment of the Northwest Florida Beaches International Airport in Panama City and has served as chairman and a board member of Bay County-Panama City International Airport and Industrial District.

He and wife Katie are proud parents to two sons, Jimmy Theo III and John Michael.





KEVIN D. JOHNSON

Shareholder of Johnson Jackson PLLC

Kevin has represented management in labor and employment law matters for 25 years. Kevin has experience litigating cases in jurisdictions throughout the United States, ranging from single-plaintiff cases to nationwide class and collective actions. He has represented many clients in the hospitality industry, including Outback Steakhouse, Carrabba's Italian Grill, Bonefish Grill, Fleming's Prime Steakhouse & Wine Bar, Jason's Deli, Metro Diner, Caspers Company, Oxford Exchange, Caspers Service Company, Epic Restaurant Group, Ocean Properties, and several other franchisees and independent restaurants.

Kevin graduated from the University of Florida's Levin College of Law in 1994 and has been board certified by The Florida Bar in Labor and Employment Law since 2007. Kevin has been recognized in the field of employment law by various publications, including Best Lawyers in America, Florida Trend magazine, and Super Lawyers magazine, which has named him as one of the Top 100 lawyers in Florida for six out of the last seven years.



LISA LOMBARDO

Chief People and Culture Officer at HDG Hotels

Lisa has worked in a coaching, strategy and fund development capacity within a variety of industries including: nonprofit, finance/banking, higher education, arts and culture, manufacturing, televised and other high-profile event production, and hospitality.

As HDG's Chief People and Culture Officer, Lisa manages all things engagement – internally and externally. Internally, she works with leadership and creates programs to help ensure that team members who are onboarded actually feel on board and stay onboard. Externally, she represents the HDG brand – its mission, vision, values – in advocacy, community outreach, and public and partner relations. She also oversees communications, payroll, and human resources within the Office of People and Culture.

She believes that clarity of purpose leads to attracting the right people to do their best, become their best, and to stick around for more!



LUIS TORRES

Founder of Humanity in Everything, LLC, Co-Founder & Chief Marketing and Sales Officer at GO-Wine

Luis is an internationally renowned, bilingual, WSET Advanced Certified instructor. He is highly acclaimed by his clients and peers alike for his interactive, motivational, speaking style.

He leads his business vision with a distinctive background in wine supply, distribution and on-and off-premise professional development with his Wine Business Academy. He has educated over 100,000 trade members around the globe.

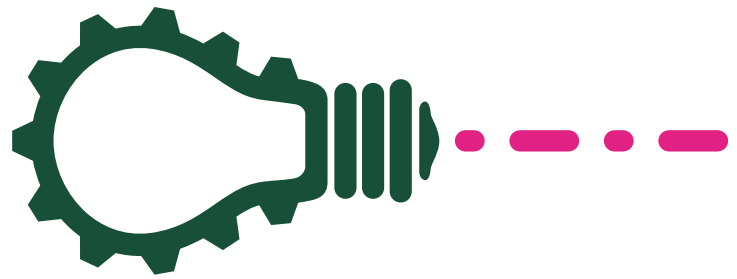
In 2001, Luis co-founded The Academy of Wine and Service Excellence. Between 2002 and 2015 Luis directed the education programs for some of the largest wine manufacturing firms including Allied Domecq Wines, Beam Wine Estates alongside Evan Goldstein, and at Constellation Brands and alongside some of the great Masters of Wine in the world. In 2015 he co-founded the Wine Business Academy and in 2016 he co-founded Go-Wine.com a digital marketing and direct to consumer platform.

In 2018-2019 he co-founded the Climate of Wine Leadership initiative in conjunction with CHRAND MARKETING and David Furer Consults. In 2020 he launched an innovative digital sales strategy Wine and Dine onLine, The Digital Endcap, and The Virtual Wine Cellar to serve the retail, restaurant, and winery community.

He is joined by a world-class team of collaborators and virtuosos from the information technology sector.



TALENT



MEG ROSE

Vice President of Field Operations at Firehouse of America, LLC

Meg Rose is Vice President of Field Operations for Firehouse Subs of America, LLC where she oversees operations and compliance for the 1180 unit, fast casual restaurant chain headquartered in Jacksonville, Fla. A leader with more than 30 years of restaurant industry experience with some of the largest chain concepts in the nation, Meg joined Firehouse Subs in 2007 as Franchise Business Manager and was Director of Company Operations prior to her current role. Meg's monumental accomplishments and passion for serving others earned her the 2011 Culture Award for her work on behalf of the Firehouse Subs Public Safety Foundation. In 2015 Meg was named one of the "Women of Influence" by the Jacksonville Business Journal, received her CFE (Certified Franchise Executive) and was a member of the Leadership Jacksonville class of 2017. Currently she serves on the Board of Directors for Junior Achievement of NE Florida and the Board of Directors for Angelwood.



MELISSA HUGHES, PhD

Author & Dynamic Speaker

Melissa Hughes, PhD, is a self-proclaimed neuroscience geek and the author of two best-selling books, *Happy Hour with Einstein* and *Happier Hour with Einstein: Another Round*. Dr. Hughes helps us to understand how the brain works and how to increase and optimize its function. Having worked with a wide range of audiences - everything from students in the classroom to the boardroom of Fortune 1000 companies - she combines her PhD in education and her vast experience in marketing communications with extensive research in neuroscience and behavioral psychology to share simple, applicable strategies that improve outcomes both at work and in our personal lives. With energy and humor, Melissa gives attendees tools to harness the skills to create a culture of learning and inspire organizations and teams to tap into their inner genius for extraordinary results!



MELISSA WATSON

Director of Marketing and Communications at Sandestin Golf and Beach Resort

With nearly 20 years in the hospitality industry, Melissa found her passion for tourism marketing when she joined the team at Wyndham Vacation Rentals, eventually becoming the Regional Director of Marketing and leading a team of marketing professionals from Gulf Shores, Alabama to Orlando, Florida. Melissa's most recent adventure brings her to Sandestin Golf and Beach Resort, where she oversees the marketing efforts for not only Sandestin but Cottage Rental Agency on 30A and Hotel Effie, opening on the resort in February of 2021. Understanding the importance that community and industry involvement play in the overall success of any business and in personal growth, Melissa sits or has sat on a number of local boards. She was the vice-chair for the Okaloosa County TDC 2017-2019 and also sits on the Board of Directors for the Emerald Coast Foundation as well as the Emerald Coast Autism Center.





MICHAEL ATKINSON

Founder | CEO at VoiceStar.ai

Michael L. Atkinson is a restaurant technology investor, entrepreneur and strategic advisor to foodservice brands, investors, investment banks and technology innovators. As a former restaurant operator and chain CFO, Michael has a unique perspective on emerging technologies transforming the restaurant industry, including automation and AI, robotics, ghost kitchens and voice technology. Michael's portfolio includes RestTech.co, fohboh.com, inFOH.com, orderscape.com, ghosterus.com and voicestar.ai, a pioneering voice + AI software company based in Dallas, Texas.



MISTY RAE RUTHRAUFF

Director of Marketing at Saltwater Restaurants, Inc.

Misty Rae's passion for the restaurant industry and love of saltwater shines as the marketing director and chief of creative for Saltwater Restaurants, Inc. With 11 properties across the Emerald Coast, she has transformed the company over the past four years with new brand standards, creative social campaigns, and innovative marketing efforts. Misty Rae has been presented numerous FRLA Hospitality Hero Awards, the FPRA President's Award, and serves on local organizations such as the Florida Public Relations Association, Destin Charity Wine Auction Foundation, and Destin-Fort Walton Beach tourism initiatives.



NICHOLAS STOECKLE

Executive Director, Strategy & Innovation at PPK

In the last 8 years, Nicholas Stoeckle has built a web development, social media and programmatic trading team at the agency. This grew from just himself to over 12 people on the digital and social teams and 4 on the programmatic trading team. Since we started without any team members, he had to showcase the agency's skills based on what he knew from his entrepreneurial endeavors. This meant developing websites, building content calendars, learning how to develop a programmatic trade desk and operating everything until there was enough business for each department to hire employees. At PPK, he continues to lead overarching digital and social strategies for all clients. His focus leans on elevating brands through innovative activations that marry consumer consumption habits. Through his experience, he's had the ability to work across a variety of verticals, with a core

focus in retail, entertainment, CPG and food. The majority of activations include localized efforts to drive foot traffic and bottom line sales for each of the local and global companies. These also included an overarching communications and content strategy for each of their primary social media platforms



NORA LEE SMITH

National Account Manager for Delicato Family Wines & Transcendent Wines

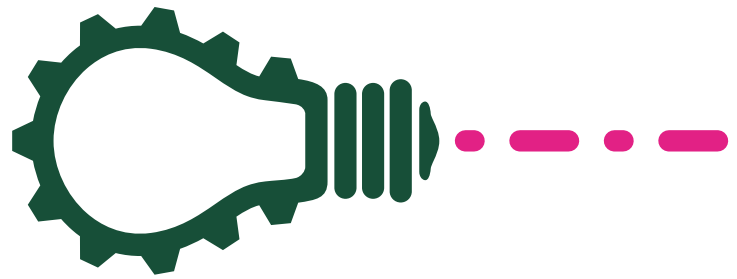
Nora Lee Smith is an award winning National Accounts Sales Account Professional celebrating 30 + years in sales and marketing, executive management, event development and execution in national accounts and the hospitality industry. She is currently the National Account Manager for Delicato Family Wines & Transcendent Wines which is a top 10 U.S. leading family wine company headquartered in Napa, California. Brands include, Black Stallion Estate Winery, Z.Alexander Brown, Noble Vines, Torbreck, Santa Rita, Schmitt Sohne, Bota Box and Gnarly Head. She is responsible for all national hotel, restaurant, and concession chain accounts in the eastern U.S. Top accounts are Darden Restaurants, Bloomin Brands, Marriott International, Ruth's Chris's Steakhouse, InterContinental Hotels,

Loews Hotels, Glory Days and Aramark Concessions to name a few.

She has enjoyed a career with Constellation Brands from 2008 – 2015, Strategic Accounts Manager, East. Fortune Brands / Beam Global Spirits & Wine, 2005 – 2007, National Accounts Manager, Southeast U.S. Allied Domecq Spirits & Wine, 1986 – 2005, Director of National Accounts, East U.S., Division Marketing Manager, Southern Division,(1998 – 2000), Corporate Accounts Manager, Southeast, Allied Domecq Spirits & Wine, Los Angeles, CA (1986 – 1998). E & J Gallo Winery 1984 – 1986. National Accounts Manager, Florida (1985 - 1986).Field Marketing Manager, Orlando / Tampa Region (1984 – 1985.Procter & Gamble Distributing Company 1982 – 1984, Sales Representative, Food Service and Lodging Division, Central Florida



TALENT



OTTO PEREZ

Co-Founder and Managing Partner of Diced

Otto is the Co-founder and Managing Partner of Diced. Diced is a fast, casual brand based in South Florida that was created in 2015 and has grown to 8 locations in just 5 years. Diced is set on providing a fast and fresh meal you can eat every day.

Otto is an entrepreneur with a background in nightlife, hospitality, and real estate. He has a passion for great customer service, innovation, and team building.



PAUL H. VAN LEEUWEN

Chief Operating Officer at HarborkWalk Hospitality

Paul spent the first twenty years of his career with the Walt Disney Company throughout the world in Business Planning, General Management, and Resort Development roles, including serving as an opening cast member for Disneyland Paris. Since then, his other experience has included Chief Operating Officer of a \$175 M private equity fund for the Reynolds Capital Group, Executive Vice President of the Reynolds Hotel Group – a hospitality development and asset management company, and President of Professional Hospitality Resources, a \$200 M Virginia-based hospitality company with a portfolio of hotel, resort, and restaurant assets. Paul currently serves as the Chief Operating Officer of HarborWalk Hospitality and Executive Vice President of the Legendary Companies. He holds a Bachelor's Degree in Industrial Engineering, magna cum laude, from Georgia Tech and an MBA from the Harvard Business School.



RAEHEL BARNES

Head of Partnerships & Client Services at Yumpingo

Raechel has over 20 years of experience leading in fast-paced, high-change environments, helping early-stage companies prepare for growth and scale. With a background in both hospitality and SaaS, she's held leadership positions with HotSchedules (now Fourth Enterprises), Seasoned, and currently oversees global partnerships and client services for Yumpingo. All of her experience serving the industry has been with companies that are focused on empowering foodservice professionals at all levels, with a special focus on leveraging technology to improve experiences for employees and guests and drive operational excellence within the organization.





ROGER AMIDON

General Manager at Palm Beach Marriott Singer Island Beach Resort & Spa

Roger Amidon has served as general manager of Palm Beach Marriott Singer Island Beach Resort & Spa since 2012. Marriott International named him “Franchised General Manager of the Year” for its Eastern Region Full-Service Hotels/Resorts in 2015.

Amidon is responsible for the successful operation of Palm Beach County’s only AAA Four-Diamond all-suite beachfront hotel, which, at 305 rooms, boasts a prime location on its own private beach on Singer Island, and amenities including the acclaimed 3800 Ocean restaurant and the elegant Condé Nast Traveler award-winning

SiSpa. Under Amidon’s expert leadership, Palm Beach Marriott Singer Island was named one of Marriott International’s “Full-Service Hotels of the Year” in the Eastern Region for 2015.

A longtime Palm Beach resident, Amidon has worked in the hospitality sector since 1983. Joining Palm Beach Marriott Singer Island marked his return to the Marriott brand after serving three years as executive director of the Tourist Development Council of Palm Beach County. As head of the county’s tourism development efforts, Amidon focused on promoting and managing tourism-related agencies and activities in Palm Beach County.

Prior to leading the Tourist Development Council, Amidon served Marriott in roles including area general manager for Marriott Palm Beach Gardens, Boca Raton Renaissance and Fort Lauderdale Marriott North. His regional tenure included general manager positions for the Delray Beach Marriott and Sheraton at CityPlace.

Amidon spent his early career in the Northeast, where he managed a number of hotels, including independent ski resorts.

Amidon provides leadership and involvement in a variety of industry and community organizations. Current and past positions include: executive director of the Tourist Development Council; chairman of Discover the Palm Beaches; president of the Palm Beach County Hotel & Lodging Association.; president of the Florida Restaurant and Lodging Association (Palm Beach Chapter); and board memberships with Singer Island Civic Association and Loggerhead Marine Life Center, Riviera Beach Business Council, and Coalitions to Senior Leaders and Interns, FRLA State Association, SunFest, South Florida Fair, and Palm Beach Gardens High School Five Star Magnet Advisory Council.

When not working or volunteering, Amidon enjoys golf, fishing, travel with his family and indulging in his passion for classic cars. Amidon and his wife, Tina, have two children and reside in Stuart.



SCOTT TINDLE

President | CEO at G.R.I.T. Ventures

Scott Tindle is a serial entrepreneur. He has been featured on ABC’s Shark Tank, NBC, Fox Business, CNBC, NPR, USA Today, the Today Show, the Washington Post, TMZ, Tech Crunch, Business Insider, and the Travel Channel. Scott has helped start-ups in over 20 countries around the world.

Scott was instrumental in creating a tourist attraction that rocketed to the top of the Money Magazine and Trip Advisor list to become one of the top 50 most popular attractions in America.

Scott has keynoted the Entre-Ed Conference on innovation in education and was a featured speaker at the PR News Crisis Management Summit alongside communication professionals from IBM, ESPN, Forbes, KFC, Carnival Cruise Line, Hilton, Southwest Airlines, Motion Picture Association of America, and more.

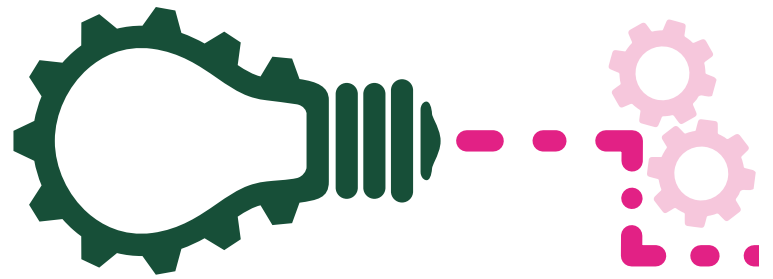
Scott’s clients and partners have included NFL Hall of Famers, Super Bowl Champions, World Series Champions, NCAA Basketball Champions, ESPN analysts, and business luminaries such as Gary Vaynerchuck.

Scott is a native of Mobile, Alabama. After attending Auburn University and receiving a B.S. in Secondary Education (2003), Scott earned a J.D. at the University of Alabama School of Law (2009).

As a graduate of the Disney Institute Scott focuses on using the fundamentals and effort based techniques used by Disney Parks and Resorts in his businesses. Currently Scott’s efforts are concentrated on helping the restaurant, hospitality, and tourism industries modernize through the implementation of innovative technologies.



TALENT



SHELDON SUGA

VP & Managing Director of Hawks Cay Resort

Sheldon Suga is a seasoned hospitality executive with over 35 years of industry experience. He has worked for ITT Sheraton, Wyndham Hotels and Resort, and Gaylord Entertainment. His career has taken him to hotel and resort properties in the U.S., Canada, Japan and Puerto Rico.

Sheldon has served on numerous industry related boards and committees as well as community organizations. He and his wife Laura on Duck Key and they have four children 5 grandchildren living in various parts of Florida. When has the time, he has a passion for fly fishing.



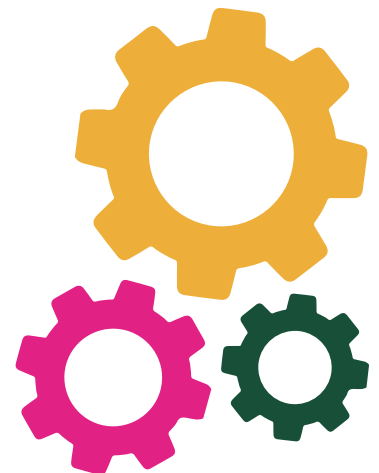
TRACY LOUTHAIN, APR, CPRC

Director of Marketing & Communications at Newman-Dailey Resort Properties

A seasoned public relations and communications professional, Tracy Louthain, APR, CPRC develops strategic, creative communications programs that consistently achieve results. She is a dynamic leader that thrives on building strong relationships with the community, the media, tourism industry and clients.

In her previous role as Director of Communications for the South Walton Tourist Development Council, Louthain developed and oversaw public relations programs that built awareness and visitation to South Walton over the last decade.

Her award-winning PR campaigns have resulted in numerous Florida Public Relations Association (FPRA) Awards for best practices. Prior to joining the South Walton TDC, Louthain was an account supervisor with Edelman Public Relations in Atlanta. Louthain is a past president of the Northwest Florida Coast Chapter of FPRA, 2010 FPRA Communicator of the Year (non-profit) and one of Emerald Coast Magazine's "New Establishment" and "Top 10 Familiar Faces."





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