



AUGUST 18-19, 2021 | SEMINOLE HARD ROCK HOTEL & CASINO

DRAFT AGENDA

WEDNESDAY, AUGUST 18

10:00 AM- 12:00PM

REGISTRATION

SPONSOR MARKETPLACE

11:00- 11:45 AM

EARLY BIRD BREAKOUT SESSION #1

SALON WEST

Diversity, Inclusion and Bias 101: Awareness to Action- Working on an updated title?

Moderator: **James Pogue, Ph.D.** CEO | JP Enterprises

Measuring Progress. Improving Performance. Increase Productivity. Hear the latest research around Bias and its impact in the workplace and clarify the connection between Diversity, inclusion, Bias and organization success. Outcomes: Understand the Business Case and Value Propositions connected to Diversity, Inclusion and Unconscious Bias. Learn the best practices for leading change during uncomfortable times with sensitive topics.

11:00- 11:45 AM

EARLY BIRD BREAKOUT SESSION #2

LOCATION

- **Reserved TBD**

Moderator: **Speaker** Title | Organization

Description

12:00- 1:45PM

WELCOME LUNCH KEYNOTE

GRAND BALLROOM

- **FRED LEFRANC** Chaos Strategist | Results Thru Strategy

State of the Industry Address Pt.1

- **TBD KEYNOTE SPEAKER** Title | Organization

Ideas: Robert Irvine, Sean Kennedy, Seminole Tribe Council Members, Florida Governor Ron Desantis, Jim Sullivan, Jim KcNight.

1:45- 2:00 PM

GET CONNECTED! NETWORKING BREAK

SPONSOR MARKETPLACE

2:00- 2:45 PM

BREAKOUT SESSION 1

- **3 Ways to Stay Focused During Times of Crisis**

SALON WEST

Speaker: **Melissa Hughes** Founder | The Andrick Group

Current events, financial worries, a global pandemic—it all weighs on us. Negative thinking combined with the stress of uncertainty taxes our cognitive abilities to the point of exhaustion. During these unprecedented times, our brains are working overtime despite the fact that many paychecks don't reflect it. Now more than ever, it's important to remember that the human brain responds to uncertainty in very predictable ways. The good news is we can choose how we respond in ways that build resilience and keep us focused.

- **Operational Optimization**

SALON WEST

Moderator: **Roger Amidon** General Manager | Marriott Singer Island Resort

Panelists: **Jeff Bailey** COO | HDG Hotels

Elias Assaly Area VP | Naples Grande

Tricia Taylor EVP/GM | The Breakers

Description

- **Law Breakout**

TERRACE BALLROOM A&B

Speaker: **Kevin Johnson** Shareholder | Johnson Jackson

Description.

- **You survived, now what? How to craft your story to thrive!!!**

TERRACE BALLROOM C&D

Speaker: **Jeff Gigante** Restaurateur, Entrepreneur, Founder | Next Level Brands
Hospitality

In times of crisis or rebuilding the creative mind wins. How are you going to craft your story as to differentiate your brand from everyone else and truly become the leader in your sector for your market? Forget Demographics, how to crush in the Psychographics.

2:45- 3:15 PM

GET CONNECTED! NETWORKING BREAK

- **Fried Chicken Takes No Sides**

SALON WEST

Speaker: **Chef Art Smith** | Chef, Author, Television Personality

How the hospitality industry can better create an inclusive atmosphere for both employees and customers. Food is universally accepted and loved. It can be and should be used to bridge the gaps and divisions between people. Chef Art will share many inspiring stories of how he has done this around the world, and he give insight and advice on how other operators can explore marketing efforts, utilizing international food recipes, historical examples, and much more.

- **Blueprint for 2022 and Beyond**

SALON EAST

Moderator: **Sheldon Suga** VP/Managing Director | Hawks Cay Resort

Panelists: **Keith Space** President | Fort Partners/ Four Seasons

Steve Keup SVP Operations | Hersha Hospitality

Chris Rollins COO | South Beach Group

Nitin Motwani Managing Principal | Miami World Center

Description

- **Branding: Being Purposeful with Marketing and Operations**

TERRACE BALLROOM C&D

Speaker: **Frank Rappa** CMO | PDQ

Hear from Frank Rappa; syncing the brand from the inside and out, streamlining the operation for success (do less, and only what we do best - "core menu"), committing to consumer insight, and breakthrough advertising strategy, leveraging Core Menu items (to build awareness) and LTOs to drive trial and guest count among our base, leveraging marketing and digital media advertising to build the brand and push the business forward. See fun creative and ad metrics.

- **TBD**

SALON WEST

Speaker: **TBD** Title | Organization

Description

- **Top Restaurants**

SALON EAST

Moderator: **Carlos Gazitua** President/CEO | Sergio's Restaurants
Panelists: **John Tallichet** President/CEO | Specialty Restaurant Group
Jose Cil President/CEO | RBI Burger King
Myles Cheftez Owner | Prime 112 (*pending*)
Henry Delgado VP | Smith & Wollensky (*pending*)

Description

Digital Transformation: How a brand can enhance their guest experience leveraging a technology platform.

TERRACE BALLROOM A & B

Moderator: **Fred LeFranc** Chaos Strategist | Results Thru Strategy
Panelists: **Name** Title | First Watch
Name Title | Ford's Garage
Name Title | Wisely

The world has changed, and restaurant brands need to change with it. As we emerge from the pandemic, brands that adapt and innovate will be stronger, more resilient, and better attuned to their guest's needs. This panel will share their transformation during uncertainty and explore the ways any company can persevere in these times.

Learn How DoorDash Stays Merchant First to Optimize Your Business

TERRACE BALLROOM C&D

Speaker: **Name** Title | Organization

Join DoorDash Senior Strategic Sales Manager Derek Kopkin and restaurant leaders for a conversation about how DoorDash serves as a key strategic partner to help grow sales and customer reach, all while keeping the restaurant front and center in the relationship.

5:00- 6:30 PM

HOSPITALITY HAPPY HOUR

SPONSOR MARKETPLACE

7:00 PM

DINNER

If you would like to dine on property, please call-in advance to Customer Care at 954-316-2900 to make reservations at Cipresso Italian, Council Oak Steaks and Seafood, and Kuro Japanese. Please tell the agent that they you with FRLA.

THURSDAY, AUGUST 19

7:30- 8:45 AM

BREAKFAST

SPONSOR MARKETPLACE

8:45- 10:00 AM

MORNING KEYNOTE

GRAND BALLROOM

- **FRED LEFRANC** Chaos Strategist | Results Thru Strategy
State of the Industry Address Pt.2
- **Gabrielle Bosche?** Title | Organization
Description

10:00- 10:15 AM

GET CONNECTED! NETWORKING BREAK

SPONSOR MARKETPLACE

10:15- 11:00 AM

BREAKOUT SESSION 4

- **Neuroscience Secrets that Influence the Consumer Experience**
SALON EAST
Speaker: **Melissa Hughes** Founder | The Andrick Group
Customer experience is no longer the “4Ps” paradigm—price, product, promotion, and place. The new paradigm is seeing the experience, feeling wowed by the experience, having that feeling embedded in memory, and creating the emotional connection that makes the customer want to return and stay with that company in the long term—in effect, creating loyalty. Evidence from brain scans shows that emotions directly influence consumers’ decisions.
- **Off-Premises Domination**
SALON EAST
Speaker: **TJ Schier** President & Founder | SMART Restaurant Group and Incentivize
Guiding your restaurant through the ever-changing off-premises waters to find the right solutions and processes for your restaurant or brand. An 11-point approach to driving off-premises sales using your brand and the industry at large to create systems and vendor partnerships with recommended solutions and options to accelerate off premises sales.
- **Jackson Lewis Panel**
TERRACE BALLROOM A & B
Moderator: **TBD** Title | Organization
Panelists: **TBD** Title | Organization
TBD Title | Organization
TBD Title | Organization
Ideas to choose from and discuss at SBM.
 - 1) *Legal Compliance Strategy for Tipped Employees: 80/20 Rule, Tip Shares, Tip Pools, and Minimum Wage; or*
 - 2) *Legal Compliance Strategy for Investigations and Employee Discipline and Terminations...*

- **TBD Minimum Wage Best Practices Panel/ Possible Target Marketing Panel**

TERRACE BALLROOM C&D

Moderator: **TBD** Title | Organization

Panelists: **TBD** Title | Organization

TBD Title | Organization

TBD Title | Organization

Description.

11:00- 11:15 AM

GET CONNECTED! NETWORKING BREAK

SPONSOR MARKETPLACE

11:15- 12:00 PM

BREAKOUT SESSION 5

- **The Seasonal Staffing Challenge: The issues, solutions, and best practices to meet your organization's needs for all seasons**

SALON WEST

Moderators: **Keith Pabian** Founder | Pabian Law and Co-Founder | Seasonal Connect

Carly Eglin Director of Operations | Pabian Law and Co-Founder | Seasonal Connect

Panelists: **Dan Tinghitella** VP of Operations | Jim Shirley Enterprises

Justin Garner Director of Hospitality Operations | World Equestrian Center

Sheldon Suga VP and Managing Director | Hawks Cay Resort

Staffing is one of, if not the biggest issues for hotels and restaurants across the country. This panel discussion will feature representatives from hotels and restaurants from across Florida to lay out and discuss solutions to this massive problem. Moderated by Keith Pabian and Carly Eglin of Seasonal Connect and Pabian Law, the panel will delve into the staffing struggles that hospitality organizations are experiencing during all seasons, discuss strategies for addressing these challenges, and share best practices that your organization can employ. These topics, and more, will be discussed with an eye toward understanding key trends and leveraging these in coming up with solutions to your organization's biggest staffing and operational struggles. With areas across the country facing staffing challenges, this webinar is not to be missed.

- **TBD**

TERRACE BALLROOM A & B

Speaker: **Name** Title | Organization

Description.

- **Igniting a Team of Top Performers**

SALON EAST

Speaker: **TJ Schier** President & Founder | SMART Restaurant Group and Incentivize *Look Toughest hiring environment ever? Probably...but why do some businesses seem to have*

outstanding employees while others struggle? This session will focus on what you can do to attract, train and retain a team of highly qualified team members. Key insights will include how to create a “magnetic” recruiting strategy to attract the right applicants, where to find them and how to maximize the effectiveness of training, incentives, and communication to build a high-performing team that ignites your business.

- **See Florida Land, Air, & Sea**

SALON EAST

Moderator: **Lisa Lombardo** Chief Culture Officer | HDG Hotels

Panelists: **Patrick Goddard** President | Brightline

Gina Evans VP | Tampa Airport

Valerie Ferguson | Disney representative (*Pending*)

Tamarah Blanco VP Strategic Sourcing & Site Services | Carnival Cruise Line

As a peninsula state, there are plenty of ways for travelers (local and beyond) to cruise around, Be it ports, attractions, events, parks, museums, restaurants, you name it - Celebrating and making the most of our coast-to-coast connectivity remains essential, not just to recovery, but also as an ongoing winning strategy. Leaders representing cruise lines, transportation, Florida's ports and attractions share the state of operations, which impacts restaurants, lodging and suppliers.

12:15- 1:30 pm

CLOSING LUNCH KEYNOTE

GRAND BALLROOM

- **Brandon Landry** CEO, Owner & Founder | Walk-On's
“More Than A Restaurant” ...the importance of building a winning culture driven and inspired by the walk-on/underdog mentality within all of us. At the core of the Walk-On brand we care about people and encourage a team-before-self mentality, core values and guiding principles are defining a movement that surpasses great food and defines the “why” that encompasses everything that Walk-On's is.

