



2021 MARKETING + OPERATIONS SUMMIT

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

WEDNESDAY, AUGUST 18

10:00 AM- 2:00 AM

SPONSOR MARKETPLACE

REGISTRATION

10:45- 11:30 AM

EARLY BIRD BREAKOUT SESSIONS

- Diversity, Inclusion, and Bias 101: Awareness to Action

TERRACE BALLROOM C & D

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.

- Thriving with a \$17 Minimum Wage!

TERRACE BALLROOM A & B

Speakers: **Charles Musgrove** Founder | capserv360

Chad Mackay CEO | Fire & Wine Hospitality

How can the full-service restaurant thrive with tipped minimum wage scheduled to increase 116% through 2026? Learn how a multi-unit independent restaurant owner from Seattle has thrived in the era where minimum wage has increased to nearly \$17 dollars/hour today and on the way to \$18. Over six years ago Chad Mackay and his restaurant group, Fire & Vine Hospitality, changed their compensation model that would chart a course for long-term success. The pivot changed the focus from minimum wage increases to a focus on sales. His team implemented a COMMISSION base pay for servers and bartenders, combined with a service charge. The result has been happy, well-paid employees, returning customers, and increasing profits for the restaurant owners. According to Chad, \$15 per hour is "so yesterday." With the success of this plan and the benefits it provides for employees and owners, Chad and his partners



asked themselves, "Why didn't we do this sooner?" Check out this session for great tips about the commission plan and why this should be an option you consider now.

12:00- 1:45PM

SEMINOLE BALLROOM

WELCOME LUNCH KEYNOTE

- **Welcome**

Speaker: **Marcellus W. Osceola Jr.** | Chairman Seminole Tribe of Florida

- **State of the Industry Address Pt.1**

Speaker: **Fred LeFranc** Chaos Strategist | Results Thru Strategy

- **The Age of Disruption: Everything has Changed and Nothing is Different**

Speaker: **Scott Stratten** President | UnMarketing

In what feels like an upside down world, knowing what to do and where to go for your marketing needs has both changed drastically and stayed the same. In this encore engagement, Scott will share what he has learned since the last time he joined us and what we can do to not only get through this recovery period but for years beyond.



1:45- 2:00 PM

SPONSOR MARKETPLACE

GET CONNECTED! NETWORKING BREAK

2:00- 2:45 PM

BREAKOUT SESSION 1

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

TERRACE BALLROOM C & D

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.

- **Hotel 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

This is the jackpot of operational expertise! Making sure our hotels are performing flawlessly is always the goal, but it is even more of a focus given the variables in today's operating climate. Engage with a panel that represents a variety of brands and independent properties, owners, operators, and markets; you're sure to walk away with nuggets of knowledge!

- **Building Legal Compliance Into Your Management Training Program**

SALON EAST

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

The concept is simple: poor managers increase your exposure to legal risks, while well-trained managers help reduce that exposure. We know that training is key, but its effectiveness depends on your training budget, the amount of turnover you face, and the skill of your trainers. How can you adjust your training program to get the most bang for the buck when it comes to teaching legal compliance? Experienced employment lawyer Kevin Johnson will provide common-sense, ready-to-implement suggestions on how to revitalize your training program.

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

TERRACE BALLROOM A & B

- 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 to differentiate your brand from everyone else and truly become the leader in your sector for your market? Forget demographics, learn how to crush in the psychographics.

2:45- 3:15 PM

GET CONNECTED! NETWORKING BREAK

SPONSOR MARKETPLACE

3:15- 4:00 PM

BREAKOUT SESSION 2

- **Fried Chicken Takes No Sides**

TERRACE BALLROOM C & D

- 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 gives insight and advice on how other operators can explore marketing efforts, utilizing international food recipes, historical examples, and much more.

- **Hotel road map for the journey ahead.**

SALON WEST

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 Hotels Inc

Nitin Motwani Co-CEO & Co-President | Merrimac Ventures

"Road map" is the key to this session. There are options of routes to choose and there are sure to be twists and turns as our industry continues on its road to recovery! Get practical insight from a group with diverse vantage points on ways to navigate operations, revenue management, labor, and more as we get back to (better than) normal.

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

SALON EAST

Speakers: **Frank Rappa** CMO | PDQ

Jess Vahsholtz Group Account Director & Lead Strategist | PPK

Hear the real-world story about PDQ's business turnaround through syncing the brand from the inside and out: streamlining the operation for success; committing to consumer insight and breakthrough advertising strategy; and leveraging operations, marketing, and digital media to build the brand and push the business forward. Hear the story of PDQ and PPK, and see fun and creative ad metrics.

- **Goodbye Transactions, Hello Customers: Using Data to Find and Retain High-Value Guests**

TERRACE BALLROOM A & B

Speaker: **Mike Vichich** Co-Founder & CEO | Wisely

Panelists: **Joe Tenczar** Co-founder | Restaurant CIOs and CSO | Sonny's BBQ

Scott Lawton CEO & Co-founder | bartaco

There has been a fundamental shift in the restaurant industry. Winning restaurant brands are leveraging customer data to personalize every aspect of the guest experience to maximize customer lifetime value. This panel will explore the practical details of how customer data drives sales.

4:00- 4:15 PM

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GET CONNECTED! NETWORKING BREAK

WORLD'S SMART (IOT)



HOTEL & RESTAURANT
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WORKERS' COMPENSATION SPECIALISTS

 **Wisely**

- **Growing your Restaurant Business Post Pandemic. Franchise-VS-Corporate Growth**

SALON EAST

Speakers: **Paul Samson** Founder & Senior Business Developer | The Franchise Edge

Michael Stadnick Chief Operating Officer | The Franchise Edge



Learn why the restaurant real estate market will never be better, the need for government to spur growth through SBA loans, and why there will never be a better time to acquire second generation assets! Are opening open additional corporate stores a good idea? Or should you be selling franchisees?

- **Master Class – What it Takes to Make it to the Top 100**

TERRACE BALLROOM A & B

Moderator: **Carlos Gazitua** President/CEO | Sergio's Restaurants

Panelists: **John Tallichet** President/CEO | Specialty Restaurants Corporation

Jose Cil President/CEO | RBI Burger King

Learn from the top 100 rated restaurant leaders who have taken family startups to sustainable national and global brands. Be the first to hear about the newest innovations and initiatives, trends, and practical solutions for growing your restaurant to the top. Prepare for an astronomical surprise!

- **Looking to Launch a Virtual Brand? Expand into the Dark/Ghost Kitchen Arena**

TERRACE BALLROOM C & D

Speaker: **Danielle Guzzetta** Growth Hacker | Consultant

Learn about cutting edge ways to get your product to more guests, this is the breakout session you do not want to miss. 30+ years of marketing and revenue-generation experience; with the last 10 dedicated to restaurants. Over the past decade, Danielle served as CMO for Anthony's Coal Fired Pizza, SVP of Growth Hacking for Smokey Bones (where she developed and executed two virtual brands; resulting in 122 new Virtual Restaurants) and most recently with REEF; where she was able to level the playing field for small brands and allow mass distribution of large brands across the US, Canada and the UK without any capital, operational, or labor costs.

- **Learn How DoorDash Stays Merchant First to Optimize Your Business**

SALON WEST

Moderator: **Derek Kopkin** Senior Strategic Sales Manager | DoorDash

Speakers: **Josh Hogan** VP of Operations | Flippers Pizzeria

Francis Castro Sales & Marketing Director | Flippers Pizzeria



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 you are with FRLA.

THURSDAY, AUGUST 19

7:30- 8:45 AM

BREAKFAST

SPONSOR MARKETPLACE

8:00 AM- 10:00 AM

REGISTRATION

SPONSOR MARKETPLACE

8:45- 10:00 AM

MORNING KEYNOTE

SEMINOLE BALLROOM

- **Welcome**

Speaker: **Fred LeFranc** Chaos Strategist | Results Thru Strategy

- **Igniting Top Performers**

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.

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**



TERRACE BALLROOM C & D

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.

- **You Can Now Hire NCAA Athletes for Promotions... But There's a Catch**

TERRACE BALLROOM A & B

Speakers: **Corey Staniscia** Director of External Affairs | Dreamfield

Neal Carter Director of Business Development | Dreamfield

Everyone in the entertainment and hospitality industries are talking about name, image, and likeness campaigns with NCAA athletes. Thanks to recent legal changes, businesses can now hire NCAA stars for high-impact events, promotions, and marketing campaigns. That sounds great, but there is a catch. Before you can run a campaign with NCAA athletes, you have to know how to book them, how to price them, and what to do with the attention they bring. This session will give you practical tips on booking athletes and detail the proven tactics being used to turn NIL engagements into high-ROI campaigns. If you need to drive business for a bar, restaurant, or hotel, you'll want to hear insights on how to execute revenue-generating, attention-grabbing NIL campaigns.



- **Legal Compliance Strategy for Tipped Employees: 80/20 Rule, Tip Shares, Tip Pools, and Minimum Wage**

SALON EAST

Moderator: **Amanda Simpson** Attorney at Law | Jackson Lewis

Panelists: **Tyler White** Attorney at Law | Jackson Lewis

Nick Sarra COO | Saltwater Restaurants, Inc.

Jorge Rivero President | HR On Demand

Tipped employees can represent a legal minefield of liability for employers. The Department of Labor is in the process of reviving the “80/20 rule” that limits the amount of time (i.e. no more than 20%) tipped employees can spend performing side work or non-tip generating duties, while still allowing their employer to claim a tip credit. Tip pools and tip shares are also a hotbed for potential collective action litigation against employers. Are the tipped employee payment practices of your company in legal compliance? Are you properly calculating overtime for tipped employees and ensuring that all tipped employees are receiving at least minimum wage? Are the practices you thought you put in place actually being followed? During this breakout session, learn best practices from subject matter experts for navigating the ever-changing and often confusing landscape of wage and hour laws regarding tipped employees.

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- **The Holy Grails of Digital Growth**

SALON WEST

Moderator: **Skip Kimpel** Technical Innovator & Public Speaker

Panelists: **Robert Kuyper** | Key Strategist and Sales Specialist, Edison Technology

Trish Giordano | Chief Sales & Marketing Officer, Earl Enterprises

Patricia Lopez-Calleja | Chief Experience Officer, Fiesta Restaurant Group

In the wake of unprecedented consumer demand for mobile, curbside pickup, delivery, and other takeout options, are your restaurant's digital partnerships and playbook the best they can be this year? This panel will explore nine high-impact operations strategies to drive digital growth for restaurants.

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 EAST

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

Brenden Curcio CEO | Shortstaf

Staffing is one of the biggest, 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. 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 them to develop solutions to your organization's biggest staffing and operational struggles. With areas across the country facing staffing challenges, this session is not to be missed.

- **Why Pending Data Privacy Legislation Could Crush Your Business: Everything You Need to Know**

SALON WEST

Speaker: **Alfred J. Saikali** Chair, Privacy & Data Security Practice | Shook, Hardy & Bacon L.L.P.

Ransomware attacks, privacy laws that allow for class action lawsuits seeking millions of dollars, and compliance obligations that can lead to regulatory enforcement actions. These are some of the hurdle's businesses face on the privacy and cybersecurity legal landscape. This session will teach you about these risks and ways your organization can assess and minimize them.

- **Off-Premises Domination**

TERRACE BALLROOM C & D

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. Learn 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.

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

TERRACE BALLROOM A & B

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

Panelists: **Patrick Goddard** President | Brightline

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

Mark Gale CEO & Director of Aviation | Broward County Aviation Department

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, and more. 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

SEMINOLE BALLROOM

CLOSING LUNCH KEYNOTE



- **More Than a Restaurant**

Speaker: **Brandon Landry** CEO, Owner & Founder | Walk-On's

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 that are defining a movement that surpasses great food and defines the "why" that encompasses everything that Walk-On's is.