

2022 FLORIDA RESTAURANT & LODGING SUMMIT

AUGUST 17-18, 2022 | SEMINOLE HARD ROCK HOTEL & CASINO

DRAFT AGENDA

WEDNESDAY, AUGUST 17TH

8:30AM- 11:30AM

IFBTA TECH CAMP

Speaker: Rob Grimes, Founder & CEO | The International Food & Beverage Technology Association

This 101 Level Course is designed to give a great overview of the core technologies used within the restaurant space today. Come away with a good background to be able to work with suppliers, IT, Finance and Marketing teams in making technology decisions. This session is ideal for Independent and SMB companies.

10:00AM- 2:00PM

REGISTRATION

SPONSOR MARKETPLACE

10:45AM- 11:30AM

EARLY BIRD BREAKOUT SESSIONS

- Commission Based Compensation Model

Moderator: Charles Musgrove, Founder | capserv360

Panelists: Kyle R. Greene, President | Kyle G's Restaurants
Marc Brown, President | 23 Restaurant Services
Zach Feinstein, Owner | The Feinstein Group
Christina Feinstein, Owner | The Feinstein Group
Tyler Jarvis, Owner | Jackacudas
Steven Sapp, Operating Partner | Shades Bar & Grill, Shaka Sushi & Pescado Grill

What has the impact of the Commission Model been for restaurants in 2022?

- Employee retention
- Compensation to ALL employees
- Restaurant profitability
- Customer retention

Restaurant owners from different areas in the State will participate in a panel discussion to describe their experiences in implementing the Commission Model in 2022. Their experience will provide insight for others as they deal

with the increasing minimum wage laws and increased wage pressure on employee pay.

- Maintaining Brand Reputation in Today's Social, Cultural and Political Wars

Speakers: Joseph Kefauver, Founding Partner | Align Public Strategies
Franklin Coley, Partner | Align Public Strategies

In this breakout we will discuss; the state of play of the current unionization campaigns with a particular emphasis on the brand impact to Starbucks and other industry players, the changing environment with regard to employee and stakeholder pressure for business leaders to "speak up" on social and cultural issues and the brand implications, the rise in employee empowerment and implications for the labor marketplace, and emerging cultural, social and legislative issues affecting business models and brands.

- Ancillary Revenue Generating Tactics- Profit Matters

Moderator: Lisa Lombardo, Chief People Officer | HDG Hotels
Panelists: Jeff Bailey, COO | HDG Hotels

You know how to revenue-manage the rooms in your property, but what about other revenue-generating departments? This data dive explores how to push for profitability in other departments, from F&B outlets to golf to poolside cabanas and more. Learn about the most effective revenue management tactics, tools and ways to gain influence with other departments and teams at your hotel.

12:00PM- 1:45PM

WELCOME LUNCH KEYNOTE

SEMINOLE BALLROOM

- Welcome

Special guest speakers announced soon!

- State of the Industry Address

Speaker: Fred LeFranc, Chaos Strategist | Results Thru Strategy

- The Road Ahead: Is Your Restaurant, Hotel, and Business Prepared?

Moderator: Robert Irvine, Celebrity Chef & Television Personality
Panelists: Heiko Dobrikow, General Manager | Riverside Hotel
Danielle Rosse, Owner | Oceans234
Carlos Gazitua, Chief Executive Officer | Sergio's Family Restaurant's

Our hotel, restaurant, and supplier panel will ask Robert tough questions that the hospitality industry is up against – staffing, rising fuel and food prices, changing technology, and food delivery.

1:45PM- 2:00PM

GET CONNECTED! NETWORKING BREAK

SPONSOR MARKETPLACE

2:00PM- 2:45PM

BREAKOUT SESSION 1

- Entrepreneurs & Explorers – We're Always Looking for a Better Way

Moderator: Sheldon Suga, Vice President & Managing Director | Hawks Cay Resort

Panelists: Alex Cabanas, President | Pyramid Global Hospitality
Neil Shaw, President | Hersha Hospitality (*Pending*)
Keith Space, President | Fort Hospitality

Gain practical insight into diverse vantage points and operational expertise – Engage with these forward thinking global hotel leaders who represent brands and independents – get the inside scoop on what they are doing to stay on top, elevate and refine industry standards.

- The Politics of Branding: How to Sell and Grow In America's Hyper-Political Marketplace

Speaker: Joe Clements, Co-Founder & CEO | Strategic Digital Services
What do Nike, Chick-fil-a, and Disney have in common? Each of these companies has lost millions thanks to politically-driven brand crises. The Politics of Branding reveals how politics have become a key piece of consumer identity that drives billions of dollars in consumer spending decisions. Learn how to navigate the new hyper-political marketplace and how it is based on a groundbreaking scientific poll of 1,004 Florida consumers designed to answer one huge question: "How do politics impact consumer behavior?" The Politics of Branding reveals: What brands are perceived by consumers as Republican or Democrat? Who are the most political-oriented consumers and how do they drive corporate crises? How can brands use this insight to play offense and drive growth or go on defense to stymie politically driven crisis situations?

- Workplace Resources for Tomorrow

Speakers and description coming soon!

- Happier Hour with Einstein: Scientific Secrets to Improve the Guest Experience

Speaker: Melissa Hughes, Published Author & Speaker | The Andrick Group

The old customer service paradigm has been replaced with a more meaningful guest experience - connecting with guests in a way that makes them want to share

their experience with others and creating the kind of brand loyalty that makes them your strongest marketing asset. We've learned a lot over the last several decades about how the brain works and subconscious forces that influence the guests' journey from first impressions to settling the tab. There is a wealth of research that shows why we like what we like, why we buy what we buy, and a host of factors that influence our perception of the consumer experience. Brands that understand those invisible forces are able to cut through the clutter and connect with the guest in a meaningful and memorable way.

2:45PM- 3:15PM

GET CONNECTED! NETWORKING BREAK

SPONSOR MARKETPLACE

3:15PM- 4:00PM

BREAKOUT SESSION 2

- Enhancing your Team & Guest Experience and Profitability through Digital Integration

Moderator: Speaker Name, Title | Company

Panelists: Elad Inbar, President & CEO | RobotLab, Inc.

Juan Higueros, Co-Founder & COO | Bear Robotics *(Pending)*

Delegates attending will learn about the latest advances in technology integrations and experience entirely new product lines, robotics, and automation.

- Story of Transformation: "Digitization of the Restaurant Industry"

Moderator: Fred LeFranc, Chaos Strategist | Results Thru Strategy

Panelists: Matt Eisenacher, SVP of Brand Strategy & Innovation | First Watch

Breakout description coming soon!

- Profitable or Parasitic: Are you Losing Money on your Limited Time Offers?

Speaker: Skip Kimpel, Principle of Independent & SBM Consulting | Constrata Consulting

Running a profitable Limited Time Offer (LTO) campaign is a powerful marketing tool for any restaurant, but it can be difficult to know where to start or how to ensure you're making the most of your investment. Without careful planning and execution, an LTO can actually end up costing your restaurant money instead of making you more money. Learn about techniques and tools to forecast the financial results and ensuring you have the right approach for your upcoming campaigns. This will help to install confidence that you're on track to make a profit and not a loss with your LTOs.

- Is Your Training Woke?

Speaker: Kevin Johnson, Shareholder | Johnson Jackson

Learn how to navigate and understand; the context of Florida's new Stop Woke/ Individual Freedom Act, Explain specific prohibitions of the Act, and potential effects on corporate training and politics.

4:00PM- 4:15PM

GET CONNECTED! NETWORKING BREAK

SPONSOR MARKETPLACE

4:15PM- 5:00PM

BREAKOUT SESSION 3

- Cutting Edge Tech

Moderator: Fred LeFranc, Chaos Strategist | Results Thru Strategy
Breakout description coming soon!

- Ghost Kitchens & Virtual Brands: Risk, Opportunities and Execution

Speakers: Kelly Grogan, VP of Sales | Virtual Dining Concepts
Robert Earl, Founder | Virtual Dining Concepts & Earl Enterprises

Breakout description coming soon!

- Beverage Trends

Speakers and description coming soon!

- How to Become an Employer of Choice & Retain Great Employees

Moderator: Lisa Lombardo, Chief People Officer | HDG Hotels

Panelists: Chris Frawley, COO | Anna Maria Oyster Bars
Kyle R. Greene, President | Kyle G's Restaurants
Don Wilson, Owner | Twisted Biscuit Diner
Chris Rollins, Title | The South Beach Group (*Pending*)

We have seen the pendulum swing back and forth between candidate's markets and employers markets. Companies come and go as the hospitality industry changes, technology evolves and consumer priorities shift. And yet through it all, there are a handful of companies that consistently attract talent and retain the best talent. Learn what sets these companies apart and how to hire and retain superior talent through fantastic culture, attractive benefits, and earn a reputation for high levels of employee satisfaction.

5:00PM- 6:30PM

HOSPITALITY HAPPY HOUR

SPONSOR MARKETPLACE

6:00PM- 8:30PM

ROBERT IRVINE FOUNDATION RECEPTION

THURSDAY, AUGUST 18TH

7:30AM- 8:45AM BREAKFAST- SPONSORED BY GOLD HANDLE COFFEE
SPONSOR MARKETPLACE

8:00AM- 10:00AM REGISTRATION
SPONSOR MARKETPLACE

8:45AM- 10:00AM MORNING KEYNOTE
SEMINOLE BALLROOM

- Welcome
Speaker: Fred LeFranc, Chaos Strategist | Results Thru Strategy
- Keep Them Longer: How to Gain, Train and Retain Next Generation
Speaker: Gabrielle Bosché, President | The Millennial Solution
Sponsored by: Gold Handle Coffee
Has your company been impacted by the 69 million Americans who left their jobs last year? The Great Hiring has been followed by The Great Resignation and leaders throughout the industry are left wondering: what are we doing wrong? The role we have played as employers has changed. So how do you compete for good people and retain the great ones too in a post-Covid world? And how do you avoid the worker turnover that cost American companies \$30 billion last year alone? In this session discover how to make your culture so good anyone feel stupid for wanting to leave. Discover the unbelievably simple strategy that creates deeper connection, increases retention, and improves work output -- without adding another program or time-consuming training. Identify what "work impact" and "work life integration" means for each generation and never lose a great employee again. You will not want to miss this session geared towards leaders who are tired of losing great people and don't want to spend time and money on a system they aren't sure will work.

- Sharpening Your Sustainability IQ

Moderator: Louie Aguirre | WPLG ABC 10 Miami *(Pending)*

Panelists: Chef Allen Susser, Title | Company *(Pending)*
Joy Boyd, General Manager | Baker's Cay Resort
Louis Carricarte, President | Unity Farms *(Pending)*
Shelina Letzring, Title | HDG Hotels *(Pending)*

Learn cutting edge trends and ideas for cutting costs while utilizing local resources, sustainable products, eliminating food & water waste, using sustainable and renewable resources, engaging and educating staff and guests on sustainable initiatives.

- Florida Politics

Moderator: Peter Schorsch, Author | Florida Politics

Florida Politics Publisher Peter Schorsch will provide us with his thoughts and perspectives on the current and future political landscape of Florida and what's to come in the November elections.

- The Secret Sauce for an Exceptional Employee Experience

Speaker: Melissa Hughes, Published Author & Speaker | The Andrick Group

Hospitality is undoubtedly one of the hardest-hit industries by the pandemic. But as hotels and restaurants continue to recover, high turnover continues to be a challenge. Assumptions about human motivation and performance that are outdated and inaccurate are not only costly but counterproductive to providing an exceptional guest experience. The good news is that the work of scientific research conducted over the last several decades illuminates key influences on the employee experience and how that experience ultimately impacts the customers' perception of the brand. Leaders who apply these scientific findings to nurture a healthy organizational culture will keep their top talent happy, engaged, and delivering exceptional customer service.

- Loyalty isn't Dead- It's Broken!

Speakers: Sam Stanovich, SVP Franchise Leadership | Big Chicken
Jason McEachern, CIO | Big Chicken

We examine the future and why free food and digital punch cards don't appeal to our next level of consumer, the Gen Z and Gen Alpha. We will share strategies on the 5 pain points and 4 wins on building that true guest relationship and loyalty.

11:00AM- 11:15AM

GET CONNECTED! NETWORKING BREAK

SPONSOR MARKETPLACE

11:15AM- 12:00PM

BREAKOUT SESSION 5

- Drive Tourism Traffic Through Partnerships to Your Hotel

Speakers: Lindsey Norris, Regional Partnership Manager | Visit Florida
Angela Vaughn, Director of Marketing & Operations, Hospitality Division | Miles Hospitality Group

Join VISIT FLORIDA and Miles Partnership's Hospitality Division to learn about tactical ways to generate awareness, website traffic, and bookings at your property. Leveraging partnership opportunities with VISIT FLORIDA and best practices from Miles Partnership, you will learn how digital programming and qualified first-party data can give your hotel the edge in attracting visitors.

- Coca-Cola's Chief Economist

Speaker: Carlos Herrera, Chief Economist | Coca-Cola Company
Breakout description coming soon.

- Health & Wellness in Hospitality Matters Now More Than Ever- For You and Your Team

Moderator: Patrick Fernandes, Executive Managing Director | Carillon Wellness Resort *(Pending)*

Panelists: Tammy Pahel, Title | Company *(Pending)*
Vivianne Garcia Tunon, Principal | Wonderflower Spa & Wellness *(Pending)*
Francisco Levine, Chief Business Officer | Bryte *(Pending)*
Robert D. Henry | Wellness & Spa Design Architects *(Pending)*

98% of US adults now prioritize wellness activities while on vacation. There is an astonishing shift towards wellness. Are you missing out? Learn and experience this interactive presentation.

- Weed in the Workplace- Sponsored by Zenith

Moderator: Susan Anger, Vice President/ Claims Legal | Zenith Insurance
Speakers: Kevin Johnson, Shareholder | Johnson Jackson

With many states legalizing medical and recreational marijuana usage, employers are interested to know how it will impact their workers' compensation claims, as well as hiring practices. Should marijuana be part of a pre-employment testing panel? Are there ADA implications to screening for marijuana? Zenith Insurance Company's in-house legal expert Sue Anger will be here to explain and answer some of the most common questions around these topics, with attorney Kevin Johnson providing the employment-law perspective.

12:15PM- 1:30PM

CLOSING LUNCH KEYNOTE

SEMINOLE BALLROOM

- **Creating a Customer Service Revolution**

Speaker: John DiJulius, Chief Revolution Officer & President, The DiJulius Group

Creating a Customer Service Revolution—Be the brand people cannot live without. Learn how numerous companies have made customer service their biggest competitive advantage, are dominating their industries, and are making price irrelevant! At this presentation you'll discover how; all your employees can have compassion & empathy for your customers, to create a Customer Service Vision statement, to create non-negotiable standards that every team member will follow, and to Make Price Irrelevant.