

# 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  
Joy Boyd, General Manager | Baker's Cay Resort  
Denise Bober, SVP Human Resources | The Breakers

*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 Are 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  
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: Carlos Gazitua, Chief Executive Officer | Sergio's Family Restaurant's

Panelists: Elad Inbar, President & CEO | RobotLab, Inc.  
Juan Higueros, Co-Founder & COO | Bear Robotics (*Pending*)  
TJ Pierri, GM | Pelican Grand Beach Resort

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

- **Adapt or Die!**

Moderator: Fred LeFranc, Chaos Strategist | Results Thru Strategy

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

*The covid pandemic accelerated the digitization of the restaurant industry. However, it didn't end as the pandemic subsides. Ongoing innovation and evolution are required to maintain growth, remain nimble and prosper as we move forward. In this interview, you will learn how First Watch completely revamped their service and operational process to survive and how that has allowed them to continue new opening during the pandemic and set the stage for ongoing growth. More importantly, you will learn what the correct mindset is to explore and seek solutions to the never-ending challenges we face.*

- **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

- Beyond Loyalty: "Digitization of the Restaurant Industry"

Moderator: Fred LeFranc, Chaos Strategist | Results Thru Strategy

*The restaurant industry is going through a digital transformation. Every area of operations has been impacted, from robots, to mobile, to food prep. This has helped restaurants to survive and thrive as we move past the pandemic. One of the additional benefits is that we have more customer information available than ever before. At the same time, restaurants and hotels are overwhelmed with customer information with no easy way to organize and leverage the information. Many companies have loyalty programs that help identify various cohorts. The challenge for them is that they have a limited amounts of identification fields and access to other data sources. Smart companies are using new ways to understand their customers and build a stronger relationship. One solution is a Customer Data Platform (CDP). This is a powerful data base that can import data from a variety of sources and can help identify who your customer is, what they buy, how often they visit and coupled with external sources can identify their buying and spending patterns beyond one's operation. There are other resources available now that never existed that will help you with pricing as well. This panel will feature experts that will share how this rapidly changing landscape can be harnessed to your*

*benefit. This will allow you to target specific customers in a curated manner, creating more traffic and strengthening your brand affinity.*

- Ghost Kitchens & Virtual Brands: How to Make Them A Success

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, 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.*

10:00AM- 10:15AM

GET CONNECTED! NETWORKING BREAK

SPONSOR MARKETPLACE

10:15AM- 11:00AM

BREAKOUT SESSION 4

- Sharpening Your Sustainability IQ

Moderator: TBD

Panelists: Chef Allen Susser *(Pending)*

Joy Boyd, General Manager | Baker's Cay Resort

Louis Carricarte, President | Unity Farms *(Pending)*

Sheena Chin-Greene, Program Coordinator | DEP FL. Green Lodging Program

*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.*

- Foodservice Performance & Outlook

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 Miami  
Wellness Resort

Panelists: Tammy Pahel, VP of Spa & Wellness Operations | Carillon Miami  
Wellness Resort

Lynne McKnee, President | International Spa Association

Francisco Levine, Chief Business Officer | Bryte

Robert D. Henry, Founder | Robert D. Henry Architects

Nancy Falero, Spa Director | The Breakers

*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  
SEMINOLE BALLROOM

CLOSING LUNCH KEYNOTE

- 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.*