

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

Instructors:



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

Dr. Cihan Cobanoglu, Dean | School of Hospitality, University of South Florida

Lou Grande, Former CIO | Red Lobster & Past Chair, IFBTA

Toby Malbec, Managing Director | ConStrata Consulting

The FRLA Summit kicks off with the IFBTA TechCamp. TechCamp is offered through the FRLA's partnership with the IFBTA (International Food and Beverage Technology Association) and is ideal for Independent and Small to Medium operations with limited resources to focus on technology. Those attending TechCamp will come away with an understanding of the basics as they make decisions that impact all areas of operations and management.

An onsite version of the IFBTA's CFTP Program (Certified Foodservice Technology Professional), TechCamp is a "101 Level Course" presented by industry experts representing leading operators, educators and consultants. TechCamp is presented in 3-sections covering systems and applications that are guest facing, used behind-the-scenes, and required by management. Over 20 areas are covered, including POS, online ordering/delivery, back-office, loyalty, drive-thru, payments, digital signage & menu boards, labor, production, HRIS, data security, and many others.

Those who attend will be prepared to take the online test to receive the CFTP Certification from the IFBTA.

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 | Jackacuda's Seafood & Sushi

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 adapt to 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

James Verdi, Title | Jackson Lewis

We will discuss the state of play of the current unionization campaigns with a particular emphasis on 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 & Culture Officer | HDG Hotels

Panelists: Jeff Bailey, COO | HDG Hotels

Joy Boyd, General Manager | Baker's Cay Resort

Mutluhan Kucuk, Complex Managing Director | Loews Miami Beach

Sharon Lockwood, Area General Manager | JW Marriott Marco Island

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 Restaurants

Our hotel, restaurant, and supplier panel will ask Robert tough questions that the hospitality industry is facing, including 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 & Chief Operation Officer | Hersha Hospitality
Keith Space, President | Fort Hospitality
Jennifer Barnwell, President | Curator Hotel & Resort Collection

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?"

- **HELP WANTED! Workforce Resources for Tomorrow.**

Moderator: Dannette Lynch, Regional Director/Director of Membership & Development | Florida Restaurant & Lodging Association

Panelists: Carly Eglin, Co-Founder/Chief Operating Officer | Seasonal Connect
Peter Ricci, Director of Hospitality & Tourism Management | Florida Atlantic University
Dr. Edward Walden, Director of Professional Advancement | National Restaurant Association Educational Foundation
Sarah Cozewith, VP of Career Development | American Hotel & Lodging Association Foundation

Everyone is looking for ways to attract and retain a workforce for now and the future. Panelists will share opportunities on available funding, training and mentorship opportunities, and even seasonal employee options.

- **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, President & CEO | Sergio's Family Restaurant's

Panelists: Elad Inbar, President & CEO | RobotLab, Inc.
Juan Higueros, Co-Founder & COO | Bear Robotics
Tim Rogers, Business Development Executive | Relay
Sheldon Suga, Vice President & Managing Director | Hawks Cay Resort
Zach McNelis, VP of Customer Experience | WAY

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

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, Principal 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 end up costing your restaurant money instead of making you more money. Learn about techniques and tools to forecast the financial results and ensure 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. Learn more about specific prohibitions of the law and the potential effects on corporate training and policies.

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

Panelists: Abhinav Kapur, CEO | Bikky Inc.

Michael Lukianoff, CEO | Extropy 360

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 stronger relationships. One solution is a Customer Data Platform (CDP). This is a powerful database that can import data from a variety of sources and can help identify who your customer is, what they buy and 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.

- **Supply Chain Challenges & New Approaches**

A healthy national and global supply chain is a critical component of a thriving hospitality industry. To succeed, operators need reliable access to ingredients,

equipment, supplies, and much more. Access to an efficient and thriving supply chain ensures that operators can establish and maintain their hotels and restaurants, which drives business and creates the loyal customer base required for growth and continued success. Supply chain constraints in today's climate continue to wreak havoc on the industry. The future remains ambiguous, but supply chain challenges are here to stay. Learn how to navigate these challenges, optimize your supplier network, and gain a fuller view of supply chains.

- **Beverage Trends: You're Going to Need a Drink for This!**

Moderator: Michael Cheng, Dean | Chaplin School of Hospitality & Tourism Management, Florida International University

Panelist: Brian P. Connors, Senior Director, Global Food & Beverage Innovation, and Founding Faculty Director of the Bacardi Center of Excellence | Florida International University's Chaplin School of Hospitality & Tourism Management

The demand for accommodating drink menu items and photo-worthy plates probably has you asking—how can I satisfy everyone? Join our panel as they discuss current beverage trends and products that are breaking new ground in taste, creativity, and profit potential.

- **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, COO | The South Beach Group Hotels Inc.

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 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
SPONSOR MARKETPLACE

HOSPITALITY HAPPY HOUR

6:00PM - 8:00PM

ROBERT IRVINE FOUNDATION RECEPTION

THURSDAY, AUGUST 18TH

7:30AM - 8:45AM

BREAKFAST

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 that anyone would 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**

Speakers: **Chef Allen Susser**, James Beard Winner | Chef Allen's Consulting
Sheena Chin-Greene, Green Lodging Program Director | Florida Department of Environmental Protection
Steve Keup, VP of Operations | Hersha Hospitality

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

- **Engaging with the Media**

Moderator: **John Horne**, Owner/ President | Anna Maria Oyster Bars

Panelists: **Peter Schorsch**, Publisher | Florida Politics
Carlos Gazitua, Chief Executive Officer | Sergio's Family Restaurant's
Sheldon Suga, Vice President & Managing Director | Hawks Cay Resort

Learn how to engage better with the media on the good, the bad, and more Basically. Panelists will walk through PR best practices and share personal experiences with positively using the media to expand their brand, reaching more customers, and advocating for the industry.

- **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.

- **Understanding the Wind, Adjusting the Sails, Moving Forward**

Speaker: Carlos Herrera, Chief Economist | Coca-Cola Company

Assessing the condition and outlook for the economy and the Foodservice industry.

- **Health & Wellness Matters Now More Than Ever... For You & 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 McNeas, President | International Spa Association

Francisco Levine, Chief Business Officer | Bryte

Robert D. Henry, President & CEO | 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**

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 and 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

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.