



## DRAFT AGENDA

AUGUST 15-17, 2023 | SEMINOLE HARD ROCK HOTEL & CASINO

### TUESDAY, AUGUST 15<sup>TH</sup> – DAY #1

**2:00PM-5:00PM**

**EARLY SPONSOR SETUP**

SPONSOR MARKETPLACE

**4:00PM-6:00PM**

**EARLY REGISTRATION**

SPONSOR MARKETPLACE

**6:00PM-7:30PM**

**WELCOME RECEPTION**

SEMINOLE BALLROOM- SPONSORED BY GOLD HANDLE COFFEE & UNITED HEALTH GROUP

- ENTERTAINMENT: Runaway June  
Heavy hors d'oeuvres & cocktails provided.

### WEDNESDAY, AUGUST 16<sup>TH</sup> – DAY #2

**8:00AM-2:00PM**

**REGISTRATION**

SPONSOR MARKETPLACE

**8:30AM-11:30AM**

**BLOODY MARY BAR**

SPONSOR MARKETPLACE- SPONSORED BY: FLORIDA HOSPITALITY RISK ADVISORS

**8:45AM-9:45AM**

**EARLY BIRD BREAKOUT SESSION**

**10:00AM-11:30AM**

**WELCOME & KEYNOTE SPEAKER**

SEMINOLE BALLROOM-SPONSORED BY ZENITH

- Welcome: **Gene Deckerhoff**, Announcer | NFL's Tampa Bay Buccaneers  
**Carol Dover**, President & CEO | Florida Restaurant & Lodging Association

**11:30AM-12:30PM**

**LUNCH**

SEMINOLE BALLROOM

**12:30PM-1:00PM**

**GET CONNECTED-NETWORKING BREAK!**

SPONSOR MARKETPLACE

**1:00PM-2:00PM**

**BREAKOUT SESSION 1**

- **Mapping the Guest Journey with Science**

**Speakers:** **Melissa Hughes**, Published Author & Speaker | The Andrick Group  
**Kyle R. Greene**, President | Kyle G's Restaurants

*As a restaurateur, you know that providing an exceptional guest experience is critical to the success of your business. You may have implemented various strategies such as improving the menu, enhancing the ambiance, and training your staff to deliver excellent customer service. But, have you considered mapping the guest journey with science? Kyle Greene of Kyles G's Restaurants and Dr. Melissa Hughes, author of Happier Hour with Einstein, will explore the operational stages of the guest journey – from reservations to reviews - and apply principles of neuroscience and behavioral economics to create an exceptional guest experience that sets your restaurant apart from the competition.*

- **The State of Delivery: Navigating the Changing Landscape of Restaurant Delivery Operations**

**Speakers:** **Dustin Rivest**, Founder & CEO | Foodies Takeout & Delivery

*In this thought-provoking presentation we will delve into the ever-evolving world of restaurant delivery operations. The rapid rise of third-party delivery companies has undoubtedly transformed the food industry, providing convenience to customers while posing significant challenges for restaurant owners. During the session, we will explore the substantial percentage of order revenue that third-party delivery companies often retain, prompting us to question the viability of continued reliance on these platforms. By examining the economics behind their operations, we will shed light on alternative strategies that can help restaurant owners mitigate revenue loss and regain control over their delivery services. Moreover, the discussion will revolve around the power of data and its potential to drive sales growth for restaurants in the digital age. Online ordering platforms generate a wealth of valuable information, and I will outline effective techniques for harnessing this data to make informed business decisions. From identifying customer preferences and trends to optimizing menu offerings and marketing campaigns, attendees will learn how to leverage data to enhance their overall profitability and customer satisfaction. Join us for a captivating discussion on the future of restaurant delivery operations, as we empower restaurant owners to thrive amidst the challenges posed by the ever-changing delivery landscape.*

- **Reeling in the Followers**

**Speaker:** **Brandee Gaar**, Social Media Expert & Speaker

*Learn how to create quick, simple and high converting reels that will draw in new ideal customers. We'll also learn how business owners can fit reels into their already busy schedule to create a REEL plan that will grow your sales!!! And for the overachiever in all of us, we'll make a short form video together that you can post during the session! So make sure your camera roll is full of fun photos and videos from your time at the conference!*

- **Resiliency: Natural Disaster Preparedness & Recovery**

**Speakers:** **Kevin Guthrie**, Director | Florida Division of Emergency Management

**John Petrone**, Senior Managing Director | Petrone Risk

*Natural disasters can hit anytime, anywhere and you should have a plan in place directing what to do in advance, during and after the event. What works? What doesn't work? Learn the key considerations businesses should consider when recovering from a disaster.*

**2:00PM-2:15PM**

**GET CONNECTED-NETWORKING BREAK!**

**SPONSOR MARKETPLACE**

**2:15PM-3:15PM**

**BREAKOUT SESSION 2**

- **Delivering the Digital Restaurant**

**Speakers:** **Meredith Sandland**, Chief Executive Officer | Empower Delivery,  
Author & Podcast Host

**Carl Orsbourn**, Chief Operating Officer | Author & Podcast Host

*Delivering the Digital Restaurant explores the world of off-premise food and the massive disruption facing American restaurants through first-hand accounts of restaurateurs, food industry veterans and start up entrepreneurs. Restaurateurs are experiencing a similar*

- **Tick Tock: Keeping Up with Wage and Hour Trends within the Industry**

**Moderator:** **Amanda Simpson**, Attorney | Jackson Lewis

**Panelists:** **Kyle R. Greene**, President | Kyle G's Restaurants

*This session is a roundtable discussion with Jackson Lewis employment law attorneys and FRLA members on hot button wage and hour issues, involving time and pay, affecting the industry. The panel will explore topics including but not limited to tip pooling, 80/20/30 claims, the use of Section 7i in the service charge model and more. Attendees are encouraged to participate in the discussion, which is meant to be a collaborative conversation about best practices, legal pitfalls and preventive measures the industry can take to further prosper.*

- **When Bad Things Happen: Safety Management, Incident Response & Damage Control**

**Speakers:** **Salley Culley**, Partner | Rumberger Kirk Caldwell

**Justin Guido**, Partner | Rumberger Kirk Caldwell

**Carie Hall**, Partner | Rumberger Kirk Caldwell

*Identify ways to reduce the risk of employee or customer injury occurring in your workplace, and if injury does occur, be prepared with a strong defense to potential lawsuits. Learn about what important policies, procedures, and best practices will help protect your business. This panel will help owners/operators identify key policies to be included in employee handbooks, safety features and training, and provide essential tips for quickly and proactively responding to injury events and preserving critical evidence.*

**3:15PM-3:30PM**

**GET CONNECTED-NETWORKING BREAK!**

## SPONSOR MARKETPLACE

**3:30PM-5:00PM**

**KEYNOTE SPEAKER**

SEMINOLE BALLROOM

- **Be a Happy Leader**

*Sponsored by: Heartland & FPL*

**Keynote Speaker:** **Tia Graham**, Founder of Arrive At Happy, LLP

*The world of work and what humans expect from leaders and organizations has changed drastically. How an organization authentically prioritizes mental health and employee well-being are being considered when choosing to join or leave. Leaders are expected to be authentic, trusting, and caring. Our always-on culture and constant pressure for results make it easy for leaders to have chronic stress and feel overwhelmed. My question for you is...how happy and motivated are your teams right now? A happy and inspirational leader is vital for team success. This powerful talk inspires leaders to prioritize their own well-being and create thriving teams by understanding positive psychology, neuroscience, and happiness at work research. When team member happiness is placed as a top priority, customers are loyal and the reputation of the company soars. Innovation and creativity expand when team members are happy while working. There are massive personal, organizational, and financial consequences if leaders do not focus well-being for themselves and for their teams.*

**5:00PM-6:30PM**

**HOSPITALITY HAPPY HOUR**

SPONSOR MARKETPLACE

*Network with supplier partners, speakers, and attendees.*

## THURSDAY, AUGUST 17<sup>TH</sup>– DAY #3

**8:00AM-10:00AM**

**REGISTRATION**

SPONSOR MARKETPLACE

**8:00AM-9:30AM**

**BREAKFAST**

CONTINENTAL BREAKFAST LOCATED IN BACK OF BREAKOUT ROOMS

**8:30AM-9:30AM**

**MIMOSA BAR**

SPONSOR MARKETPLACE- SPONSORED BY: ALLIGATOR ATTRACTIONS

**8:30AM-9:30AM**

**BREAKOUT SESSION 3**

- **Results Through Strategy**

**Speaker:** **Fred LeFranc**, Chaos Strategist & Founding Partner | RTS

- **It's Not If. It's When. Dealing with the Media in Times of Crisis**

**Speaker:** **Corey Saban**, Communications & Media Strategist | CS Media Works

No comment. That's your first reaction when a reporter calls, but that simple response can cause way more damage to your brand. Sexual harassment, food poisoning, and any crisis can affect your bottom line. In this dynamic session, I will teach you the tips and tricks reporters use to bait you into something you don't want to say. We will role-play real-life scenarios that your colleagues have dealt with to understand better how to manage the media in times of crisis.

- **Purpose-Driven Success: Cultivating a Restaurant Culture that Empowers Your Team & Brand**

**Speaker:** Amy Kavanaugh Mason, Founder & CEO | Brand Masonry

*Brief Breakout Description: More than ever, today's customers and employees are inspired by purpose-driven brands that stand for something meaningful. Exceptional food and a memorable dining experience can only be achieved when your staff is passionate, motivated, and committed to your restaurant's core values and mission. In this engaging and interactive breakout presentation, discover practical strategies on how to diagnose what ails your culture and essential tips on building a thriving, purpose-driven restaurant culture that empowers your team and drives your brand's success. Learn how to define your brand's distinct purpose, create a positive work environment that aligns with your values, foster open communication rooted in a shared vision, and support your employees' growth for increased performance, loyalty, and customer satisfaction. Join us and unlock the full potential of your staff to make your restaurant a sought-after destination for both diners and top talent who appreciate and advocate for your purpose-driven brand. Don't miss this opportunity to elevate your business, redefine your restaurant's culture, and make a lasting impact on your entire community!*

- **Crisis Management: Realities after an Event for both Food Borne Illness Outbreaks & Workplace Violence**

*Sponsored by: PLIS, Inc.*

**Speaker:** Pamela Ritz MS, CRM, SPHR, ARM, MS Veterinary Medicine, President | Specialty Risk Management

*Crisis Management is all about affecting the Loss as it is unfolding and having it turn out differently than it otherwise would have turned out, in the absence of any actions to control Loss. Businesses have to define a plan, and move through a series of actions, to be able to return to normal reputation and full revenue patterns. There are actual Insurance Products that combine Insurance for Loss and assistance along with 24/7 Crisis Management Services in the areas of both Food Borne Illness Outbreaks and Workplace Violence Events.*

**9:30AM-9:45AM**

**GET CONNECTED-NETWORKING BREAK & MIMOSA BAR!**

**SPONSOR MARKETPLACE**

**9:45AM-11:15AM**

**KEYNOTE SPEAKER**

**SEMINOLE BALLROOM**

**Innovation: Diversity in the Workplace, Labor Shortages, Technology, Employee Culture & Creativity**

*Sponsored by: Florida Natural Gas Association*

**Keynote Speaker:**                   **Chef Lorena Garcia**, Celebrity Chef, Restaurateur & TV Host