

2023 FLORIDA RESTAURANT & LODGING SUMMIT

DRAFT AGENDA

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

TUESDAY, AUGUST 15TH – 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

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

Good things
come from
Sysco

WEDNESDAY, AUGUST 16TH – DAY #2

8:00AM-2:00PM

REGISTRATION

SPONSOR MARKETPLACE

8:30AM-11:30AM

BLOODY MARY BAR

SPONSOR MARKETPLACE

Sponsored by:



8:45AM-9:45AM

EARLY BIRD BREAKOUT SESSION

- VISIT FLORIDA

Sponsored by:

VISITFLORIDA

- **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.

Sponsored by: **Rumberger|Kirk**

10:00AM-11:30AM

WELCOME & KEYNOTE SPEAKER

SEMINOLE BALLROOM

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

- **Special Guests:** **Cole Robillard**, Chief Marketing Officer | Smokey Bones
 Gerry Fernandez

- **State of the Industry:** **Fred LeFranc**, Chaos Strategist & Founding Partner | Results Through Strategy

- **Keynote:** **Nick Sarillo**, Founder & CEO | Nick's Pizza & Pub & The Trust & Track
Nick Sarillo is a leading expert in leadership, organizational culture, employee engagement, and executive development. Nick serves as a mentor and coach to entrepreneur's, CEO's, and leaders from technology startups to the health and fitness, retail and manufacturing industries. Nick brings credibility to your stage. He is the CEO of one of the top ten busiest independent pizza companies in per-store sales in the U.S. In an industry in which the average annual turnover rate is more than 150 percent, Nick's Pizza & Pub boasts less than a 25 percent employee turnover rate. Nick is both relatable and a great story-teller. He openly shares his successes as well as mistakes from more than 25 years of entrepreneurship. Your audience will relate to his authentic answers of how to deal with their day-to-day business challenges, and they'll leave inspired and equipped with tools they can implement in their own companies and jobs immediately. Nick is an active business owner and a respected leader by his employees, peers and the communities he serves. He practices all of the business-changing ideas, strategies and processes he reveals during his keynotes.

Sponsored by: **TheZenith®**
 WORKERS' COMPENSATION SPECIALISTS

11:30AM-12:30PM

LUNCH

SEMINOLE BALLROOM

- **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.

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FOODIES
TAKEOUT & DELIVERY

- **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**

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

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

Craig Matsumoto, SVP | Allied Universal

Bill Waichiulis, Managing Director, Florida Resort Division | Boykin Management Company

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.

Sponsored by:  **PETRONE** | **RISK**

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.

Sponsored by: **jackson lewis**

- **Seasonality: Fresh from Florida**

Moderator: Fresh from Florida

Panelists: John Horne, CEO & Owner | Oyster Rock Hospitality
Frank Eucalitto, President | Café Chardonnay

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- **How to Diversify Your Operations**

Speakers: Mark Avery

Gerry Fernandez

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3:15PM-3:30PM

GET CONNECTED-NETWORKING BREAK!

SPONSOR MARKETPLACE

3:30PM-5:00PM

KEYNOTE SPEAKER

SEMINOLE BALLROOM

- **Be a Happy Leader**

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.

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5:00PM-6:30PM

HOSPITALITY HAPPY HOUR

SPONSOR MARKETPLACE

Network with supplier partners, speakers, and attendees.

THURSDAY, AUGUST 17TH– 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:



8:30AM-9:30AM

BREAKOUT SESSION 3

- **TEACH. TRUST. TOGETHER**

Speakers: Fred LeFranc, Chaos Strategist & Founding Partner | Results Through Strategy
Nick Sarillo, Founder & CEO | Nick's Pizza & Pub & The Trust & Track Institute

Develop your employees to run your business so you don't have to. Our labor shortage would end if we learned how to stop losing people. This is easier said than done. More importantly, it can seem that our employees work against us rather than for a common vision. How does one create a culture of engagement that enables employees to run your business without management? Can you trust your employees with your financial statements? Using the framework of Conscious Capitalism, Nick Sarillo and Fred LeFranc will teach you how to apply their 4 tenets into a practical, results-based, self-managed program.

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- **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**

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.

Sponsored by: PLIS, Inc.

9:30AM-9:45AM

GET CONNECTED-NETWORKING BREAK & MIMOSA BAR!

SPONSOR MARKETPLACE

9:45AM-11:15AM

KEYNOTE SPEAKER

SEMINOLE BALLROOM

- **Be a Happy Leader Innovation: Diversity in the Workplace, Labor Shortages, Technology, Employee Culture & Creativity**

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

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