

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 SET-UP

SPONSOR MARKETPLACE

4:00PM-6:00PM

EARLY REGISTRATION

SPONSOR MARKETPLACE

6:00PM-7:30PM

WELCOME RECEPTION

SEMINOLE BALLROOM- SPONSORED BY HEALTHY HOSPITALITY AND UHG

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

WEDNESDAY, AUGUST 16TH – DAY #2

8:00AM-2:00PM

REGISTRATION

SPONSOR MARKETPLACE

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

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.

- **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!

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

- **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.

- **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 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

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