

SUMMIT FLORIDA RESTAURANT & LODGING ASSOCIATION

AUGUST 13-15, 2024 | SEMINOLE HARD ROCK HOTEL & CASINO

DRAFT AGENDA

TUESDAY, AUGUST 13TH – WELCOME RECEPTION

5:00PM-7:00PM **WELCOME RECEPTION (COCKTAILS PROVIDED)**

OUTDOOR TERRACE

- ENTERTAINMENT: BRIDGETTE TATUM, NASHVILLE SINGER SONGWRITER

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WEDNESDAY, AUGUST 14TH – DAY #1

7:00AM-9:00AM **SPONSOR SET-UP**

SPONSOR MARKETPLACE

9:00AM-5:00PM **REGISTRATION**

SPONSOR MARKETPLACE

9:00AM-11:30AM **BLOODY MARY BAR**

SPONSOR MARKETPLACE

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10:00AM-11:00AM **BREAKOUT SESSIONS**

- AI in the Hospitality Industry
Speaker: Fred LeFranc, Chaos Strategist & CEO | Results Thru Strategy

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- **How to Thrive in the Future of Search**

Speaker: Karin Mast, Senior Vice President | Miles Partnership

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- **The Win-Win of Non-Profit Collaboration**

How partnering with non-profits can enhance your financial and community goals.

Moderator: Jill Chapman, Corporate Partnership Director | CORE Gives

Panelists: David Miller, Corporate Director Beverage Operations | HEI Hotels

Tisha Bartlett, Vice President of Marketing | Fazoli's

Andrea Eastaugh, Southeast Field Sales Director | Tito's Vodka

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- **Influencing Hospitality: The Power of Social Media Influencers in Shaping the Industry**

How partnering with non-profits can enhance your financial and community goals.

11:00AM-11:30AM

LUNCH

SEMINOLE BALLROOM

11:30AM-1:00PM

WELCOME & KEYNOTE SPEAKER

SEMINOLE BALLROOM

- **Welcome:** Gene Deckerhoff, Announcer | NFL's Tampa Bay Buccaneers
Carol Dover, President & CEO | Florida Restaurant & Lodging Association
- **State of the Industry:** Fred LeFranc, Chaos Strategist & Founding Partner | Results Thru Strategy
- **Deliver Results with High Energy and High-Impact Leadership!**
Keynote Speaker: Scott "Intake" Kartvedt, Stunt Pilot | Top Gun: Maverick
Learn how to motivate your team to embrace a fresh perspective & tackle challenges with a growth mindset while building trust and respect.

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1:00PM-1:15PM

SPONSOR MARKETPLACE

GET CONNECTED-NETWORKING BREAK!

1:15PM-2:15PM

BREAKOUT SESSIONS

- **Cryptocurrency for your Business - Blockchain is revolutionizing how the world pays**

Moderator: Ryan Giffin, Founder | Commercial Kitchen Stop
Kyle R. Greene, President | Kyle G's Restaurants
Merrick Theobald, VP of Marketing | BitPay

The way customers pay for things is changing, are you ready? The Crypto Market has grown and matured exponentially. Hear from a crypto payment processor, a customer using crypto on chain and a new customer accepting this payment method. Learn how to begin accepting cryptocurrency for payments and gain an understanding of the process.

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- **Evolution of the Commission Based Tipping Model**

Moderator: John Horne, Owner | Oysters Rock Hospitality
Panelists: Marc Brown, President | 23 Restaurant Services
Matt Loder, CEO | Crabby Bills Family Brands-Big Claw Management

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2:15PM-2:30PM

SPONSOR MARKETPLACE

GET CONNECTED-NETWORKING BREAK!

2:30PM-3:30PM

BREAKOUT SESSIONS

- **Food Delivery Platforms: A New Policy for Stronger Partnership**

Moderator: Samantha Padgett, VP Government Relations & General Counsel |
Florida Restaurant & Lodging Association

Speakers: **Javier Correoso**, Director, Policy & Communications | Uber Technologies

Chad Horrell, Head of Regional Government Relations | DoorDash

JR Starrett, Director, State & Local Government Affairs | Grub Hub

A new law passed during the 2024 legislative session will set the standard for transparency, consent, and communication in restaurants' relationships with food delivery platforms. Learn more about this new law, how this law may impact your restaurant operations, and how you can use this information to build a more effective partnership with food delivery platforms.

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- **BS You Can Use: Behavioral Science that Explains Why We Like What We Like**

Speaker: **Dr. Melissa Hughes**, Keynote Speaker & Author | The Andrick Group

We'd like to think of ourselves as independent actors who make rational decisions, but the brain is far more complicated. Many times, we are completely unaware of the root causes of our preferences, and often those preferences are influenced by unrelated experiences. What the consumer brain likes can be shaped using a few simple psychological rules.

- **Don't Fight the Change**

SALON WEST

Speaker: **David D'Alleva**, SipMarket Advertising Strategy & Operations | Reyes Beverage Group

The world isn't going back to the way it was. Consumers act differently. Employees act differently. Suppliers act differently. Things change. Some see the opportunities. Some see the challenges. We want to show you how embracing the changes means more time to spend on your business, more customers in you restaurant, bar, hotel, or resort, and an ability to empower your employees. They'll stay longer and create better experiences for you customers. Your business will thrive.

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- **Strategies for Inclusive Workplaces: Addressing Discrimination and Retaliation**

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

Chase Hattaway, Partner | Rumberger Kirk

Fostering a diverse, inclusive, and productive workplace is a strategic advantage. However, the journey towards workplace equality is not without its challenges. Discrimination and retaliation claims can arise, causing reputational damage, legal complications, and employee dissatisfaction. To navigate these issues successfully, organizations must proactively address discrimination and have effective response strategies in place. RK presenters will help equip employers with the knowledge and tools needed to prevent discrimination and retaliation claims and effectively respond when they do occur.

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Rumberger|Kirk

3:30PM-4:45PM

GET CONNECTED-NETWORKING BREAK!

SPONSOR MARKETPLACE

3:45PM-4:15PM

CECIL B. DAY AWARDS PRESENTATION

SEMINOLE BALLROOM

4:15PM-5:15PM

AFTERNOON KEYNOTE

SEMINOLE BALLROOM

- **Keynote Speaker:** Jim Connelly, U.S. Eastern Region President | Marriott

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TheZenith®
WORKERS' COMPENSATION SPECIALISTS

5:15PM-7:00PM

HOSPITALITY HAPPY HOUR

SPONSOR MARKETPLACE

Network with supplier partners, speakers, and attendees.

THURSDAY, AUGUST 15TH- DAY #2

8:00AM-10:00AM

BREAKFAST

SPONSOR MARKETPLACE

8:00AM-10:00AM

REGISTRATION

SPONSOR MARKETPLACE

8:30AM-11:30AM

MIMOSA BAR

SPONSOR MARKETPLACE

10:00AM-11:00AM

BREAKOUT SESSIONS

- **Creating an Intentional & Healthy Culture**

Moderator: Isabel Porzecanski, President, People Traction

Panelists: Keith Space, President | Fort Hospitality (Four Seasons)

Joy Boyd, Area General Manager | Key West Historic Inns

Steve Keup, VP Operations | Hersha Hospitality

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- **Incoming! New Employment-Law Compliance Challenges for 2024 & How to Neutralize Them**

Speaker: Kevin Johnson, Shareholder | Johnson Jackson

Kevin Johnson will provide a wide-ranging update on new issues confronting hospitality employers, including new requirements for pregnancy accommodations, the latest updates on salary thresholds for exempt employees, compliance with Florida's E-Verify requirements, the proliferation of single-plaintiff 80/20 cases, and Florida's new child-labor laws.

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- **People Who Do Creative Things to Attract & Retain Labor**

Moderator: Peter Ricci, Director, Hospitality & Tourism Management Program | FAU

Panelists: Danielle Rosse, Owner & Operator | OCEANS 234
Greg Cook, GM, The Ritz-Carlton | Amelia Island
Laura Ciampa, VP HR & Training | Ocean Reef Club

Hear from the leader of a top education program along with a club, restaurant, and hotel professional what WORKS in terms of the "new day of recruitment and retention." We will hear live examples as to what does and doesn't work in our historic business models across these three important pillars of FRLA membership: Restaurants, Hotels, and Country Clubs. posed by the ever-changing delivery landscape.

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- **ADA Compliance**

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11:00AM-11:15AM

SPONSOR MARKETPLACE

GET CONNECTED-NETWORKING BREAK

11:15AM-12:15AM

BREAKOUT SESSIONS

- Catering to Every Generation: Understanding What Different Traveler Demographics Seek in Hospitality

- WTF? (What the Font)

Speaker: Dr. Melissa Hughes, Keynote Speaker & Author | The Andrick Group
Marketing professionals in the hospitality industry work hard to get the message right to entice customers and prime them for a great experience. New research has determined that the font can be just as important as the words. Typography not only influences our expectations, but also our feelings, senses, and even our perception of taste. Being consciously aware of your guests' emotional response to fonts can give you a significant advantage in how you market to them.

12:15PM-12:45PM

LUNCH

SEMINOLE BALLROOM

12:45PM-1:45PM

CLOSING KEYNOTE SPEAKER

SEMINOLE BALLROOM

- Marketing & Brand Positioning

Keynote Speaker: Cindy Syracuse, Chief Marketing Officer at BurgerFi and Anthony's Coal Fire Italian Restaurants

*Consumer behavior continues to shift dramatically in the hospitality sector and while consumer travel has reached all-time highs pre-pandemic level, restaurants are facing turbulent times and pressures on costs, labor and consumers re-defining what "Value" is. Consumers want – and are willing to pay for - experiences but it MUST be When and Where they want it. As a result, restaurants much create new modes of business; new menu flavors and experiences and **GO TO THE GUEST.***

Cindy Syracuse, Chief Marketing Officer at BurgerFi and Anthony's Coal Fire Italian restaurants, will share how being nimble and leveraging cultural currency with a clear focus on the guest's needs has allowed these Florida-based brands to "punch above their weight" with world class marketing on a start-up budget. She'll also discuss what these trends mean for the unique Florida market and seasonality impacts. Topics include:

- *Reimagining marketing strategies for the new normal*
- *Social media and influencer marketing in the hospitality sector*
- *Building a strong online presence through SEO and content marketing*

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