

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

Sponsored by:



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

Sponsored by:



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

- Harnessing AI in Foodservice and Hospitality: Discover Innovative AI Solutions Tailored for Your Business

SALON EAST

Moderator:

Fred LeFranc, Chaos Strategist & CEO | Results Thru Strategy

Panelists:

Dave Lu, Co-Founder & President | GetExpo

Oliver Vagner, Chief Product & Technology Officer | SignalFlare.ai

Join us for an enlightening panel discussion that dives into the transformative power of artificial intelligence in the foodservice and hospitality industry. As AI continues to revolutionize various sectors, two pioneering companies will share their unique approaches to integrating AI into your operations, offering you a competitive edge.

Don't miss this opportunity to learn from industry leaders who are at the forefront of AI technology in foodservice and hospitality. Discover how these advanced solutions can enhance your business performance and customer satisfaction.

Sponsored by:



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

TERRACE AC

Speaker: Karin Mast, Senior Vice President | Miles Partnership

As Google's Search Generative Experience (SGE) continues to evolve, hotels and restaurants face both challenges and opportunities in adapting to this AI-driven search initiative. This session is tailored to hotel and restaurant professionals looking to navigate the complexities of SGE and position their businesses for success. We'll discuss best practices for profile maintenance across online platforms, proactive reputation management strategies and effective content optimization techniques.

Sponsored by:



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

TERRACE BD

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

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

Sponsored by:



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

SALON WEST

Moderator: Alexis Espejo, Director of Marketing | W Fort Lauderdale

Panelists: Kara Rosner, Founding Partner | Diamond PR

Yanni Georgouakis, Travel Influencer | @Foody Fetish

Denisse Montero, Travel Influencer | @LovelyDMax

In today's digitally-driven world, social media influencers play a pivotal role in shaping consumer perceptions and driving trends within the hospitality industry. This breakout session will delve into the profound impact that influencers have on hospitality businesses, from hotels and restaurants to travel agencies and tourism boards.

11:00AM-11:30AM

SEMINOLE BALLROOM

LUNCH

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.

Sponsored by:



SPONSOR MARKETPLACE

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

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.

Sponsored by:



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

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

Explore the dynamic landscape of the commission-based tipping model. We'll start with an introduction of commission-based tipping and how it contrasts with traditional models and move into the economic theories, such as incentive structures and principal-agent theory. Discover how others in the industry implement these models, with real-world case studies

illustrating both successes and challenges. We'll examine the impact on employees and customers, considering motivation, satisfaction, and perceptions of fairness.

Sponsored by:



- **Profitability for Your Hotel in an Uncertain Economy**

SALON WEST

Moderator: Michael Cheng, Dean | Chaplin School of Hospitality

Panelists: Thomas Meding

Philip Goldfarb, Chief Operating Officer | Fountain Bleau Development

Making sure our hotels are performing flawlessly is always the goal, but it may be even more of a focus given the variables in today's operating climate. Engage with a panel that represents a variety of brands and independent properties, owners, operators, and markets; This session will explore the challenges and opportunities hotels face in today's volatile market. Topics include adaptive revenue management strategies, cost control measures, leveraging technology for operational efficiency, and innovative marketing approaches to attract and retain guests. Gain practical insights and actionable strategies to navigate economic uncertainties and drive sustained profitability. Whether you are a hotel owner, manager, or industry professional, this panel will equip you with the knowledge to thrive in a dynamic economic landscape.

2:15PM-2:30PM

GET CONNECTED-NETWORKING BREAK!

SPONSOR MARKETPLACE

2:30PM-3:30PM

BREAKOUT SESSIONS

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

SALON EAST

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.

Sponsored by:



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

TERRACE AC

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: The High Cost of Resisting Innovation**

SALON WEST

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

Joey Wilson, Partner | GluelQ

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.

Sponsored by:



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

TERRACE BD

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.

Sponsored by:



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
Sponsored by:



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

9:00AM-10:00AM

MORNING KEYNOTE

SEMINOLE BALLROOM

- **Emergency Operations Keynote Session: Jim Cantore & Kevin Guthrie**
Keynote Speakers: Jim Cantore, On-Camera Meteorologist & Co-Host America's Morning Headquarters
Kevin Guthrie, Executive Director | Florida Division of Emergency Management

10:00AM-11:00AM

BREAKOUT SESSIONS

- **Creating an Intentional & Healthy Culture**
SALON WEST
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

Analyze the impact of culture in today's business environment and discuss the three pillars necessary to creating an intentional and healthy culture in your organization.

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

TERRACE AC

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.

Sponsored by:



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

SALON EAST

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.

Sponsored by:



- **Reputation Matters: How to Build Trust & Boost Revenue**

TERRACE BD

Speaker: Cameron Reid, Account Director, Hospitality Division | Miles Partnership

Explore the latest advancements in reputation management and its growing importance in establishing trust and increasing online visibility for your business. In this session, attendees will discover how to leverage both positive and negative reviews, capitalize on the latest industry trends, and strengthen your brand's digital footprint.

Sponsored by:



11:00AM-11:15AM

GET CONNECTED-NETWORKING BREAK

SPONSOR MARKETPLACE

- **Digital Accessibility 101**

TERRACE AC

Speaker: August Erickson, Development Manager & Digital Accessibility Specialist | Miles Partnership

In this session you'll learn the history of digital accessibility, the existing legal requirements, and the first steps your organization can take to ensure your website is accessible to those with disabilities.

Sponsored by:



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

SALON WEST

Moderator: Mychal Milian, Complex Director of Operations & GM | AC Marriott Dania Pointe

Panelists: Cristy Stewart Hardmann, FAU Professor/Family Influencer | HappyFamilyBlog

Jerry Ulrich, VP Information Technology | Marriott International

Steve Turk, Managing Director & Podcast Host | Turk Hospitality

The hospitality industry serves a diverse clientele, each with unique preferences and expectations. This breakout session will explore how hospitality businesses can effectively cater to the needs and desires of different traveler demographics, from Baby Boomers to Generation Z.

- **WTF? (What the Font)**

TERRACE BD

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.

- **Catering- It's Back Better Than Ever**

SALON EAST

Moderator: Fred LeFranc, Chaos Strategist & CEO | Results Thru Strategy

Panelist: Jim Rand, Founder & CEO | Rand Parker Group

Jackie Kurkjian, Director of Strategic Sales, Catering Partnership | ezCater

Bobbie Deverall, Catering Sales Director | 4R Restaurant Group

During the pandemic, two of the most significant revenue streams for restaurants, in-house dining, and catering, were severely impacted. Now, catering has made a remarkable comeback, offering an extremely profitable opportunity for restaurants. Similar to third-party delivery, catering requires a fundamental shift in how your restaurant operates, but the rewards are substantial.

Join us for an insightful panel discussion featuring an experienced catering leader and a successful operator. They will share:

- **Effective Catering Strategies:** Learn the essential requirements for a successful catering approach.
- **Maximizing Profits:** Discover how catering can be a highly profitable revenue stream for your restaurant.
- **Residual Benefits:** Understand the additional advantages that come with a robust catering program.

If you're serious about leveraging the power of group sales and boosting your restaurant's profitability, this is a panel you can't afford to miss.

Sponsored by:



12:15PM-12:45PM

LUNCH

SEMINOLE BALLROOM

12:45PM-1:45PM

CLOSING KEYNOTE SPEAKER

SEMINOLE BALLROOM

- **Marketing & Brand Positioning During Constant Uncertainties**

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*

Sponsored by:

