

SUMMIT

At The Door

\$199

*Price includes complimentary breakfast, lunch, dinner and cocktails.

501 East Boca Raton Road
Boca Raton, FL 33432

www.frla.org/summit-info

For more information about sponsorship,
registration, or event logistics, contact
Marjorie Stone at 850-524-1747 or mstone@frla.org.

Collaborate with key decision makers, top influencers and senior management teams who represent some of the biggest names in the hospitality industry.

Engage with powerful industry leaders
dedicated to challenge your
way of thinking in our educational
and general sessions.

Interact with innovative and creative industry suppliers during our Sponsor Networking Meet & Greets in the Sponsors Gallery throughout the entire Summit!

More than 300 of Florida's most influential hospitality professionals gather at this event representing 100 different sites both independently and corporately owned.

The Summit is designed to help you increase sales, boost customer satisfaction and enhance your team.

THANK YOU SUMMIT SPONSORS!



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2016 MARKETING + OPERATIONS SUMMIT



Boca Raton Resort & Club, A Waldorf Astoria Resort

JULY 27 & 28, 2016

**To secure your spot at this conference,
REGISTER NOW:
frla.org/event/summit**

**Join powerful players in the industry such as
Coca-Cola, MillerCoors, Disney, Firehouse Subs,
Sonny's BBQ, Tony Roma's, Loews Hotels,
The Ritz-Carlton, Wyndham Vacation Rentals,
Tijuana Flats and Bloomin' Brands.**

PEERS

“The industry insights afforded us by the FRLA Marketing + Operations Summit are a key reason why we continue to participate. Engaging, relevant speakers and topics help keep us informed and provide useful tools which enable us a broad view of the state of the hospitality industry and help us develop strategies for our own business.”

Anne K. Rollings
Business Development
Gecko's Hospitality Group

“The networking and relationships made at the FRLA Marketing + Operations Summit are an extremely valuable component of this event. After meeting an exhibitor at the summit, they received our business and the partnership is still going strong!”

Kerry Morrissey
VP of PR and Community Relations
**Ocean Properties, Ltd.
Hotels & Resorts**

“Each year the FRLA hosts great events, but the greatest event each year for ‘what’s hot and what’s not’, is our annual Marketing + Operations Summit. Don’t come alone, bring a colleague or client, as there are so many valuable educational breakout sessions that you can’t be everywhere at the same time. This year’s bonus is where it’s being held, South Florida! Make your reservations now and see you there!”

Bruce Craul
COO
Emerald Grande

TALENT

CHECK OUT THE CALIBER OF SPEAKERS!



Scott Stratten
Marketing, Branding & Social Media Expert



John Moore
Branding Expert and Marketing Mastermind from Starbucks and Whole Foods



Chris Demery
Group VP – Customer Experience Technology
Bloomin' Brands, Inc.



Kelly Frailey Covato
Client Partner-Global Marketing Solutions
Facebook



Don Yaeger
Business Leadership Coach



Richard Rosen
President & CEO
ROSEN Convergence Marketing



Fred LeFranc
Chaos Strategist
Results Thru Strategy



Bennie Arbour
President & CEO
Goldco, LLC
(Burger King Franchisee)



Dave Reid
Vice President
Director of Operations
World of Beer Franchising Inc.



David Capece
CEO and Founder
Sparxoo



Rick Van Warner
President
The Parquet Group



Paul Samson
Founder
The Franchise Edge



Mary Rogers
Vice President of Operations
Fontainebleau



Gene Prescott
President
Biltmore Hotel



Steve Keup
Regional Director of Operations
Hersha Hospitality



Henry Delgado
General Manager
Smith & Wollensky



Chef Allen Susser
James Beard Award Winner



Joe Natale
Vice President of Food & Beverage
Menin Hospitality



Melissa Wilson
Principal
Technomic, Inc.



Rick Thompson
Vice President - Claims Legal
Zenith Insurance



Chef Kevin Ives
Director of Restaurants & Bars
Boca Raton Resort & Club

LEVERAGE THEIR
SECRETS OF
SUCCESS!



James E. McManemon
General Manager
The Ritz-Carlton, Amelia Island

AGENDA

WEDNESDAY, JULY 27

10:00 – 11:00 AM

Morning Wellness: Yoga

11:00 AM – 5:00 PM

Registration & Information Desk

11:00 – 11:45 AM

Refreshments in Sponsor Gallery

11:45 AM – 12:45 PM

Welcome & General Session:

Destinations at the Center of Discovery by Kelly Frailey Covato

1:00 – 2:15 PM

Opening Keynote

UnMarketing by Scott Stratten

2:15 – 2:30 PM

Sponsor Networking Meet & Greet in Sponsor Gallery

2:30 – 3:15 PM

Education Session Block #1 (3 options)

- *Trust, Transparency & Ice Cream: Business as a Force of Good* by Richard Rosen
- *Workers' Compensation in Florida...It is Getting Hot in the Kitchen* by Rick Thompson
- *IT and Communications Teams: Collaboration is Key* by Chris Demery

3:30 – 4:15 PM

Education Session Block #2 (3 options)

- *How to Use Compensation to Increase Sales and Profits* by Fred LeFranc and Bennie Arbour
- TBA
- *Building A Global Destination Hotel Panel*

4:30 – 5:15 PM

Education Session Block #3 (3 options)

- *Trends that Impact Our Industry Landscape and Strategies to Stay Ahead* by Melissa Wilson
- *Crisis Survival Skills: How to Protect Your Business when Trouble Strikes* by Rick Van Warner
- *Strategies to Up Your Cocktail Game Panel*

5:15 – 6:15 PM

Hospitality Happy Hour in the Sponsor Gallery

6:30 – 8:30 PM

Dinner, Dessert & Dancing with the NRA Award Presentations

THURSDAY, JULY 28

8:00 – 9:00 AM

Early Bird Morning Wellness: Walk/Jog

8:15 – 9:00 AM

Education Session Block #4 (3 options)

- *How to Go from Good to Great* by James E. McManemon
- *High Value Insights: Get the Digital Edge to the Affluent Traveler* by David Capece
- *360 Degree Chef – Balancing Artistry, Craftsmanship, Business Acumen and Service in Today's Industry* by Chef Kevin Ives

9:15 – 10:30 AM

Welcome Back & General Session:

What Makes Great Teams Great by Don Yaeger

10:30 – 11:00 AM

Sponsor Networking Meet & Greet in Sponsor Gallery

11:00 – 11:45 AM

Education Session Block #5 (3 options)

- *Growing My Restaurant Chain: Where Do I Get the Capital?* by Paul Samson
- *Targeting Millennials* by Dave Reid
- *VIP Industry Panel - Preparing for the Future* Moderated by Mary Rogers with Panelists Gene Prescott, Steve Keup, Henry Delgado, Chef Allen Susser, and Joe Natale

12:15 – 12:45 PM

Networking Lunch

1:00 – 2:10 PM

Closing Keynote:

Customer Experience Differs from Customer Service by John Moore

EVENTS

HOSPITALITY HAPPY HOUR

Come unwind, sip on a cocktail and mingle with your peers in the Sponsor Gallery.

NRA AWARDS PRESENTATION

Cheer on your peers as we announce and present the NRA Restaurant Neighbor Award winners and the NRA Cornerstone Humanitarian Award Winners.

These awards honor restaurants and individuals in the field for outstanding community service and involvement.

CAMARADERIE FOUNDATION

This year at 2016 Summit, FRLA will spotlight a special charity known as Camaraderie Foundation: providing counseling, emotional and spiritual support for “invisible wounds of war” for all branches of Military Service Members, Veterans and their families.

Provide a \$20 donation at registration and you have a chance to win a 2-night stay at the Boca Resort & Club.

SPONSOR NETWORKING

Meet & Greets will take place throughout the entirety of the event in the Sponsor Gallery.

This is your opportunity to interact with innovative industry suppliers and high-level hospitality executives.

DINNER & DANCING

Time to enjoy an evening full of delicious cuisine, decadent desserts and delightful company...maybe even take a chance on the dance floor!