

HARRIS ROSEN
President and Chief Operating Officer of
ROSEN HOTELS & RESORTS, INC.

Born and raised on New York City's lower eastside, Rosen received a Bachelor of Science degree in 1961 from the School of Hotel Administration at Cornell University. He served for three years in the United States Army as an officer in Germany and South Korea, and then completed the Advanced Management course at the University of Virginia's Graduate School of Business on a Hilton Corp. Scholarship.

Rosen began his career at the Waldorf Astoria in New York City as a file clerk in what was then called Personnel and later became as a convention salesman. He continued with the Hilton Hotel Corporation occupying various management positions in some of the larger Hilton hotels. He worked as the Director of Food and Beverage Operations at the Pittsburgh Hilton; the Assistant General Manager at the Buffalo Statler/Hilton; the Assistant General Manager at the Dallas Hilton; the Assistant General Manager at the New Yorker Hotel and the Manager of the Cape Kennedy Hilton.

Rosen then joined the Post Company of Dallas as Director of Hotel Operations and while there was involved in the development and management of one of the finest resort properties in Acapulco. He left the Post Company after several years to join the Disney Company in California as Director of Hotel Planning. He was intimately involved in the design and development of the Contemporary Resort Hotel and the Polynesian Village Hotel which opened at Walt Disney World in Orlando in October of 1971.

In 1974 Rosen left Disney to purchase the 256-room bankrupt Quality Inn on International Drive in Orlando. The oil embargo was at its height and many Orlando hotels were bankrupt or closed. To book business for the hotel on which he'd spent his entire \$20,000 life savings, Rosen had to hitchhike to the Northeast to meet with motor coach companies. Once there, he met prospective clients in bars and pubs often negotiating contracts on cocktail napkins.

"I would ask 'What rate do they want to stay with us?' and they would say '9 dollars, or 8 or 7. I would write that rate down and the name of the company on a cocktail napkin, sign my name, and that was the contract. We shook hands and that was it," recalled Rosen.

Often, his new clients felt so sorry for him, having no money and no transportation, they would drive him to their competitors for his next appointment. After seeing much of New England -- securing new contracts all along the way-- Rosen returned home five days later thrilled and excited to have completed his mission with enough business to sustain the hotel for the first year.

Today, with 728 rooms it is the second largest Quality Inn in the chain. Along the way, Rosen acquired the Rodeway Inn International with 315 rooms and subsequently purchased 14 acres on International Drive to build the Quality Inn Plaza which at 1,020 rooms is the largest Quality Inn in the nation.

On May 15, 1987 Rosen completed the first phase of his 640 room Comfort Inn at Lake Buena Vista. This property achieved such extraordinary success that an additional 320 rooms were completed one year ahead of schedule. On September 13, 1991, the 800 room Rosen Plaza opened its doors as the first convention hotel within the Rosen Hotels & Resorts family. It completed its first fiscal year with occupancies in the mid ninety percent range. In October 1995, he opened the 1,334 room Rosen Centre Hotel which is also contiguous to the Orange County Convention Center.

In 1991, Rosen created a revolutionary healthcare program. As a forward-thinking businessman, Rosen saw that self-insuring his employees would not only cut his company's healthcare costs, but would also provide his then 1,500 employees with superior service and care. With this plan still in place and an on-site medical center servicing the now 4,500 employees and their dependents, Rosen estimates that it would cost approximately \$8-10 million more annually with a conventional health insurance plan than his current plan. The company saves \$8 for every \$1 it puts into the medical center, and, its workers' compensation costs are half the industry average.

In 2001, Rosen acquired 250 acres directly east of the 1.5-million sq. ft. expansion of the Orlando/Orange County Convention Center. On this sight he developed his newest property, the 1,500 room AAA Four Diamond Rosen Shingle Creek luxury hotel which opened in September 2006. The hotel has approximately 500,000 sq. ft. of meeting space and includes a multitude of hotels amenities including the Shingle Creek Golf Club, The Spa at Shingle Creek, walking and jogging trails, seasonal fishing, four outdoor swimming pools and 12 dining/lounging options including the AAA Four Diamond A Land Remembered classic steakhouse and AAA Four Diamond Cala Bella Italian Bistro.

Rosen donated a 20-acre site to the University of Central Florida for the Rosen College of Hospitality Management. In addition, Rosen provided approximately \$10 million in additional funds to construct the college. The college opened in January 2004 and is currently the fastest growing college in the United States having grown from 75 students to a current enrollment of nearly 2,500 in just 3 years.

Rosen served as the Honorary Co-Chair of the Bethune-Cookman College Statue Project with Dr. Dorothy Height, President Emeriti of the National Council of Negro Women. The purpose of this initiative was to have a statue sculpted of America's beloved Dr. Mary McLeod Bethune including fountains and landscaping on the campus of Bethune-Cookman College which Dr. Bethune founded in 1904. The fundraiser was a huge success and in January, 2005, the statue was unveiled on the Bethune-Cookman College campus.

Rosen is a member of the Cornell Society of Hotelmen, and the Waldorf Astoria Distinguished Alumni Association, he is also the past President of the Orlando/Orange County Convention and Visitors Bureau. He currently serves on the board of directors of the Boys & Girls Club, the Boggie Creek Gang, and the YMCA Aquatic Center.

Rosen's most recent philanthropic endeavors have included a \$2 million dollar scholarship endowment for UCF, (which has been matched by the State), and a continuing multi-million dollar commitment to the Tangelo Park neighborhood.

The Tangelo Park Pilot Program has over the past eighteen years provided free preschool to all two, three, and four year olds who live in the neighborhood, and in addition, an all expense paid education including tuition, books, room and board for those who reside in the neighborhood and who are accepted to a vocational school, a community college, a junior college or four-year public college in the state of Florida. Thus far approximately 350 youngsters who reside in the neighborhood have been provided with full college scholarships.

A 38-year resident of Orlando, Rosen has repeatedly been recognized by the Central Florida community for his philanthropic efforts. This Fall, he was recognized by the *Orlando Business Journal* as a “Healthcare Hero” and one of the areas “Top Ten CEOs,” a recognition he has received on an on-going basis for many years. The *Orlando Business Journal* has named Rosen Hotels & Resorts one of the “Top 20 Best Places to Work in Central Florida.” In 2007, he was honored by readers of *Orlando Magazine* for making the “Best Contribution to Orlando” and as one of the area’s “Most Influential Executive.” He was also named “Best Corporate Citizen” by the magazine in 2006 and again in 2007. Readers of the magazine continue to rank Rosen in the top ten of “Orlando’s 50 Most Powerful People.”

Rosen has received state and national recognition for his community contributions including most recently Sustainable Florida’s Legacy Award for his contributions not only for his environmental efforts, but for his contributions to the local community. He was honored in Dec. 2009 with the “Citizen of they Year” award by the Florida School Board Association and in 2005 by the Dream Academy Foundation and Oprah Winfrey for his work with Tangelo Park, among other recognition he has received for this program.

Rosen is married to Trish and they and their four children, Jack (19), Joshua (18), Adam (17) and Shayna (14) live in Orlando, Florida.