

ROSEN

REVEAL

40

CELEBRATING
FOUR DECADES OF
HOSPITALITY

HARRIS ROSEN

The Passion
That Started
It All

CULINARY
ADVENTURES

A Wealth of
Dining Options

ROSEN

HOTELS & RESORTS



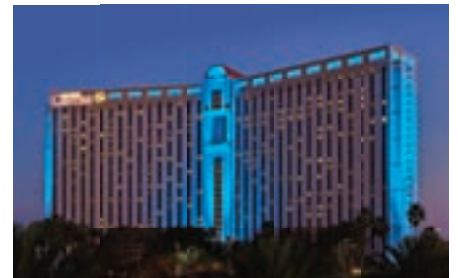
40
years
of passion

CONGRATULATIONS, MR. ROSEN!

Congratulations on more than 40 amazing years as a leader and pioneer in the hospitality industry. In this time, you have built so much more than world-class accommodations — you have set a new standard of passion. A passion for exceptional service and impeccable planning. A passion for community and history. And a passion for inspiration.

You have embodied in us the Pillars of Our Strength, inspiring in us the desire to constantly deliver incredible guest experiences. You have taught us that serving others is one of the greatest gifts we can give. And that our culture of service excellence can truly be a reflection of our collective human spirit.

From everyone at the Rosen Hotels & Resorts family, thank you for your continued support, encouragement and inspiration. We look forward to serving our guests as only you would, for many years to come.





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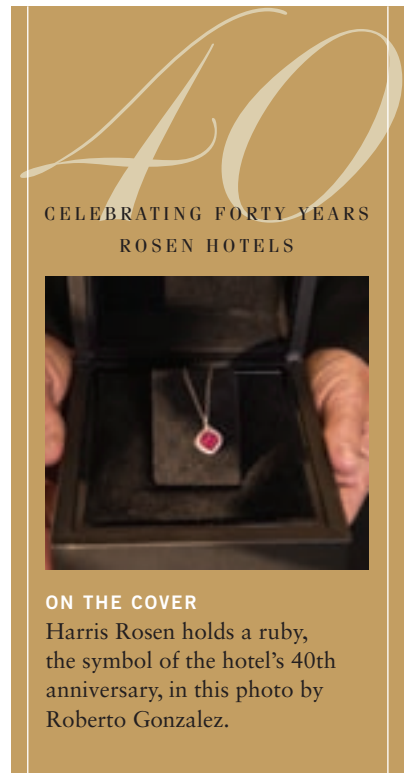
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Harris Rosen holds a ruby, the symbol of the hotel's 40th anniversary, in this photo by Roberto Gonzalez.

PASSIONATE ABOUT LUXURY.

Unmatched in grandeur and unsurpassed in natural beauty, Rosen Shingle Creek is more than a premier hotel — it is a 230-acre escape. We defy typical and embrace the extraordinary. We respect our roots and anticipate what lies ahead. Because we are more than the luxury hotel you expect. We are the luxury hotel you deserve.

*For meeting requests, please email sales@rosenhoteles.com
407.996.9939 · RosenShingleCreek.com*



 **ROSEN**
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ROSEN REVEAL

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Dan Giordano

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A special thanks to Rosen Hotels & Resorts associates whose heart and commitment to the company provided the stories we are able to share in this magazine.

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We are the center of style, the center of sophistication, the center of energy. At Rosen Centre Hotel, we are truly in the middle of everything — minutes from world-famous attractions and just a skybridge away from the spacious Orange County Convention Center. Some may consider this an amenity. We deem it an essential. And we are pleased to be your connection to everything Orlando.

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HOTELS & RESORTS

40
years
of passion

A LETTER FROM THE PRESIDENT

WHETHER THIS IS your first visit to Rosen Hotels & Resorts or if we have had the privilege of hosting you in the past, we sincerely thank you for selecting us as your home away from home. We realize that there are many choices in Orlando and we are very appreciative that you have chosen one of our hotels. Our primary goal at Rosen Hotels & Resorts is, of course, to provide our guests with the very best in service and accommodations. It is with this in mind that we wish to share with you some additional information about our company through our annual magazine, Rosen Reveal.

In this 40th anniversary commemorative issue, we celebrate four incredible decades of hospitality. You will learn about our history and read stories from some of our associates about what working with us means to them.

You will also learn more about our uniquely themed restaurants and discover many of Orlando's wonderful amenities, including our world-class arts and entertainment venues. You will also discover that our company takes great pride in the relationships we have with our associates, many of whom have been with us for 20 years or more; this issue includes a tribute to these true gems of Rosen. Our primary core beliefs are to embrace our community while also respecting the environment.

We will also share with you the importance we place on the health of our associates and their family members. Our new Rosen Medical Center, A Place for Healing and Wellness, is where our associates receive the highest quality healthcare, provided by our very own physicians and staff. In addition, we offer a variety of free wellness and fitness programs that



In this 40th anniversary commemorative issue, we celebrate four incredible decades of hospitality.

will enable our associates to enjoy long and healthy lives.

For the past 20 years, we at Rosen Hotels & Resorts have been intimately involved in providing assistance to Haiti. We are currently engaged in a very exciting initiative building a village for our Haitian brothers and sisters, where they will be able to live and work to support their families.

Finally, I hope you will enjoy reading my personal story. Growing up on the Lower East Side of New York City, I learned from my immigrant grandparents that hard work, perseverance, respect for others and a philosophy of remaining free of debt must be the foundation upon which we live our lives. In addition, you will see mentions throughout the magazine of the Tangelo Park Program, an educational scholarship initiative created 20 years ago,

which I am most passionate about. This program provides a free preschool education for every two-, three- and four-year-old in the Tangelo Park neighborhood, and a full scholarship to include tuition, room, board, travel and books for every Tangelo Park high school graduate who is accepted to a Florida public college, community college or vocational school.

We are a relatively small, independent hotel company that prides itself on being responsive to the ever-changing needs of our guests. With this in mind, we would like to get to know you a little better. Would you please send an email with any feedback, suggestions or comments to hrosen@rosenhoteles.com? Rest assured that we are good listeners and very much value your comments.

Thank you again for selecting Rosen Hotels & Resorts.
Sincerely,

Harris Rosen, President
& COO
Rosen Hotels & Resorts

PASSIONATE ABOUT THE UNEXPECTED.

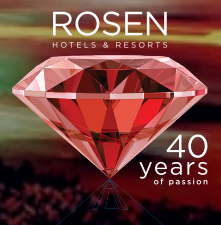
Every city has one. A hidden gem, tucked among an abundance of choices. A place that does not have to vie for attention, because its strong reputation welcomes countless returning guests. In Orlando, we call that Rosen Plaza Hotel. Where every guest is treated like the only guest, and the best Orlando has to offer is just steps away.

*For meeting requests, please email sales@rosenhoteles.com
407.996.9700 · RosenPlaza.com*

The logo features a stylized 'R' inside a circle, followed by the text 'ROSEN PLAZA HOTEL' in a serif font.

ROSEN
PLAZA
HOTEL

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Change Makers

From innovative corporate strategists to celebrities raising funds for education, leaders come together at Rosen Hotels & Resorts



Building Dreams

Rosen Hotels & Resorts owner Harris Rosen experiences his “aha!” moment when Oprah Winfrey presents him with the President’s Award from the U.S. Dream Academy at a formal gala in Washington, D.C. Rosen received the award for his Tangelo Park Program, which has provided more than 200 college scholarships (including tuition, books, room and board) to high school graduates of Tangelo Park, a disadvantaged neighborhood in Orlando.

POWER PLAYERS

Harris Rosen joins presidents Bill Clinton and George W. Bush for a risk management and security conference hosted by GlobalOptions Group at Rosen Shingle Creek.



Experts Convene

At the Red Roof Inn Conference in September 2013, Rosen Hotels & Resort’s Vice President of Sales & Marketing Leslie Menichini shares a smile with hospitality expert Anthony Melchiorri, host of the Travel Channel’s program “Hotel Impossible.”



Something to Chew On

Don’t miss Retro Rad celebrity chef Emily Ellyn and owner Harris Rosen as they offer a delightful and engaging tour of Rosen Hotels & Resorts’ unique dining outlets in “Chew on This, Rosen’s Dining Experience,” available on your guestroom TV.



Raising a Glass

Enjoying Rosen Shingle Creek’s Presidential Suite are, from left, Leslie Menichini, VP of Sales & Marketing, Rosen Hotels & Resorts; Todd Frappier, Director of Sales & Marketing, Rosen Centre; Katie Bellas, Director of Sales, Rosen Shingle Creek; Peter Shelly, Executive VP, HelmsBriscoe; Harris Rosen; Roger Helms, President & CEO HelmsBriscoe.



PASSIONATE ABOUT RELAXATION.

Awaken your senses with the warmth of a mud wrap, the bliss of a soothing massage or the tranquility of a signature facial. The Spa at Shingle Creek also offers a full-service salon and modern fitness studio so you can relax and rejuvenate in a serene setting.

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PASSIONATE ABOUT PAMPERING.

Indulge in a lavish, whole-body experience at The Spa at Rosen Centre. Allow stress to melt away and youthful energy to return through massage therapy, purifying skin treatments or our full-service salon, all of which are customized to pamper you from head to toe.

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By the Numbers

From the number of eggs served to the number of scholarships offered to local students, we've racked up a lot of numbers in four decades. Here are 40 fun facts about Rosen Hotels & Resorts.

OUR ASSOCIATES

Number of associates in 2014:
4,221

Average number of years per associate:
6.5

In the last year, miles logged by associates through company-sponsored community walks/runs:
1,204

Number of languages spoken:
17

Hours danced in the last year in Zumba™ classes offered on-site:
884.5

Combined, total number of years with Rosen Hotels & Resorts:
27,066



ROSEN HOTELS & RESORTS' DEPENDENT SCHOLARSHIP PROGRAM

After *three years* of full-time employment (of the parent), Rosen Hotels & Resorts **funds a safety net scholarship for tuition and books** for public colleges and universities in Florida for the children of the employed parent. The company also has an associate scholarship program *after five years* of employment.

OUR LEADERSHIP

Volunteer hours reported last year:
1,341

Participation in walks/5k runs to support local organizations in 2013:
12



Scholarships awarded to Tangelo Park students over the last 20 years:
230

Number of galas sponsored last year:
42

Number of organizations represented in board membership throughout the company:
25

OUR GOLF COURSE

Years since our golf course opened:
10

Golf balls retrieved:
180,000

Number of people who retrieved them:
2

What is the longest yardage on the Shingle Creek Golf Club's championship course?
7,149

What is the square footage of the driving range at the practice facility?
70,000



(FROM LEFT) COURTESY ROSEN HOTELS & RESORTS; ©SHUTTERSTOCK (2)

OUR HOTELS



Size of our largest column-free ballroom:
95,000 sq. ft.
 (Gatlin Ballroom at Rosen Shingle Creek)

Total number of guestrooms in 1974:
256

Total number of guestrooms in 2014:
6,338

Number of guestrooms at Clarion Inn Lake Buena Vista:
640

Guestrooms at Rosen Inn International:
728

Guestrooms at Rosen Inn closest to Universal:
315

Rosen Inn at Pointe Orlando's guestrooms:
1,020

Guestrooms at Rosen Plaza:
800

Rosen Centre's guestrooms:
1,334

Guestrooms at Rosen Shingle Creek:
1,501

What Harris Rosen charged for his first guestroom at Quality Inn International:
\$7

Number of skybridges:
2
 (Rosen Centre Skywalk and Rosen Plaza Gary Sain Memorial Skybridge)

Number of restaurants named after Rosen family members and Rosen history:
5

• **JACK'S PLACE**

at Rosen Plaza, named after Harris Rosen's father, Jack

• **HARRY'S BAR & GRILL**

at Rosen Centre, named after Harris Rosen's paternal grandfather, Harry

• **SAM & BUBBE'S**

at Rosen Centre, named after Harris Rosen's maternal grandparents

• **RED'S DELI**

at Rosen Centre, named after Harris Rosen's mother, Lee, who was nicknamed "Red" for her red hair

• **18 MONROE STREET MARKET**

at Rosen Shingle Creek, named for the street on the Lower East Side of New York City where Harris Rosen grew up

Number of countries represented by our stewarding staff:
12

Sheet pans used by our kitchen stewarding staff each year:
20,000

Number of eggs served annually:
1,125,365



OUR PRESIDENT AND COO, HARRIS ROSEN

Number of miles he swims annually:
390

Ounces of salmon eaten per year:
2,080

Number of skydives: (at Fort Bragg, made each year on his Sept. 9 birthday)
7

OUR ENVIRONMENTAL COMMITMENT

Amount of glass recycled in 2013:
nearly 50 tons

Cardboard recycled in 2013:
155 tons

Amount of food waste diverted in one quarter at Rosen Shingle Creek, Rosen Centre and Rosen Plaza together through our company's organics program, which takes pre- and post-consumed food product and converts it to farm animal feed:
240.3 tons

Number of vehicle charging stations (in support of Drive Electric Orlando) open to our guests and the public:
7
 (3, plus 1 fast charger, at Rosen Shingle Creek; 2 at Rosen Inn Universal; and 1 at Rosen Medical Center)

BUILDING A DREAM

My Journey From Hell's Kitchen to the Hotel Business

By Harris Rosen

MY STORY BEGINS in the early 1900s, when my grandfather, Harry Rosenofsky, arrived at Ellis Island to start a new life. Harry left his wife and four sons in Russia (the Ukraine) because he believed there was no future for his family there. Around the same time, Samuel Rosenhaus, a captain in the Austrian Cavalry, also left for America leaving behind a wife, two daughters and two sons to pursue his dream to create a better life for them. During the immigration process at Ellis Island, both men's last names were shortened to "Rosen," and like so many others they settled in small settlement apartments on the Lower East Side of Manhattan, alongside many thousands of other immigrants mostly from Italy, Ireland and Eastern Europe. Eventually, both men achieved some semblance of the American dream.

Harry eventually rented a storefront on Hester Street and opened a small, 15-seat restaurant. He was the restaurant's sole employee—the only server, the night cleaner, the cook and dishwasher. He also did the ordering and whatever else had to be done. Samuel, on the other hand, started his career as an apprentice barrel maker in a small shop near the Fulton Fish Market. He worked directly for the owner. When the owner died suddenly, Samuel, much to his own surprise, became the sole owner of the business. Almost three years after their arrival, both men sent for their wives and children. Within several years, there were additions to both families. Harry had a fifth son, Jack; and Samuel had a third daughter, Lena.







Jack and Lena met shortly after Jack's high school graduation. They dated, fell in love, married, and shortly thereafter, I was born. We all lived in a rented apartment on the Lower East Side of Manhattan, an area commonly referred to as Hell's Kitchen. Our apartment was on the seventh floor. The apartment house was located between the East River, Little Italy, the Bowery and Chinatown, to the west. Five years later my brother, Ron, was born.

I remember spending weekends with my dad at the Waldorf Astoria Hotel, where he worked as a safety engineer. Dad was very artistic and supplemented his pay by doing safety posters for the human resource department and place cards for fancy banquets. Regarding the place cards, Dad would first write the guest's name in pencil, then write over the pencil with ink. On weekends, my job was to erase the pencil lines and then fold the card and place it in alphabetical order, in a shoebox. For that work I was paid one penny for each card I handled. We would then carry the shoebox to the banquet room where the event was taking place. We would often have to take the elevator to the appropriate ballroom.

And frequently during the months I worked for my dad at the Waldorf, we would meet famous people in the elevator. For instance I remember meeting General Douglas MacArthur who lived in the Waldorf Towers. We also met Ty Cobb, Jackie Robinson and Pope John. One day, the most beautiful lady I had ever seen was in the elevator with a very tall, distinguished gentleman. Although I was only eight years old, I was very impressed with the young blond lady and I whis-

pered to Dad, "Can you introduce me?" Dad said, "Sure." He first introduced me to Ambassador Joseph Kennedy, who was then the ambassador to Great Britain (Bobby and John Kennedy's dad). And then he said, "Harris, I would like you to meet Marilyn Monroe."

WOW! What a thrill that was! At the time I did not fully comprehend the relationship Marilyn had with the three Kennedy men (the Ambassador and his two sons, Bobby and John). I must confess that after meeting Miss Monroe, it occurred to me that even though I inherited some of Dad's artistic ability, and was contemplating a

career as an artist, I began to believe that a career in the hotel industry just might be a bit more interesting.

After middle school, I went to Music & Art High School in the Bronx and aspired to be a successful commercial artist. However, I remembered my experience working with Dad and meeting Marilyn Monroe and decided to

not only apply to fine arts colleges (Pratt, Cooper Union and Carnegie Tech), but also to apply to Cornell's famous hotel school. I was immediately accepted to Pratt, Cooper Union and Carnegie Tech, all excellent fine arts schools. However, after anxiously waiting for a month or so, I was finally accepted to Cornell. I spent four wonderful years at Cornell University majoring in hotel management. Because there was a war going on in Viet Nam at the time and because I couldn't imagine myself entering the military as an enlisted man, I decided to go through ROTC. Upon graduation, I was commissioned as a second lieutenant in the U.S. Army. I did my basic training at Fort Bragg, home of the 82nd Airborne Division, where I go every September

I remember spending weekends with my dad, a safety engineer at the Waldorf Astoria.



IT'S A WONDERFUL LIFE: (From left) Harris Rosen at nine months, 1939; on a New York City playground, May 1941; with his mother, April 1941; on his tricycle at age two, December 1941; looking sharp in a suit and tie at age eight, 1947; with his mother, Lee, his father, Jack, and his little brother, Ron, 1948. (Previous spread) Harris Rosen in front of Rosen Shingle Creek, 2012.

offered a position in the convention sales department as a banquet setup supervisor. The reason I was able to exit the personnel department so quickly was because as a file clerk, it was my responsibility to file all new job openings. I must confess that I did not file an application if I had an interest in that particular job.

One day while helping to set up a meeting room, I met the director of sales at the Waldorf Astoria, Mr. Xavier Lividini. After a lengthy conversation, he expressed surprise that I was a graduate of Cornell University's Hotel School and had also served in the army as an officer. He asked me why was I working as a meeting setup person. I explained that it was the only job available for me at the time, but my dream was to one day become a sales manager at the Waldorf. He, in turn, surprised me by indicating that he would offer me a sales position as soon as one became available. Within a few months, a miracle happened—an opening in sales occurred and I was offered the job.

My goal was to work harder than anyone else in the office, and

on my birthday and jump with the Golden Knights, the 82nd Airborne, Parachute Team.

After spending three years and several months overseas in Korea and Germany, I started my career at my favorite hotel, the Waldorf Astoria. Although I was told that I was overqualified for the job, I happily accepted a job as a file clerk in the personnel department. Within a few months I was

it paid off. Within six months I became one of the top convention salesmen by booking more business than anyone else in the department. Within a year I was offered a great opportunity to attend the University of Virginia's Advanced Management School on a Hilton scholarship, which of course I accepted. Soon after, I was offered another wonderful opportunity to participate in the Hilton Hotel's Management Training Program.

Over the next several years, I eagerly accepted a multitude of assignments, each lasting several months to a year: I was the resident manager of the New Yorker Hotel in New York City; the food and beverage manager at the Pittsburgh Hilton; the assistant general manager at the Buffalo Statler; the resident manager at the Cape Kennedy Hilton; and finally, the resident manager at the Dallas Statler, where a very successful local real estate developer who I had met at an event offered me a job managing his brand new resort in Acapulco.

Torn between this fantastic opportunity and being loyal to Hilton, after much thought, I accepted the position in Acapulco and spent one incredible year there. However, there was an election in Mexico and a new president (Mr. Echeverría) was elected, and strict new laws were put into place stipulating that only Mexican nationals could own more than 50 percent of real estate in Mexico, forcing my boss to sell his majority interest in the resort to a Mexican group. When the new ownership arrived, I was quickly terminated. With much sadness I headed to California unsure of my future.

The morning after landing in Los Angeles, I read in the local paper that Disney was planning a huge development in Florida called Disney World. Shortly after driving to Disney headquarters in Burbank, California, and applying for a job, I was hired as adminis-



trator of hotel planning for the Walt Disney World hotel group, which would include the Contemporary Hotel, the Polynesian Resort, The Golf Resort and the Fort Wilderness Campground.

It was late 1969, and I worked closely with the architects in California, helping with the final design of the hotels and the campground, while also establishing detailed operating procedures for each property. We also created a central reservation system and were one of the first hotel companies to introduce computers at the front desk and in central reservations.

In early 1970, I left California for Orlando to help in the final stages of construction, and in October of 1971 the hotels and campground opened to much acclaim, running virtually full year round.

Sadly, I left Disney in 1973, but not voluntarily. It was explained in my exit interview that although I did a great job and exceeded all of my goals, it had become apparent to the Disney hierarchy that I “most likely would never become a fully integrated Disney person.” I sealed my fate by asking rather sarcastically if the real reason I was being terminated was because my ears were too small. The person discussing the situation with me responded quite sternly: “Harris, that is the kind of B.S. we’re talking about. It has become obvious to us that you don’t really respect the Mouse, so today will be your last day.”

I was fired for not respecting the Mouse. It became apparent to me that if I was going to be happy and fulfilled, I had to consider being in business for myself. I loved Orlando and wanted to stay, but the current economic situation was terrible.

Beginning in late 1973 and into 1974, the Central Florida hotel

If I was going to be happy and fulfilled, I had to consider being in business for myself.

industry was in economic shambles. With the stock market decline and the Arab oil embargo, virtually every hotel in Orlando was in serious financial difficulty with foreclosures and bankruptcies looming. It was during this time that I decided to buy a small, 256-room Quality Inn that fronted both Interstate 4 and International Drive. In early May 1974, I met with the owner, Mr. Jim Morgan, who was so pleased to have a prospective buyer that he hugged me, saying God must have sent me.

A week later, Mr. Morgan, myself and a mortgage broker from Travelers Insurance Company met to discuss my interest in the hotel. The Travelers rep asked how much money I had in the bank, which I thought was a rather strange question, but believing it was perhaps important knowledge for him to have, I answered, “Twenty thousand dollars.” The rep quickly extended his hand, saying, “Harris, it looks like we have a deal. Congratulations! The down payment will be

exactly \$20,000 and we will, of course, ask you to assume a mortgage of \$2.5 million as well.”

On June 24, 1974, I became the proud owner of the Quality Inn. Realizing I had just given away all the money I had in the world for a hotel running at about a 15 percent occupancy and hemorrhaging cash, I walked into my new office, put my head on my desk and cried, believing I had just done the dumbest thing in my life. But I did have a plan of action. My plan was to meet with the top motor coach companies in New York, New Jersey and New England, and to convince them to use my new hotel for all of their bus tours coming to Orlando.

Because I didn’t have enough money to fly, I hitchhiked to New



MAKING MEMORIES: (From top left) Harris Rosen as a member of the Cornell University triathlon team, 1960; as a file clerk at the Waldorf Astoria, 1964; receiving First Year Lieutenant bars in Germany while in the army from 1961-64; on the lawn of his Orlando Comfort Inn, mid-1980s; working in the garden, mid-1970s; reviewing correspondence in his office with his Labrador, Bambi.

all received me with respect albeit with a certain amount of curiosity. Prior to the trip, I had purchased business cards that I presented to each person I spoke with. I asked them to please write down a room rate they felt comfortable with and promised that the rate would be honored for a minimum of one year. They were all very excited to write down their own rates, which ranged from \$7.25 to \$8.25 a night. They all filled out the cards and promised that if I honored the rate, they would use my hotel. I promised to send each a contract confirming the business card rate which I did as soon as I returned to Orlando.

My last visit was with Paragon Tours in New Bedford, Massachusetts, where I met with Mr. Jim Penler, the president of the company, and Ed Camara, the chief operating officer. They were pleased to write a room rate of \$7.25, which I was happy to honor. My final meeting with Mr. Penler ended on a very happy note when he said that he knew of a couple who were leaving the next morning for Florida, and that they would be happy to drive me back to Orlando, if I

York City. Once there I cannot express how kind the motor coach companies were when they heard I had hitchhiked from Orlando. So kind were they, that in the four days I was away, I was provided with overnight accommodations and free transportation wherever I needed to go.

I met with the top seven motor coach companies on the East Coast and I must confess that they

would agree to provide them with overnight accommodations at the Quality Inn. The next morning I left with the most wonderful couple who drove me back to Orlando. So thankful was I for their kindness that I invited them to stay with me several weeks every year, as my guests at the Quality Inn, until they passed away nearly 15 years ago. I will never forget how kind and gracious they were to provide me a ride back to Orlando.

Within a few months, primarily because of the new motor coach business, things started to look up. I was able to save money, almost \$250,000 a year, by doing a number of jobs myself. For instance, I was a breakfast cook, the meat carver on the buffet at night, the gardener, the general manager, the food and beverage manager, the director of sales and the security officer—although I must confess I did have some help from a very large German Shepherd named Rin Tin Tin, who was my chief of security for 14 years. (I must confess that Rinny was the best security officer I have ever had.) He is buried here at the Rosen Inn, near my office.

Since I lived in the hotel—and I did for 16 years—I was also the night runner, which meant if anyone needed a toilet unstopped at 2:00 a.m., it was my phone that rang. Business was ok but not great until we heard that the oil embargo had been lifted ... what a fantastic feeling. Within several weeks Orlando's economy started to pick up. Soon, my little hotel was profitable beyond my wildest dreams. Since then I have been blessed with more success than I could have ever imagined. One year to the day (on June 24, 1975) that I purchased the Quality Inn, I acquired the Solage Hotel, also on International Drive, which I quickly renamed the International Inn. And so in one year I went from a very sad person who believed he had



just done the dumbest thing a human being could do, to an owner of two hotels, both doing quite well. Our little company continued to expand as we added rooms to existing hotels and built new properties; I was experiencing the American dream.

Life was wonderful. I met a beautiful young lady, married and moved out of the hotel. We were blessed with four children (3 boys and a girl) in six years and I finally had a private life, as well as a business life. And then something very important happened to me just about 20 years ago while sitting in my office dreaming of building even more hotels. (I had five and was planning a sixth and dreaming of a seventh), when suddenly it became clear that it was time for me to start giving back. I quickly created the Harris Rosen Foundation, an organization that provides funds for a multitude of philanthropic initiatives. One of these is the Rosen College of Hospitality Management at the University of Central Florida, where we donated 20 acres of land and \$10 million to help build the college—which opened in 2004. We also created a \$5 million endowment fund that provides 100 to 150 scholarships every year.

We then created the Tangelo Park Program and adopted an underserved, high-crime neighborhood in Central Florida, where, for the past 20 years, we have provided a free preschool education for every two-, three- and four-year-old in the neighborhood, by creating 10 little schools in the neighborhood. The Tangelo Park elementary school has been an “A” FCAT school for the past eight years. We also mentor our youngsters from kindergarten through high school, and provide parenting classes for moms and dads so that they are com-

fortable helping their youngsters with their schoolwork.

Upon graduation from high school, our program also provides fully paid vocational school scholarships, and community college or a Florida public college scholarship which includes tuition, room, board and books for every Tangelo Park youngster who graduates from high school and is accepted to college. Through the years, more than 200 of our youngsters have received full scholarships, and 100 have already graduated from college. Today, we graduate close to

Suddenly it became clear that it was time for me to start giving back.

100 percent of our high school students. When we started the program, that number was closer to 60 percent. Crime in the neighborhood has dropped by more than 60 percent. It is our dream to encourage others to replicate this program throughout the nation. We believe our Tangelo Park Program has the power to dramatically change our society primarily because it offers hope for a better future for the young men and women living in our

nation’s underserved neighborhoods.

Our philanthropic work continues. We recently built the Jack and Lee Rosen Southwest Orlando Jewish Community Center, which has an Early Childhood Learning Center and an after-school program with approximately 100 students and is regarded as one of the best early childhood centers in Central Florida. Just recently we returned from South Africa, where our mission was to help the local government create jobs and reduce unemployment from nearly 30 percent to a goal of less than 10 percent.

We have also been involved in Haiti for the past 20 years, providing our Haitian brothers and sisters with food, educational materi-



FAMILY AND FRIENDS: (From left) Harris Rosen and his children; with the Reverend Jesse Jackson (to his right) at the Tangelo Park Elementary School library; Tangelo Park Elementary School students; reclining on the balcony outside his office with his Yorkipoo, Apple.

als, healthcare supplies and more than 200 water filtration systems. Most recently, we started planning our first Little Haiti House village, incorporating a work component similar to the kibbutzim in Israel. We may also develop fishponds; a farm with goats, pigs and chickens; and we may even create a factory which will enable those in the village to find nearby employment. Our goal is for our villages to become self-sufficient. When the population grows beyond a certain number, we will introduce schools and healthcare clinics, as well.

Looking back, had it not been for those incredibly kind, gracious

men and women who assisted me when I most needed it, we would not today have the means to offer our assistance to those who need a helping hand. We shall continue our philanthropic endeavors well into the future because we truly believe that giving back to others is the best investment we can ever make.

Harris Rosen, president and COO of Rosen Hotels & Resorts, is a leader and philanthropic innovator in the Orlando area. He oversees the Harris Rosen Foundation and is also Honorary Consul General of Japan in Orlando.

MORE AND MORE, business leaders are gravitating toward innovative and cost-friendly ways to weave corporate social responsibility (CSR) programs into meetings and conferences as a way to promote sustainable business practices, look after the well-being of employees and, most importantly, give back to the community. Judging by the sheer number of attendees who choose to participate in optional CSR activities, the demand for effective and forward-thinking programs is on the rise.

For decades now, and long before the term became fashionable, Harris Rosen and his associates have been presenting successful CSR activities for their colleagues at Rosen Hotels & Resorts in Orlando. In the spirit of giving back, here are a few of their CSR tips: Think outside the “lunch” box.

Rosen Hotels & Resorts’ commitment to walk the talk led them to host an “out-of-the-box” CSR activity at their sales awards meeting. Tangelo Park Elementary School was the beneficiary of this particular CSR event, as the school was facing upcoming annual statewide FCAT testing at the time. The sales team created FCAT lunch boxes decorated with each child’s name and filled with a personal achievement diary, bottled water, nutritious treats and school supplies, along with personal notes of encouragement addressed to each student and signed by a Rosen Hotels & Resorts sales team member. Supplies were about \$300. The value of 200 FCAT care packages crafted for each child with hand-written notes and hand-decorated personalized lunchboxes—priceless.

Don’t be afraid to push the envelope. Just because the tone of a meeting doesn’t scream “manual labor” doesn’t mean the activity won’t be worthwhile. One group piggy-backed on an already planned cocktail reception, incorporating a charitable component by strategically placing envelopes on tables to collect donations. During another conference event, a check was presented to the charity and, in this particular case, the corporation matched the attendees’ donations. The corporate match was a turnkey way for the company to be involved without using valuable time or resources for an afternoon activity.

Find a charity with clarity. Not every charity is equipped to work with donations. Find those who “get” it—who are clear about their goals and needs, and how they might best support your event—and

you will save yourself precious time and energy. Rosen Hotels & Resorts offers www.rosenrewards.com as a resource for meeting planners. The website includes a list of local charities, as well as companies that can provide logistical assistance to create meaningful events.

Rosen Hotels & Resorts prides itself on being a meetings industry leader. Nowhere is this more clear than in the area of corporate social responsibility. CSR at the company starts at the top with owner Harris Rosen, who was recently inducted into the Boys & Girls Clubs of America National Alumni Hall of Fame and named “2011 Central Floridian of the Year” by the Orlando Sentinel for his “far-reaching philanthropy and work ethic.” Rosen’s endeavors include earthquake

recovery and rebuilding efforts in Haiti, sizeable charitable contributions to the University of Central Florida and the creation of Rosen’s Perfect Pizza™, a program designed to bring healthier foods to public schools and to also fund scholarships and educational grants.

At the top of the editorial board’s list for selecting Rosen was the Tangelo Park Program. Started by Rosen in 1994, the program offers free preschool as well as full college and vocational school scholarships to disadvantaged youth in the Tangelo Park neighborhood. To date, more than 200 students have received a college education from the program.

Rosen Hotels’ associates are involved in youth education, mentoring and scholarship programs, conservation and green initiatives, support for the U.S. military and

worldwide disaster relief, as well as promoting health and wellness.

To assist others in creating CSR programs, the company has created Rosen Rewards for groups that are meeting at one of three convention hotels: Rosen Plaza, Rosen Centre and Rosen Shingle Creek. Rosen Rewards allows groups to realize an immediate goal: participate in a unifying activity and give back to the community.

“The crazy thing is that giving is so joyful. The return on that investment, if you can put it in business terms, is so unbelievable, I often wonder why more people don’t do it,” said Rosen. “I suspect they don’t realize how much joy and gratitude they would receive from giving.”

Detailed information about Rosen Hotels’ CSR programs and resources is available at www.rosenrewards.com.

Heroes in Our Midst

Giving Back Is Its Own Reward

By Mary Deatrick



(This page) Harris Rosen and Tangelo Park students. (Opposite page, clockwise from top left) In Haiti: Consul Laurent Prosper, Rosen, Jean Wilson; housing development; Minister of Social Services’ office; site visitation; in Hinche; with project builder Wolfgang Ploch, Henry Thevener; with Brother Arman and a musician.



WHAT ROSEN HOTELS MEANS TO ME

At Rosen Hotels & Resorts, we think of our associates as family. Here, some of them share their thoughts on being a part of our community.



MARY KENDRICK
HOUSEKEEPING MANAGER
ROSEN CENTRE

"I have been with Rosen Hotels for 39 years. I started June 10, 1975, as a room attendant at the Quality Inn International. The first day that I was on the job Mr. Rosen and his dog stopped by the room that I was cleaning that day. He said to me, 'My dear, we do not watch TV.' The TV was on and he thought I was watching it. I was assigned to the floor section that used to be his home and office back then. I would always see him and his pet Rinny every Saturday out on the ground where he planted flowers and picked up debris. Rosen Hotels has been part of my life. Rosen Hotels means to me that you can grow in the company. **Rosen Hotels is an extended family that I have been a part of for 39 years.** I have seen so many changes in the company from renovation of the hotels to new hotels, restaurants and many new faces that come and go."



SANDRA MCCOY
CAFÉ OSCEOLA MANAGER
ROSEN SHINGLE CREEK

"Rosen to me is my second family. I often hear people say that they hate going to work. I can honestly say that I love my job, I love what I do. I won't pretend that every day is easy, but I can certainly say that it's different. I started out with Rosen Hotels in February of 2002 thinking that I would only be here a year or two at the most because I had just recently been laid off from a company that closed that I absolutely loved. I've been with Rosen now a little over 12 years, different department, different hotel.

**I'm still here
because I am
ROSEN!"**



**MARCELLE
JEAN-MICHEL**
EMPLOYEE RELATIONS
COORDINATOR
ROSEN HOTELS & RESORTS

"As clear as yesterday, I remember the cold January night we moved to the United States, just my mother and me. She moved in hopes of a better life for herself and a greater tomorrow for me. **Although she was a nurse in Haiti, she didn't move here with much. She found a job working for Mr. Rosen.**

I was never clear on how my mom made ends meet. She struggled but stayed working for Mr. Rosen and provided me with all my needs. Now a Rosen associate myself, I understand why she never left and how she made it. Thank you, Mr. Rosen, for giving my mom the opportunity to make it and for having the resources available to her for my greater tomorrow!"



MARIE LOWE
SALES-FINANCE-
RESERVATIONS LIAISON

"As I've been with the company for nearly 35 years, **I've had the opportunity to work with the best executives in the corporate world.** Knowledge and experiences gained from them over the years are priceless. Rosen Hotels is a family-oriented organization, offering various health, educational and sponsorship programs that have all been valuable to me and my family. I also work with people of different ethnicities, allowing me to view the world from different perspectives. To me, Rosen Hotels means stability, growth, friendship and family. It is coming to work every day knowing that no matter what, I am surrounded by people who will support me ... Life is good!"

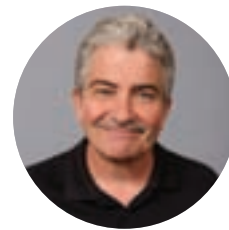
ELDINE MAGNAN
HOUSEKEEPING DIRECTOR
ROSEN CENTRE

"I started my journey to find a new life in Orlando, Florida, almost 18 years ago, from Brooklyn, New York. I accepted the position at the Rosen Centre because it just felt like it was the place for me. I guess it was destiny, so my journey began. • One day Mr. Rosen and I were looking at different letters requesting assistance from different organizations working out of Haiti. Mr. Rosen came up with a brilliant idea: for us to create the Haitian Self-Sufficiency Task Force. The task force would comprise Rosen employees. We launched our first school and medical supply drive in 2002. We donated medical supplies to three hospitals and school supplies to five schools. Then we embarked on a mission to deliver water purification systems. The Rosen Foundation raised over \$300,000 at the Water for Haiti Gala. We were able to donate over 250 purification systems to different orphanages, schools, hospitals and homes for the disabled. And now we are in the developing stage of our biggest project, The Rosen Village at Goat Mountain, a self-sustaining village that will consist of 100 homes and work opportunities and an agriculture component. Mr. Rosen has accomplished great things in his lifetime. However, this project will be one of my greatest accomplishments. • Mr. Rosen has inspired me in ways that are unimaginable. I've been blessed by God in my life, and with the support of friends, family and of course my Rosen family, I too have given back with my own initiatives. Rosen Hotels & Resorts has provided me with opportunities that are beyond my dreams."



AJ DARTER, MBA
PAYROLL ADMINISTRATOR
ROSEN HOTELS & RESORTS

"In my short tenure here at Rosen Hotels & Resorts, I have witnessed something amazing. Every employee smiles and greets me as I walk by as they do with every other associate. I have never worked for a company that cares for its



DAVID KERLIN
LOUNGE MANAGER

ROSEN INN AT POINTE ORLANDO

"Working for Rosen Hotels for over 30 years has meant a lot of different things through the years. The most recent is my youngest daughter, Kelly Armstrong, receiving her bachelor's degree without any student loans due in part to the Rosen scholarship program. This put her in a great position for graduate school. This June 2014, she will graduate as a Doctor of Forensic Psychology (PSYD). We are so proud of her. Thank you, Mr. Rosen, for helping to make her dream come true."



employees as much as they do its guests. Rosen Hotels & Resorts is a place where not only its guests can feel welcome and at home, but its employees can as well. I look forward to coming to work every day knowing that we can all 'Rest Assured.'"

What does Rosen
Hotels and Resorts mean
to me? In a nutshell
Success!

—Eldine Magnan



DAVID DEJESUS
SECURITY SUPERVISOR/M.O.D.
ROSEN PLAZA HOTEL

"Working here at Rosen Hotels & Resorts has provided me ample opportunities to grow and learn. More importantly, it gives you a sense of satisfaction. I've never had an opportunity to work for a company where the employees satisfy their customers and management satisfies its employees. These things mutually reflect in its overall growth. You also begin to value the people you work for, its activities and relationships based on the core values of the company: 'Unwavering honesty and integrity and unmatched value.' A true statement indeed."

CRYSTAL CHISM SALES MANAGER | Rosen Shingle Creek

“When I first began working for Rosen Hotels, I learned about the THREE C's: CARE, COMMITMENT and CULTURE. After working for Hilton, Marriott and JQH for collectively 22 years, I am no stranger to the hotel industry or how to book a meeting. On my first site visit, Mr. Rosen accompanied me. I had done my homework. I knew my group. The site truly went extremely well. At the end of our site, Mr. Rosen candidly asked the group what else he could do to assist them and lock in our deal. When they asked for a specific financial request, I nearly choked when he said yes. I simply did not understand. Our guests departed and I will never forget the conversation that happened afterward. I told Mr. Rosen that I thought he had conceded too much. He said, 'Crystal, I want you to understand something. I have a whole staff of folks who need to work 40 hours each week so that they can feed their families. My commitment is to making sure we have this group business coming in to the hotel so that we keep everyone working full time.' I realized at that moment that the many things Mr. Rosen provides—the clinic, the free health and wellness classes, the educational scholarships for all associates and their children and the numerous other things we loosely refer to as our benefit package—are offered to us because his ethics and humanitarianism are real. The many things he does to give back start with us, his hotel family. His example encourages me to be responsible in continuing that care and commitment with my peers and our clients to preserve the Rosen Culture this company is built upon. When we talk now, Mr. Rosen always says 'Be good' before we hang up. I understand what he means and I am very proud to be here and be a part of something real.”



A lot can happen in 40 years—especially with a man like Harris Rosen leading the way. From that day in 1974 when he became the owner of a struggling Quality Inn, using his life savings for the down payment, Rosen hasn't looked back. With hard work and

ROSEN ON



(From left) Rosen at Comfort Inn, 1986; International Inn, Quality Inn postcards.



1970

JUNE 24, 1974 •

Purchase of Quality Inn

Harris Rosen purchases the 256-room Quality Inn International, the first property of what will become Rosen Hotels & Resorts. Today, after three expansions and renovations, it has 728 rooms. Mr. Rosen's early method of attracting guests was to hitchhike to the Northeast, visiting one motorcoach company after another and asking them to name their price. He came home with contracts for room rates as low as \$7 a night. This commitment to occupancy instead of average rate has become a tradition.

• **JUNE 24, 1975**

Purchase of Rosen Inn

Rosen Inn, formerly the Rodeway Inn, is purchased. An expansion in 1979 increases the number of rooms from 251 to 315.

1980

FEBRUARY 1, 1984 •

Rosen Inn at Pointe Orlando

Rosen Inn at Pointe Orlando opens with 340 rooms. Formerly the Quality Inn Plaza, it is the first hotel of Rosen Hotels & Resorts to be taken from blueprint to full construction. Three expansions have increased the property's capacity to 1,020 rooms.

MAY 15, 1987 •

Clarion Inn Lake Buena Vista Opens

Clarion Inn Lake Buena Vista, formerly the Comfort Inn, opens with 320 rooms and quickly doubles its size to 640 rooms. Opening night sees Harris Rosen standing in the parking lot turning people away, directing them to sister properties. His idea of the flashing billboard on Interstate 4 that reads "Best Rates in Town" turns passersby into guests, and people come flocking in. This property will run at 100 percent occupancy during its first five years.

perseverance, not only did his investment thrive, but he went on to acquire or build six more hotels, found the Rosen College of Hospitality Management at UCF and become a model for corporate social responsibility as well as environmental awareness.

THE RISE



(From left) Clarion Plaza groundbreaking; College of Hospitality construction; Tangelo Park school.



1990

2000

JANUARY 1990

Clarion Plaza Groundbreaking

Ground is broken for the 810-room Clarion Plaza Hotel (now Rosen Plaza), in front of the Orange County Convention Center. It is the first of three convention hotels that Harris Rosen would eventually build and own.

SEPTEMBER 13, 1991

Rosen Plaza Opens

Rosen Plaza, the first full-service convention hotel of Rosen Hotels & Resorts, opens with 800 sleeping rooms and 60,000 square feet of meeting space. Rosen Plaza is home to one of Orlando's most popular nightclubs, Backstage, and to the fine dining restaurant Jack's Place.

1994

Tangelo Park Program Founded

Harris Rosen establishes the Tangelo Park Program, offering free preschool and full college and vocational scholarships to youth in the Tangelo Park neighborhood of Orlando.

OCTOBER 31, 1995

Rosen Centre Opens

Rosen Hotels & Resorts opens its second full-service convention hotel, Rosen Centre. Rising 24 stories over International Drive, the hotel boasts more than 120,000 square feet of meeting space and offers fine dining at Everglades, a restaurant that celebrates the beauty of Everglades National Park.



(Clockwise from top left) Shingle Creek Golf Club; Expedition Everglades; Two Palm Green designation; Rosen College of Hospitality Management classroom.

2000

DECEMBER 1, 2003

Shingle Creek Golf Club Opens

Rosen Hotels & Resorts' Shingle Creek Golf Club opens, featuring a David Harman 18-hole championship golf course. It is located just a half mile east of the Convention Center expansion on Universal Boulevard. The golf course defines the edges of Rosen Shingle Creek.

JANUARY 5, 2004

Rosen College of Hospitality Management at UCF Opens

Rosen donates \$10 million and 20 acres of land to create the college, which includes a world-class library, beer and wine laboratory and test kitchens. He also donates \$1.1 in scholarships. Today, the college has more than 3,000 students and offers undergraduate and graduate degrees with courses taught by academics and industry executives.

SEPTEMBER 9, 2006

Rosen Shingle Creek Opens

Rosen Shingle Creek opens with 1,501 guest rooms and suites and over 490,000 square feet of state-of-the-art ballroom and meeting facilities. It boasts one of the largest column-free ballrooms in the United States, measuring 95,000 square feet. The hotel also features a full-service spa, a state-of-the-art health club, a fine dining Italian bistro and Shingle Creek Golf Club.

MARCH 2007

Exploration Everglades

Harris Rosen funds Exploration Everglades, a 140-mile kayak voyage to increase awareness of the ecological connection between the Orlando metropolitan area and the Everglades ecosystem. The Department of Environmental Protection and South Florida Water Management district also provide riverside talks during the 12-day journey.

APRIL 2009

Two Palm Green Designation

Rosen Plaza, Rosen Centre and Rosen Shingle Creek are the first hotels in Orlando to be designated Two Palm Green Lodges by the Florida Department of Environmental Protection. To become a designated member of the Florida Green Lodging Program, hotels must implement such green practices as installing low-flow plumbing fixtures, implementing a linen reuse program and installing ENERGY STAR® appliances and programmable thermostats.



(Clockwise from left) Rosen Centre Skywalk debut; Gary Sain Memorial Skybridge; grand opening of The Rosen Medical Center, A Place for Healing and Wellness.



40 YEARS

2010

MARCH 2011

Rosen Centre Skywalk Opens

The skywalk connects the hotel with the Orange County Convention Center (OCCC) West Building. This \$2 million covered pedestrian connector allows the hotel's convention guests to quickly and conveniently utilize the more than 1.1 million square feet of exhibition space, 49 meeting rooms, 141 breakout rooms and other assets in the West Building and the hotel's 150,000 square feet of meeting and event space and 33 meeting rooms.

MARCH 2012

Rosen Medical Center Opens

Having established a medical program for its associates in 1991, Rosen Hotels & Resorts continues to raise the nation's bar for innovative, in-house healthcare programs with the opening of The Rosen Medical Center, A Place for Healing and Wellness associate medical facility. The 12,000-square-foot medical center, near Rosen Inn International hotel, offers treatment rooms, rooms for mammograms and other specialty screenings, examination rooms for specialists, a physical therapy/rehabilitation center and an adjoining fitness facility.

SEPTEMBER 2013

Gary Sain Memorial Skybridge Opens

The skybridge connects the Rosen Plaza with the Orange County Convention Center (OCCC) West Building, with a ribbon cutting and dedication ceremony at the hotel. The new skybridge completes the fourth and final link in connecting the OCCC with adjacent International Drive hotels. Construction of the \$2.5 million skybridge was funded entirely by Rosen Hotels & Resorts. Coming in well under its \$3.2 million budget, the connector is built in just over three months and provides thousands of meetings attendees annually with a safe, weather-proof and traffic-free "commute" from their Rosen Plaza guestrooms to the convention center.

JUNE 2014

Rosen Hotels & Resorts celebrates its 40th anniversary.

GOLF

Tee Time at Shingle Creek

Rolling Out the Green Carpet for Golfers

By **Scott Kauffman**

NESTLED NEXT TO its namesake tributary, Shingle Creek Golf Club is one of the reasons the highly acclaimed Rosen Shingle Creek hotel is a true oasis in the heart of Orlando's densely populated tourist and convention center corridor. Indeed, once guests step onto the first tee they are surrounded by a variety of colorful and enchanting flora—most of which has been preserved in its original state. This eco-conscious setting is enhanced by a dramatic backdrop of dense oak and pine trees that frame legendary Shingle Creek. *(continued on page 52)*



THESE GREENS ARE A PERFECT 10.

Shingle Creek Golf Club's 18-hole, par 72 championship course with rolling fairways and interconnecting waterways provides a test of golf for all skill levels. We are proud to be celebrating more than 10 years of providing first class, award-winning golf experiences in Central Florida.

 ROSEN
SHINGLE CREEK
Rest Assured.®



Home of the
brad brewer
GOLF ACADEMY

For more information, please visit ShingleCreekGolf.com.

The Pleasures of Pampering

Relax, rejuvenate and enjoy at The Spa at Rosen Centre
or The Spa at Shingle Creek



ROSEN HOTELS are designed to bring a smile to your face. This is especially true at both The Spa at Shingle Creek and The Spa at Rosen Centre, where smiles come free with every treatment and service. Indeed, what could be more pleasing than an aromatherapy or Swedish massage after a round of golf or a business meeting?

The Spa at Rosen Centre

The newest addition to the spa offerings at Rosen Hotels & Resorts is The Spa at Rosen Centre, which opened in January 2013 and includes seven treatment rooms and a couple's suite. Before, after and between services, ladies and gentlemen may enjoy separate eucalyptus steam rooms and private lounges, or "Relaxation Conservatories," outfitted with comfortable armchairs, flat screen TVs, light refreshments, healthy snacks, reading materials and convenient backdoor access to a health club, an Olympic-sized outdoor heated pool and lounge area.

Guests may choose from nearly a dozen types of massages including traditional, aromatherapy, reflexology, deep tissue, stone, Swedish and mother-to-be treatments, as well as Traditional Ashiatsu and Asian Fusion massages, both of which combine the barefoot massage technique.

Body treatments include the Signature Herbal Fusion Body Boost and Lavish Milk & Honey Firming Ritual, the Sublime Skin Rescue

for soothing sunburn and skin irritations, and the Gentlemen's Body Buff, designed just for the guys. The spa also offers hydrating and exfoliating facial treatments for all ages.

The salon within the spa offers services for nails, hair and makeup, for touch ups for those big meetings, special events and wedding celebrations. OPI, CND, Glo Mineral Makeup and Pure Fiji products are available to enhance a service and to take home to maintain a renewed spirit. Take home gifts that reflect our theme park attractions, as well as all last-minute meeting needs can be located within the Shoppe.

Rosen Centre's innovative Spa with a Purpose fundraising program provides an easy and relaxing way to raise money for a favorite charity. The spa concierge will assist groups in planning a designated Spa with a Purpose day with a choice of customized massages, facials, body treatments and salon services.

www.thespaatrosencentre.com

Developed not just as an amenity for hotel guests, The Spa at Shingle Creek is a unique destination unto itself.

The Spa at Shingle Creek

The Spa at Shingle Creek is an equally delightful experience. Developed not just as an amenity for hotel guests, it is a unique destination unto itself, with a décor and treatments inspired by the area's rich history and the traditions of Florida's native people.

Some of the more enticing options include treatments in a poolside cabana or A Day at the Creek for Two, a perfect respite for couples with side-by-side treatments including massages, pedicures and manicures while indulging in a glass of sparkling champagne or wine and a catered lunch.

The spa also offers an enticing array of services including the Native Creek Stone Massage, combining a healing human touch with hot stone therapy; the Creekside Citrus and Cedar Massage, a full body and scalp massage incorporating Himalayan cedar, sweet orange, pink grapefruit and ylang ylang; and the Island Escape, combining a coconut sugar exfoliation, milk and honey body mask and moisturizing body and scalp massage.

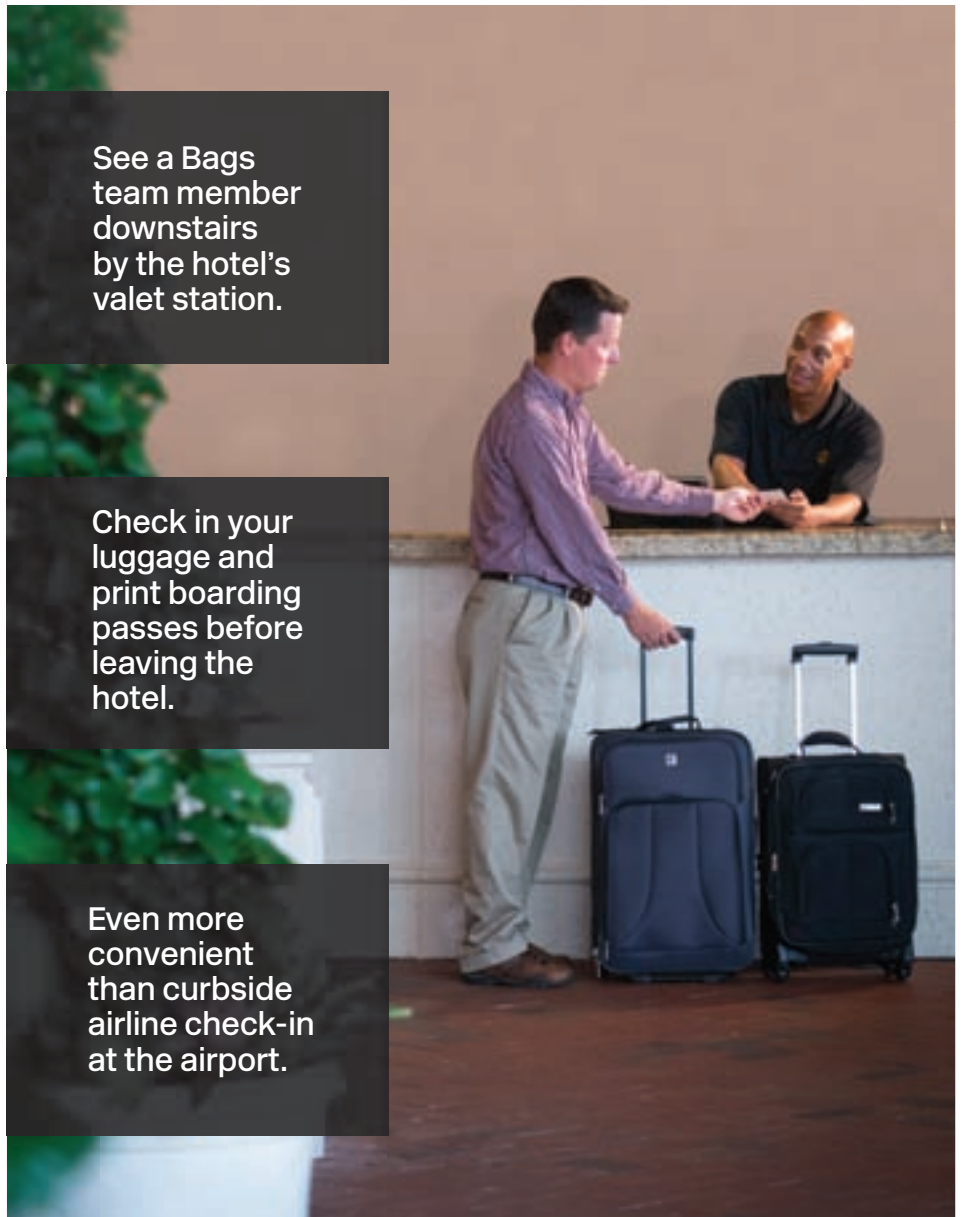
After a treatment, spa guests can enjoy such healthy dining options as fruit smoothies, a chicken salad wrap, Thai summer rolls, a shrimp and papaya cocktail or a pepper tenderloin wrap.

The Spa at Shingle Creek was always envisioned as one of the hotel's gems. "The Spa at Shingle Creek plays a vital role in the whole hotel experience," says Leslie Menichini, Rosen Shingle Creek's Vice President of Sales & Marketing. "But what's most exciting is that we offer services that are only available here. Like every other aspect of the hotel, our signature services are a reflection of the history, geography and natural beauty of this part of the state. Only at Rosen Shingle Creek can a guest indulge in an Orange Blossom Facial or a Paradise Glow. These are one-of-a-kind experiences." www.thespaatshinglecreek.com



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Even more convenient than curbside airline check-in at the airport.

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The Road to Wellness

Redefining Healthcare **By Mary Deatrick**

ROSEN HOTELS & RESORTS continues to raise the nation's bar for innovative, in-house healthcare programs with the recent opening of the 12,000-square-foot Rosen Medical Center, A Place for Healing and Wellness. In addition to a multilingual staff of four full-time medical doctors, three nurse practitioners, one physician assistant and one social worker, as well as a part-time dietician, a chiropractor, a physical therapist and a podiatrist among other specialists, the center offers 5,300 Rosen associates and their families low premiums, no deductibles, minimal co-payments for office visits and free or low co-pay prescriptions. As an added bonus, Rosen associates don't have to take off work or lose pay in order to see a physician, as visits to the medical center are "on the clock," and free transportation is provided.

First started in 1991, this revolutionary wellness program is the vision of Harris Rosen, president and COO of Rosen Hotels & Resorts, who saw early on that self-insuring his associates would reduce company costs on healthcare, and also provide superior service and care to the people who matter the most. As a comparison, Rosen's costs have remained relatively steady, averaging approximately \$4,200 per covered life for the past five years versus the national average

of approximately \$9,000. Premiums for most Rosen associates, for example, are just \$14.75 per week, while family coverage is \$48.25 per week, which also includes dental coverage. Primary-care visits are only \$5, specialist co-pays are only \$20 and most employees pay a maximum of \$750 for a hospital admission.

"Our in-house program encourages our associates to feel more empowered and accountable for their health."



"Our in-house program encourages our associates to feel even more empowered and accountable for their health because wellness is at the heart of everything we do," said Rosen. "As a company, we have an incredibly low turnover rate because our associates know that we're invested in helping them stay healthy and we provide a scope of benefits that are not offered elsewhere in the marketplace."

Rosen Hotels & Resorts has also established a strong partnership with a hospitalist group to care for associates who are admitted to the hospital. This relationship closes the loop between inpatient care and the continuation of care, offered at the medical center, for patients released from the hospital. The company has also created a home-based primary care component which provides care for associates who need home-care services.

"You really don't need a medical degree to put a program like this

together,” said Rosen, who has, for many years, promoted and readily shared his model for employee healthcare with other business and community leaders. “Companies with 1,000 covered lives or more can cost-effectively build an in-house program, and those with lesser numbers can easily combine their efforts with other businesses.”

In fact, in 2010, to help others reap similar benefits, he launched Rosen Healthcare Solutions, which assists companies in either setting up their own primary-care medical centers, or establishing and operating their own facility on a turnkey basis.

Contact Ashley Bacot, abacot@provinsure.com, or visit www.rosenhoteles.com.

FIT TO BE FABULOUS

At Rosen Medical Center, wellness, healing and truly affordable, comprehensive healthcare is a way of life. Here are just some of the center's complimentary offerings:

- Full gym and fitness center: classes in Zumba™, Spinning, Pilates, Tai Chi and more
- Physicals and diagnostic testing
- Physical therapy
- Smoking cessation program
- Flu shots and other vaccinations
- Travel medicine planning
- Family planning programs
- Case management
- Diabetic education programs
- Screening programs: mammograms, ultrasounds, X-rays, dexascans, lab assessments
- Nutrition program: registered dietitian helps with healthy eating choices, weight loss and weight management
- On-site lab and pharmacy
- Several common medications are available at no cost; other drugs are available with low co-payments
- Healing Garden: located just beyond the associate lounge, a small pond is surrounded by lush greenery, where fruits and vegetables are grown, including blueberries, blackberries, raspberries, grapes, mangos, avocados, bananas, kumquats

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AN EPICURE'S JOURNEY

Take a Culinary Tour Through Some
of Florida's Finest Restaurants

By Joseph Hayes



HOTELIER, PHILANTHROPIST and teller of great tales, Harris Rosen has a soft spot for, and great pride in, the restaurants on his properties, and every restaurant in every Rosen hotel has a story.

Family anecdotes are a part of Harris Rosen's nature, and show up in the very personal names he gives his restaurants, both large and small. His mother's nickname lends itself to Red's Deli. Jack's Place, the definition of signature restaurants at the Rosen Plaza, is filled with hundreds of autographed caricatures made by Rosen's father, each one with its own tale to tell.

"I grew up between Chinatown, Little Italy and the best delis in the world," he says of his New York upbringing. "When you live in that environment—that's where the food thing started for me."

The lure of big chains and celebrity chefs can be seductive to vacationing guests and local diners alike, but Rosen has an outlook that is hard to beat.

"I believe we do restaurants as well as anyone else. What separates us is that this is really a family organization, with a family philosophy and culture."

The inspiration for the latest venture, Sam & Bubbe's, is Rosen's maternal grandparents; Samuel Rosenhaus, a barrel maker and his wife, affectionately called "bubbe" (grandmother), who on occasion could be found surreptitiously making potato vodka in the bathtub. (Can a Bubbe's Vodka special be far behind?) Featuring authentic Lower East Side specialties, the deli can be found just outside Harry's Poolside Bar & Grill, named not for the famous hotspot in Venice, but for Rosen's other grandfather, restaurant owner Harry Rosenovsky, from Belarus.

Aside from his homage to delis (there are delis in every Rosen hotel), his latest fascination includes sushi (Banshoo, Banrai, Shogun) and Mexican food (98Forty and the brilliant 60-seat Mi Casa Tequila Taqueria). With its menu of Mexico-wide delicacies, Rosen proclaims Mi Casa as being "perhaps the most successful restaurant per square foot in Florida."

When asked about the lure of bringing in a "name chef" partner, such as the restaurants run by Todd English at Disney or Emeril Lagasse at Universal, Mr. Harris has a fast answer: "No. We do everything in house. I read every single guest comment card, I know we're doing a great job. The fun part," he says, "is finding the next new thing."

ROSEN PLAZA

Jack's Place. Whether it's a quick bite, a casual buffet or dining at its finest, within the towering edifice and marble-clad lobby of the Rosen Plaza are several great meal choices, best among them the intimate and very cosmopolitan stylings of Jack's Place. Part portrait gallery, part extraordinary restaurant and completely delightful, the world-class steak house surrounds diners with dozens of autographed caricatures drawn by Harris Rosen's father. In his 30 years of working in the Waldorf Astoria Hotel in New York, Jack Rosen sketched the images of Picasso, Frank Lloyd Wright and Albert Einstein that line the local restaurant's walls. Imagine enjoying a house-aged filet mignon under images of the Dalai

In his 30 years of working in the Waldorf Astoria Hotel in New York, Jack Rosen sketched the images of Picasso, Frank Lloyd Wright and Albert Einstein.

Lama and Salvador Dalí, or horseradish-maple mustard crusted rack of lamb while Queen Elizabeth and George Gershwin gaze down in admiration—and a little bit of envy. Good wine, great seafood and impeccable service are to be expected.

And for a more casual atmosphere without giving up a great meal, the entire Jack's Place menu is available at the Lobby Bar. "We like to offer guests a chance to have a great meal where they are," says Mr. Rosen, "not schlep from Point A to Point B."

On Friday and Saturday nights, an artist is at the restaurant who will draw a caricature of dining guests to enjoy at home.



Jack's Place

Cala Bella
harkens
back to the
countryside
of Tuscany.



Cala Bella

ROSEN SHINGLE CREEK

In the 40 years since Harris Rosen first started welcoming guests, the variety of restaurants on offer at his hotels has become a high point for locals and visitors alike. In Rosen Shingle Creek alone there are enough choices to fill an entire vacation.

The kitchens of **Cala Bella** (“beautiful creek,” in homage to Shingle Creek meandering right outside the hotel) and **A Land Remembered** benefit from the exacting styles of Chef Ronald Bean and Chef Brett Beavers.

The AAA Four Diamond Cala Bella harkens back to the countryside of Tuscany, offering diners hand-crafted and meticulously presented dishes fresh out of the open kitchen and wood-fired oven. Perfectly al dente pasta, signature herb-roasted lamb chops, seafood enlivened by rich Italian spices and innovative interpretations of Italian desserts, such as the deconstructed tiramisu. Shingle Creek, in fact, has a unique, behind-the-scenes asset: pastry chef David Ramirez, an award-winning chocolatier who creates towering works of art and mouthwatering desserts for the entire Rosen organization.

A Land Remembered, the superb AAA Four Diamond restaurant overlooking the manicured beauty of the Shingle Creek Golf Course, is inspired by the work of Mr. Rosen’s friend, the late novelist Patrick Smith, who wrote with respect for the land and the people who first settled in Florida, a respect reflected in the look of the restaurant and its food. “I believe that quality ingredients create the dish,” Chef Brett says, who celebrates the rustic pioneer style by respecting every piece of Harris



Tobias Flats & Watering Hole



A Land Remembered

Ranch all-natural Prime Black Angus Beef—his New York strip steak, grilled with a cracked peppercorn rub, stands out for flavor, and the braised short ribs, slow-cooked for four hours in red wine, is a tender masterpiece of simplicity.

For eclectic and casual style, you can’t beat the creations of Chef Sato at **Banrai Sushi** (try the Shingle Creek Roll of gator, avocado and spicy mayonnaise) or the quick delights of **Tobias Flats & Watering Hole**. **Mi Casa Tequila Taqueria** serves up authentic Mexican dishes with a creative spin. Chef Cameron Hostallero is usually behind the counter in the small open kitchen. “My aunts and uncles are all in the restaurant business,” he says. “I find Mexican food very exciting.” And exciting is the word for carne asada con chilaquiles, a baked steak and tortilla dish topped with a cheerful sunny-side up egg.



Mi Casa Tequila Taqueria



Banrai Sushi

In Rosen Shingle Creek there are enough choices to fill an entire vacation.

ROSEN CENTRE

Everglades Restaurant at the Rosen Centre is both a celebration of Florida's natural beauty and a place for culinary inventiveness. Head Chef Fred Vlachos, recently inducted into Orlando magazine's Dining Hall of Fame, takes exotic journeys with buffalo, game and alligator (try the gator chowder), preparing some of the area's best seafood, Black Angus steaks and innovative salads.

If you're very lucky, one of Everglades' legendary Vine & Dine wine pairing dinners will coincide with your visit. You'll be treated to five-course menus based on special, ever-changing themes like "Hollywood and Vine" (accompanied by Coppola wines), New Orleans and an "Homage to Fromage" featuring a blue cheese-encrusted filet, along with some of the best wines in the world.

Rosen Centre's lobby is a world-spanning culinary adventure, with a casual dining lounge and the remarkable offerings of **Banshoo Sushi Bar** and **98Forty Tapas & Tequila**. Say hello to Chef Emeterio "Tello" Luna at 98Forty and sample his ceviches, quesadillas and rustic guacamoles, not to mention the 40 different premium tequilas. Then watch the hand-rolled mastery of Chef Yoshi Kohazame as he makes the namesake Banshoo roll of lobster, crab, scallop, tuna and flying fish roe, or any one of the other signature sushi creations.

Family connections reveal themselves at **Harry's Poolside Bar & Grill**, named after Harris Rosen's grandfather, who owned restaurants on New York's Lower East Side; and **Sam & Bubbe's**, an homage to Rosen's other grandparents, where New York delights such as hot pastrami and knishes can be enjoyed.

"A corned beef slider, with a little bit of cheese," Rosen points out with great delight. "It's delicious."



Everglades Restaurant



Banshoo Sushi Bar



98Forty



SRIRACHA MANGO SMOKED RIBS

From Harry's Poolside Bar & Grill at Rosen Centre

2 1½ to 2 pounds full rack ribs (St. Louis)
 ½ BBQ dry rub
 ½ cp Sriracha mango
Serves 2 to 4 people

Set a smoker to 225 degrees F. Season the ribs thoroughly with dry rub. Smoke the ribs for about 2 hours. Remove them from the smoker and wrap in heavy-duty foil and let rest for 15 minutes. Finish cooking in the oven for 4 hours at 225 degrees. When ribs are done, brush with sauce and serve with choice of french fries or sweet potatoes.

BBQ Dry Rub

Makes about 1½ cps

1 cp brown sugar, dark
 ½ cp paprika
 2 tbsp salt
 1 tbsp black pepper
 1 tbsp white pepper
 1 tbsp cayenne pepper
 1 tbsp garlic powder
 1 tbsp onion powder
 2 tsp dry mustard
 3 tsp cumin
 2 tsp ground coriander
 Combine all ingredients.

Sriracha BBQ Sauce

Makes about 4 cps

2 cps ketchup
 ½ cp Sriracha
 ½ cp mango pure
 ½ cp water
 1/3 cp apple cider vinegar
 1/3 cp brown sugar
 2 tbsp yellow mustard
 1 tbsp onion powder
 1 tbsp garlic powder
 ½ tsp cayenne
 ½ tsp chili powder

Preparation for the Sriracha BBQ Sauce:

Combine all ingredients in a saucepan over a low heat. Stir occasionally. Simmer for 20 minutes. Sauce should be thin, but not watery. Allow to cool. Store in an airtight container and refrigerate.

- Note: If you do not have a smoker, use wood chips that have been soaked in water. Place the chips in a deep rectangular casserole dish. Place a wire rack over the wood chips and place meat on wire.

SPICY GRITS AND SHRIMP

From Jack's Place at Rosen Plaza

1 oz butter
 8 oz grits
 2 tsp shallots
 2 tsp chopped garlic
 2 tsp Pete® buffalo sauce
Serves 1 to 2 people

Boil 32 oz. of water, add the butter then the grits and simmer until tender. In a sauce pan sauté the shallots and the garlic. When translucent, add 2 teaspoons of Pete buffalo sauce and add to grits. Serve with 41x50 P.D. tail off shrimp and gorgonzola cheese; gratinée under salamander or oven.

Recipes From Rosen

CEDAR PLANK SEA BASS

From Jack's Place at Rosen Plaza

5 lbs of sea bass filet, clean skin off
 10 pcs of cedar planks 2" x 2"
Serves 4 to 5 people

Cut sea bass to about 6 oz. each. Season with salt and pepper. Sear in a hot skillet. On grilled cedar planks, add fish and finish in oven, about 10 minutes.

Sauce for Fish:

4 oz Chardonnay
 1 oz chopped shallots
 ¼ oz chopped garlic
 ¼ cup fresh-squeezed lemon juice
 Thyme spice reduction
 Few drops white truffle oil

Pour Chardonnay into a sauce pan. Add shallots, garlic and lemon juice. Add heavy cream and reduce for about 10 minutes. Remove from heat. Add butter gradually, add thyme spice reduction and finish with few drops of white truffle oil.



BOCA GRANDE CRAB CAKES

From A Land Remembered at Rosen Shingle Creek

3 lb super lump crab
 ½ cp finely chopped bell peppers
 1/3 cp mayonnaise
 1 chopped shallot
 2 cloves chopped garlic
 1 tbsp Worcestershire
 Tabasco sauce to taste
 Salt and pepper to taste
 1 tbsp lemon pepper
 ¼ cp herbed breadcrumbs
Serves 6 to 8 (two 3-oz cakes per person)

Mix all of the ingredients together in a large mixing bowl.

Form approximately 16 3-oz. balls with the mixture. Shape each into a ring mold or mold by hand and flatten balls into cakes.

Put 2 tbsp. of extra virgin olive oil (or just enough to coat the bottom of the pan) into a sauté pan. Heat to high. When the oil starts moving, drop the cakes (3 or 4 at a time, depending on the pan size) into the pan.

Searing Tips: If using a larger pan, the more cakes put in the pan, the cooler the pan will get. It's better to use small pans and smaller quantities. A flat-top griddle is the best bet for searing, since it gives off even heat.

Sear the cakes in the heated pan approximately one-and-a-half minutes per side. Remove cakes with spatula and place on paper towels to drain.

Repeat until all cakes are seared. Add oil as needed when removing seared cakes and adding new cakes to the pan.

Plate and enjoy!

ROSEN INN

Inside the renovated Rosen Inn is Harris Rosen's remembrance of his beginnings: **Shogun Japanese Steak House**. A popular family-owned restaurant when Rosen purchased the hotel, the serene Japanese interior and energetic teppanyaki-style cooking impressed him so much that the steak house, and the family, remained. The superb expanded sushi menu is just the beginning; and the culinary juggling show they call teppanyaki entertains while you dine. Skilled chefs flip food, clang knives and engage while cooking Japanese specialties and local fresh seafood (Gulf shrimp from the teppan table is unbeatable) to the accompaniment of a fascinating craft cocktail assortment.

The superb expanded sushi menu is just the beginning; and the culinary juggling show they call teppanyaki entertains while you dine.



WHERE TO FIND US

ROSEN PLAZA

9700 International Drive
Orlando, Florida 32819
Hotel dining information and reservations: (407) 996-1787

Jack's Place

www.jacksplacerestaurant.com

ROSEN INN CLOSEST TO UNIVERSAL

6327 International Drive
Orlando, Florida 32819
Reservations: (407) 352-1607

Shogun

www.shogunorlando.com

ROSEN CENTRE

9840 International Drive
Orlando, Florida 32819
Hotel dining information and reservations: (407) 996-2385

Everglades

www.evergladesrestaurant.com

ROSEN SHINGLE CREEK

9939 Universal Boulevard
Orlando, Florida 32819

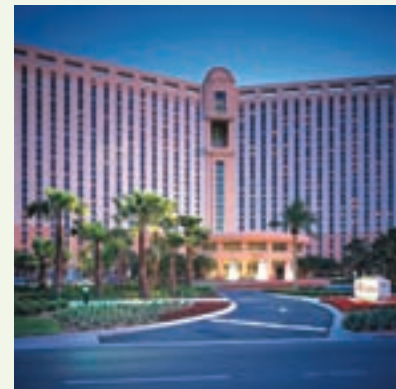
Hotel dining information and reservations:
(407) 996-FOOD (3663)

A Land Remembered

www.alandrememberedrestaurant.com

Cala Bella

www.calabellarestaurant.com



Rest assured, your
cravings will be satisfied.



Rosen Hotels & Resorts offers exquisite culinary experiences through a variety of dining venues. Whether you desire a fun and relaxing lunch or a sophisticated and elegant dinner, we have a restaurant that will fit your taste.

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A Land Remembered
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Our fine-dining steakhouse proudly serves Harris Ranch Natural Black Angus Beef and a variety of other cuisines.


CALA BELLA
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RESTAURANT

Prime steaks, fresh seafood and regional specialties abound in our fine-dining atmosphere inspired by the Everglades.

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PLAZA
HOTEL

9700 International Dr. • 407.996.1787

Jack's
PLACE

Enjoy our classic steakhouse and dine among the world's largest collection of autographed celebrity caricatures.



Natural beauty abounds amid the city's urban landscape. (Opposite page, from left) Ocean kayakers enjoy Florida's crystal-blue waters; technological wonders at the Kennedy Space Center.



40 Adventures in the City Beautiful

Discover Orlando's unique character

FROM TRENDY URBAN ENCLAVES to out-of-the-way gardens, from fascinating museums to fabulous shopping, Orlando is filled with opportunities for adventure. No matter the time of year, there is always something to do. Here we've pulled together 40 of the area's best bets, guaranteed to make your stay in Orlando unforgettable.

DOWNTOWN Orlando's downtown has become a magnet for residents who want to live, work and play in the urban core. Downtown is also Orlando's main historic district, with many of the city's earliest buildings preserved among the high-rise office buildings and condo towers. At the center is **1** Lake Eola Park, home to a multitude of swans and waterfowl, as well as the city's iconic fountain. For those who want a bird's-eye view from the lake, swan-shaped paddleboats and electric gondolas are available for rent. The headquarters for urban chic is **2** Thornton Park. Young developers combined the charm of rehabbed 1920s bungalows with sleek, ultramodern condos to reinvigorate this now-happening neighborhood on the eastern shore of Lake Eola, just blocks from the Central Business District. On the west side of Interstate 4, which slices through downtown, is the **3** Amway Center, the new home of the Orlando Magic.



LOCH HAVEN PARK Loch Haven Park is home to some of the city's major arts institutions, including the **4** Orlando Museum of Art, **5** the Mennello Museum of American Art and the **6** Orlando Science Center. Also in the park are the **7** Orlando Shakespeare Theater and the **8** Orlando Repertory Theatre. The 45-acre picturesque setting is surrounded by three lakes and oak trees draped in Spanish moss. Just south and west of Loch Haven Park is **9** Ivanhoe Row, a stretch of Orange Avenue that is lined with colorful shops. It's also known as a great place to shop for antiques.

DR. PHILLIPS Situated just west of the International Drive tourist area is **10** Dr. Phillips, an affluent suburban enclave with a wealth of shopping and dining. The neighborhood is named after citrus magnate Dr. Philip "Doc" Phillips, who settled in Orlando in the early 20th century and helped revolutionize the citrus industry. **11** The Dr. Phillips Center for the Performing Arts is scheduled to open in late 2014. Flanking Sand Lake Road are gleaming Mediterranean-style shopping centers with so many choices for upscale dining that the strip has been dubbed Restaurant Row. To the west, you'll find **12** Bay Hill Club & Lodge, home turf of legendary golfer Arnold Palmer. To the north, you'll find **13** Isleworth, home to Shaquille O'Neal.



SPACE COAST A scenic expanse along Florida's Atlantic coast, the Space Coast begins about 35 miles east of Orlando. The area's biggest attraction, **14** the Kennedy Space Center captures the awe and excitement of America's space program, with tours venturing deep into NASA's spaceport facilities, a daily Astronaut Encounter, towering rockets, IMAX space films and more. The area is also dotted with small coastal cities, each offering a unique sense of place, and has 72 miles of pristine beaches. **15** Cocoa Beach is a favorite for surfers. Nearby **16** Port Canaveral features many bars and restaurants, and opportunities to take day trips on sail or fishing boats.

YEAR-ROUND FUN

From the Florida Citrus Sports Bowl on New Year's Day to one-of-a-kind festivals, Orlando has an eclectic lineup of annual events.

JANUARY Florida Citrus Sports Bowl (Orlando); Zora Neale Hurston Festival of the Arts and Humanities (Eatonville)

FEBRUARY Spring training for Major League Baseball teams (Orlando); Mardi Gras at Universal Studios Orlando; SeaWorld's Bands, Brew & BBQ

MARCH Winter Park Sidewalk Art Festival (Winter Park); Arnold Palmer Invitational (Orlando); EPCOT's Flower & Garden Festival

APRIL APC Great American Pie Festival (Celebration); Florida Film Festival (Maitland); Easter Day Buffet at Rosen Plaza, Rosen Centre and Rosen Shingle Creek

MAY Orlando International Fringe Theatre Festival; Mother's Day Buffet at Rosen Plaza, Rosen Centre and Rosen Shingle Creek

JUNE Gay Days (throughout Central Florida); Universal Orlando Summer Concert Series (Orlando)

JULY Red Hot & Boom fireworks spectacular (Altamonte Springs); Lake Eola July 4 Picnic in the Park (Orlando)

AUGUST Florida Back-to-School Tax-Free Weekend, Aug. 1-3

SEPTEMBER EPCOT's International Food & Wine Festival (Orlando); Global Peace Film Festival (Orlando); Visit Orlando Magical Dining at Rosen Hotels & Resorts

OCTOBER Veg Fest vegetarian festival (Orlando Festival Park); SeaWorld's Halloween Spooktacular (Orlando)

NOVEMBER Orlando Museum of Art's Festival of Trees; Fiesta in the Park at Lake Eola (Orlando); Thanksgiving Day Buffet at Rosen Plaza, Rosen Centre and Rosen Shingle Creek

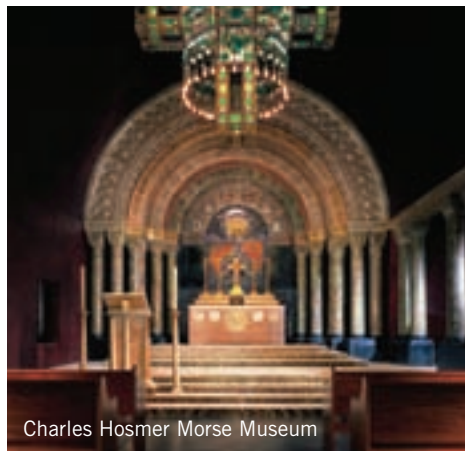
DECEMBER Russell Athletic Bowl and Citrus Parade (Orlando); Christmas Day Buffet at Rosen Plaza, Rosen Centre and Rosen Shingle Creek; Holiday events at Rosen Hotels & Resorts, including Nutcracker Tea and Ballet at Rosen Shingle Creek



Maitland Art Center

North of the port is **17** Canaveral National Seashore, a 57,000-acre park that contains 24 miles of undeveloped coastline.

WINTER PARK Just north of Orlando, ritzy **18** Winter Park provides a lesson in living well. One glimpse of locals sauntering past the flowerboxes and fountains, dining alfresco or sampling wine and you'll understand why. To observe the city's bustle, spend some time on Park Avenue, where luxury retailers abound. To tune it out, hit the city's postcard-perfect shores for the **19** Winter Park Scenic Boat Tour. You'll float by towering cypress trees, tropical birds and even the residence of a former world-champion wrestler. Nearby is the **20** Charles Hosmer Morse Museum of American Art, which boasts the world's most comprehensive collection of Tiffany jewelry, pottery, paintings and lamps.



Charles Hosmer Morse Museum

MAITLAND ART CENTER Step onto the grounds of the **21** Maitland Art Center and you might think you've trekked to a Mayan temple in Mexico. The unique carvings and design of the main building and surrounding structures are exquisite models of Mayan Revival architecture, and are among the few remaining examples of fantasy architecture in the Southeast. At the **22** Albin Polasek Museum & Sculpture Gardens, discover the works of sculptor Albin Polasek as well as those of other local, national and international artists in changing exhibits. On the grounds of the Rollins College campus is the **23** Cornell Fine Arts Museum, housing one of the most distinguished art collections in Florida including paintings, prints and sculpture by such renowned artists as Albert Bierstadt, Henri Matisse, Thomas Moran and Pablo Picasso.

POINTE ORLANDO Holding its own amid the bustling sidewalks of its Pointe Orlando home, **24** Baterbys Art Gallery invites visitors to 6,000 square feet of modern and contemporary art. Heritage and history are at center stage, too. A day spent at the **25** Zora Neale Hurston National Museum of Fine Arts allows visitors to experience African heritage through artists of African descent. And a peek into Central Florida's history is just an admission price away at the **26** Orange County Regional History Center, a unique downtown museum that boasts three floors of hands-on exhibits.

THE BIG THREE Central Florida offers a variety of attractions that appeal to adventurers of all ages. The Big Three—²⁷ Universal Studios Orlando, ²⁸ SeaWorld Orlando and ²⁹ Walt Disney World—have made Orlando a world-class vacation destination. The addition of ³⁰ Legoland, which caters to young families, has further expanded the offerings. Beyond the theme parks, visitors will find a multitude of inviting half-day attractions that cater to a range of tastes.

AMUSEMENT PARKS Check out one of the reptile shows at ³¹ Gatorland, or ride the Screamin' Gator Zip Line, take to the skies with ³² Orlando Balloon Rides or perfect your jet ski skills at ³³ Buena Vista Watersports. Spend an afternoon exploring the odd and remarkable ³⁴ Ripley's Believe It or Not!, or try your hand at one of the mind-blowing interactive exhibits at WonderWorks. Take in a performance by ³⁵ Blue



Gatorland

Man Group at Universal Orlando Resort and become part of the action-packed spectacle.

SHOPPING For your shopping pleasure are five great locations. At ³⁶ Orlando Premium Outlets, find 180 incredible designer and name brand outlets, with savings of 25 to 65 percent. The I-Drive location includes stores such as Coach, Coach Men's, J.Crew, and Saks Fifth Avenue Off 5th. The Vineland Avenue center is home to Barneys New York Warehouse, Burberry, Gap Factory Store, Hugo Boss Factory Store, Salvatore Ferragamo, 7 For All Mankind, Tory Burch and more. You'll find 150 gorgeous stores to



The Mall at Millenia

explore at ³⁷ The Mall at Millenia, including anchor stores Bloomingdale's, Macy's and Neiman Marcus as well as Cartier, Chanel, Gucci, ILORI, Louis Vuitton, Michael Kors, Saint Laurent, Tiffany & Co. and Versace. The upscale enclave of Winter Park is known for its main thoroughfare, ³⁸ Park Avenue, which is lined with stylish boutiques offering the latest fashions, fine jewelry, antiques, books, shoes, cosmetics and gifts. The upscale ³⁹ Florida Mall is Orlando's largest enclosed shopping center, housing more than 250 specialty shops and six department stores—including Macy's, Dillard's, Guess?, H&M, JCPenney and Nordstrom. ⁴⁰ Pointe Orlando offers a tropical landscape with an eclectic mix of local and national retailers, including A/X Armani Exchange, Flow, Hollister, Chico's, Tommy Bahama's Store and Tharoo & Co.

Fendi at Saks



Ready to shop? Here's your guide on how to get there.

The concierge and valet can easily pre-arrange or arrange town cars and taxis. Both are available 24 hours. No shuttle service. **NOTE:** Prices for all trips are one way unless otherwise indicated. Travel times are approximate.

> ROSEN SHINGLE CREEK

Pointe Orlando

5 min. travel time

• Town car/SUV: \$10

• Approx. taxi fare: \$9

Florida Mall

15 min. travel time

• Town car/SUV: \$30

• Approx. taxi fare: \$20

The Mall at Millenia

20 min. travel time

• Town car/SUV: \$33

• Approx. taxi fare: \$26

Premium Outlets: I-Drive

10 min. travel time

• Town car/SUV: \$30

• Approx. taxi fare: \$20

Premium Outlets – Vineland

15–20 min. travel time

• Town car/SUV: \$30

• Approx. taxi fare: \$20

Winter Park/Park Avenue

35–40 min. travel time

• Town car/SUV: \$78

• Approx. taxi fare: \$60

> ROSEN CENTRE

Pointe Orlando

2 min. travel time

• Town car/SUV: \$10

• Approx. taxi fare: \$5

• I-RIDE trolley –

\$1.50 per ride or \$5

a day, operating daily

from 8:00 a.m. to

10:30 p.m.

Florida Mall

15 min. travel time

• Town car/SUV: \$30

• Approx. taxi fare: \$20

The Mall at Millenia

20 min. travel time

• Town car/SUV: \$30

• Approx. taxi fare: \$18

Premium Outlets: I-Drive

10 min. travel time

• Town car/SUV: \$33

• Approx. taxi fare: \$21

• I-RIDE trolley: \$1.50

per ride or \$5 per day,

operating daily from

8:00 a.m. to 10:30 p.m.

• City buses (Lynx)

pick up in front of the

hotel or a short walk

away. Maps are avail-

able in the lobby.

Premium Outlets: Vineland

15–20 min. travel time

• Town car/SUV: \$25

• Approx. taxi fare: \$18

• I-RIDE trolley: \$1.50

per ride or \$5 per day,

operating daily from

8:00 a.m. to 10:30 p.m.

Winter Park/Park Avenue

35–40 min. travel time

• Town car/SUV: \$78

• Approx. taxi fare: \$60

> ROSEN PLAZA

Pointe Orlando

Located directly across

the street from the ho-

tel (2 min. walk time)

Florida Mall

15 min. travel time

• Town car/SUV: \$25;

5–7 people, \$35

• Approx. taxi fare: \$20

The Mall at Millenia

20 min. travel time

• Town car/SUV: \$25;

5–7 people, \$35

• Approx. taxi fare: \$20

Premium Outlets: I-Drive

10 min. travel time

• Town car/SUV: \$16;

5–7 people, \$30

• Approx. taxi fare: \$11

Premium Outlets: Vineland

12–15 min. travel time

• Town car/SUV: \$22;

5–7 people, \$30

• Approx. taxi fare: \$17

Winter Park/Park Avenue

30–40 min. travel time

• Town car/SUV: \$65;

5–7 people, \$80

• Approx. taxi fare: \$60



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Swing into the season with Rosen Shingle Creek's Big Band Dinner Show. Dine under the stars while enjoying Rosen Centre's new Holiday on Ice outdoor ice skating extravaganza. Welcome Santa at a gift-wrapping breakfast at Rosen Plaza. Choose from a Winter Wonderland Festival, celebrity storytelling, Chef's Gingerbread University workshops, Nutcracker Tea and Ballet, poolside holiday karaoke and more ... there's something for everyone in the family to make this special time of year jolly and bright.

Chefs' Best Holiday Dining

With more than 15,000 pounds of turkey and close to 6,500 pounds of ham served by Rosen chefs during the season, feasts and holidays go hand-in-hand at Rosen Plaza, Rosen Centre and Rosen Shingle Creek. Guests are invited to enjoy extensive holiday buffets with unlimited wine or champagne on Thanksgiving Day and Christmas Day, as well as special seasonal menus and dining options at each hotel's fine dining and casual buffet restaurants throughout the season.



Stay and Celebrate

Give your loved ones the gift of celebrating the season in sunny Orlando and book a Rosen Hotels holiday package. Packages include overnight stays in deluxe guestrooms, event tickets, holiday dining, spa and golf discounts and more. For details on our holiday events and packages, visit rosenhoteles.com/holidays. Many of the holiday activities may be booked for corporate or private events. For more information, call Amy Leniz, Director of Catering, 407-996-9939.

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Named in honor of Harris' father, Jack's Place, sometimes referred to as Sardi's South, features hundreds of autographed caricatures sketched by Jack.

ROSEN PLAZA

HARRIS ROSEN

Portrait of a Compassionate Man

Inspired by his father's artistic talent as well as his spirit of generosity, Harris Rosen promotes the work of students and local artists.

EVERYWHERE YOU LOOK at Rosen Plaza, Rosen Shingle Creek and Rosen Centre are beautiful and fascinating works of art in many mediums. From the caricature-adorned walls of Jack's Place to the student artwork that graces Rosen Shingle Creek's lobby to the wonderful mural in Everglades, there is inspiration—of both an artistic and philanthropic kind, a legacy inspired by Harris Rosen's father, Jack.

Rosen Plaza

Jack's Place is Rosen Plaza's fine dining restaurant with an even finer attachment to the arts and owner Harris Rosen. Named in honor of Harris' father, Jack, and sometimes referred to as Sardi's South, the restaurant features hundreds of autographed caricatures sketched by Jack when he was a security engineer at the Waldorf Astoria Hotel in New York in the 1930s through 1950s. There he combined his artistic talent with his irrepressible sense of humor to sketch caricatures of the countless celebrity guests he met.

Throughout his life, Jack devoted his spare time to helping others. He visited veterans hospitals, brightening the lives

of wounded warriors with his humorous sketches. Jack also spent months in Vietnam during the war drawing caricatures of wounded military. Upon his return, Jack was awarded the Commendation Medal by President Lyndon Johnson.

Jack is credited with creating more than 100,000 caricatures, which is believed to be the most in the world. When you're in the mood to dine with the stars, stop by Jack's Place for a unique taste of history and enjoy a great steak and a glass of wine with some of Jack's caricature friends—Jacqueline Kennedy Onassis, John F. Kennedy, Neil Armstrong, Alfred Hitchcock and Queen Elizabeth II, Babe Ruth, Andrew Wyeth and Barbra Streisand.

When you're in the mood to dine with the stars, stop by Jack's Place and enjoy a great steak and a glass of wine with some of Jack's caricature friends.



Harris Rosen and Rosen Plaza Executive Chef Michael McMullen.



THE INSPIRATION

In its December 30, 1979, issue, the Daily News ran a feature story on Harris Rosen's father, Jack. This fascinating portrait of a fascinating man reveals that Jack never studied art formally and that, as Jack himself said, "When I was younger, I could do four pencil caricatures in a minute, now it's down to two and a half." His drawings were so cherished and enjoyed by his subjects that many are part of the archives of such luminaries as Franklin Delano Roosevelt. As compassionate as he was talented, Jack devoted his life to making others happy, a tradition that lives on through his son.

“Nine student artists received their first commission in the art world. Today, the beauty of their nine paintings and two sculptures continues to delight guests, naturally engaging them in the story of Florida and Rosen Shingle Creek.”



Rocío Fernandez



Weslie Stephenson



Marina Weber



Mark Brinton

Rosen Shingle Creek

With a love of supporting education initiatives and having grown up with an artist father, as well as possessing artistic talents himself, Harris Rosen looked no further than a local university to secure uniquely specific art for his newest hotel, the 1,501-room Rosen Shingle Creek, while creating a way to give back to

the artist community. He commissioned pieces from master's level art students to adorn the lobby walls of the luxury hotel when it opened in 2006. Students were required to provide a concept of a painting or sculpture that portrayed Florida's rich landscape and history, tying in the hotel's unique location on historic Shingle Creek, headwaters of the Florida

Everglades. As a result, nine student artists received their first commission in the art world. Today, the beauty of their nine paintings and two sculptures continues to delight guests, naturally engaging them in the story of Florida and Rosen Shingle Creek.

Rosen Centre

Everglades is Rosen Centre's signature fine dining restaurant, which donates a portion of proceeds to the Everglades Foundation. When it came time to select artwork that could tell the story of the restaurant, owner Harris Rosen selected Orlando artist Stephen J. Boros. At the time, Boros was a frustrated artist working with a local attraction, unable to move into its art department. Rosen spoke with Boros and liked his idea of a wall-long mural so much that he gave the struggling artist an opportunity to develop his idea for the restaurant. The final product features more than 20 representatives of authentic Everglades flora, fauna and wildlife in a painting that spans the entire length of one of the restaurant's walls. Boros progressed in his career, and now is a full-time lead scenic painter at a major Orlando shop.



When it came time to select artwork that could tell the story of the restaurant, owner Harris Rosen selected Orlando artist Stephen J. Boros.

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(continued from page 28)

Beauty notwithstanding, it's the Shingle Creek golf experience itself that makes this par-72 layout so distinctive.

"We really hang our hat on course conditions and service," says director of golf Dave Scott, who recently celebrated his 11th year at the facility. "That's what separates us on a daily basis."

Examples of the extraordinary service golfers receive at Shingle Creek include complimentary valet parking and personal greeting upon arrival, and complimentary bag handling and club-cleaning services at the conclusion of the round. Guests staying at Rosen Shingle Creek receive preferred tee times, as do guests staying at Rosen Centre and Rosen Plaza who also receive complimentary transportation to the course. Throw in state-of-the-art GPS-equipped golf carts, an impressive collection of nearly 100 complete club rental sets, men's and women's locker room facilities and a full-service golf shop, and Rosen Shingle Creek's amenities/services rival those of any golf course in the country.

The club features a first-rate practice facility highlighted by two 30,000-square-foot, full-swing grass teeing grounds; 10,000 square feet of putting greens; and a separate practice area for chipping, pitching and sand shots. The facility doubles as the home of the well-known Brad Brewer Golf Academy. Brewer is one of GOLF Magazine's "Top 100 Instructors," and the magazine recently named his academy one of the "Top 25 Golf Schools in America."

Shingle Creek Golf Club opened in December 2003, several years before the hotel debuted. It has an impressive list of awards, including honors by Meetings and Conventions magazine's Gold Tee Award every year since the hotel opened in 2006 and the prestigious "Greens of Distinction" award from Corporate & Incentive Travel magazine.

The course was designed by the late Dave Harman, an Orlando resident who had helped construct dozens of courses for noted golf course architects Jack Nicklaus, Pete Dye, Tom Fazio and Orlando's own Arnold Palmer and built more than 150 courses around the world. Harman's Shingle Creek design objective was simple: make





the course play “fair” while keeping it an exceptional “test” of golf, according to Scott. In other words, what makes Shingle Creek so popular is that it caters to both the casual golfer and the hard-core player. For example, the course offers five sets of tees ranging from 5,131 yards to 7,149 yards, allowing players to customize their game. This, in addition to its welcoming setting, location and layout, makes Shingle Creek the venue for nearly 200 corporate outings each year.

“We specialize in corporate golf events where you’re looking at guys who may only play twice a year,” Scott says. “It’s business golf at its best, whether it’s working with your vendors, employees or customers. And the course is fun to play because we have wide fairways and most of the greens you can run the ball up. Plus there’s not a lot of forced carries over water. Yet, we can create different hole locations and move some tees back and it’s a completely different layout for very, very good players.”

Many of those very, very good players were recently seen at Shingle Creek when it played host to a U.S. Open local qualifying tournament. The club also hosts two Bridgestone NGA Tour events each year.

Whatever one’s skill level might be, golfers will find that Shingle Creek Golf Club offers a compelling combination of service, conditions, practice and play.

To book your tee time, call 407-996-9933, or for more information, visit www.shinglecreekgolf.com.



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– JOHN SCHNATTER, FOUNDER, CHAIRMAN AND CEO



40 COMMEMORATING FORTY YEARS

ROSEN HOTELS



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Mr. Harris Rosen and the Rosen Properties, and
we wish them continued success long into the future.



CONGRATULATIONS

Cheers and best wishes on 40 great years to Rosen Hotels and
for all you do for the community. We wish you continued success!



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