

ROSEN

REVEAL



HARRIS ROSEN

Meet the Man
Behind the Hotels

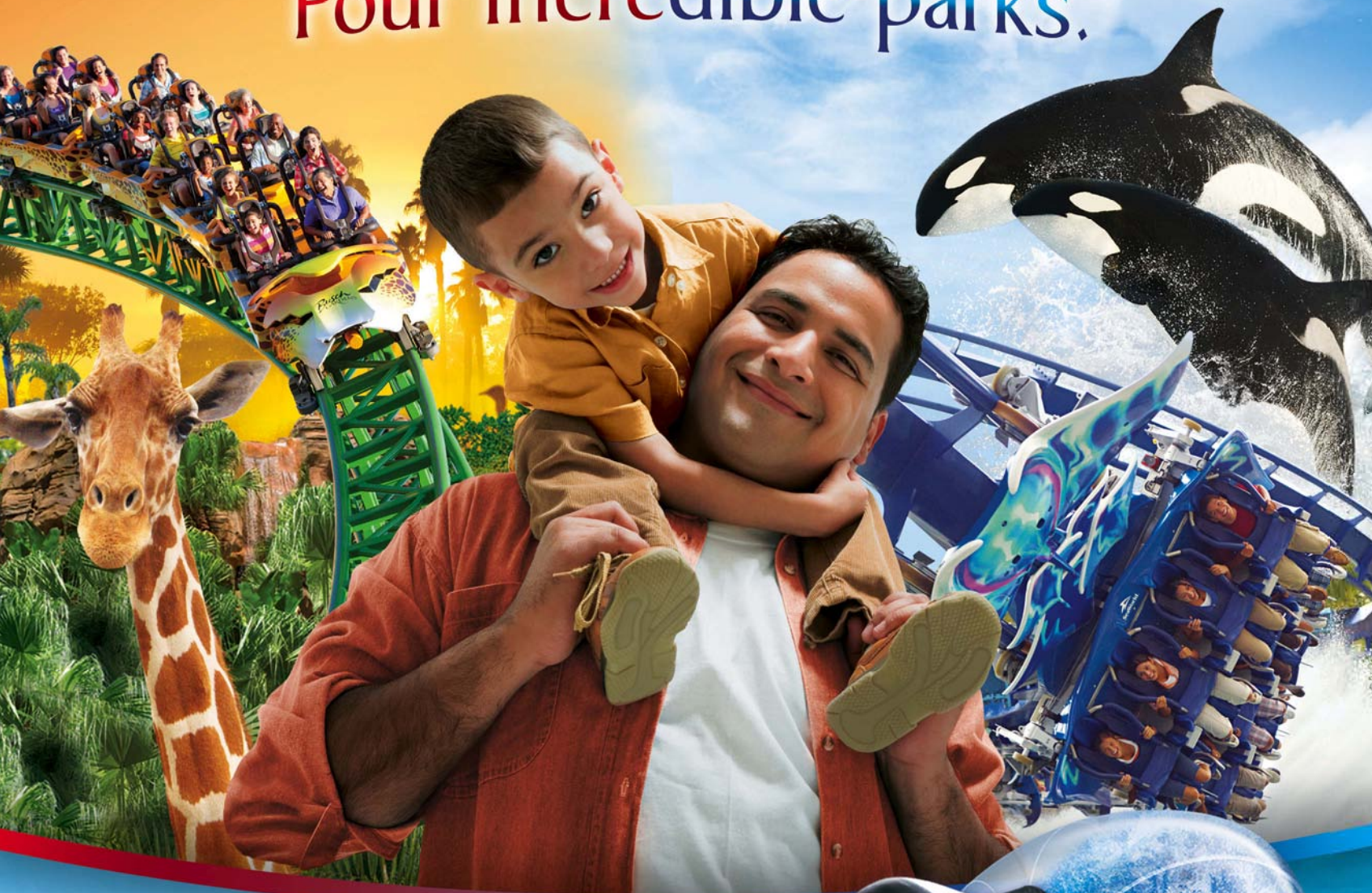
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Photographer Norma Molina captures Harris Rosen, owner of Rosen Hotels & Resorts, enjoying the sunshine by the pool at Rosen Shingle Creek.

Where style and sophistication meet.



From the stylish grand lobby entrance to each sumptuous guestroom, the Rosen Centre Hotel sets a high standard of service and hospitality. From leisure travel to meetings, you will find amenities that are impressive. Enjoy dining at Everglades, Café Gaugin, Banshoo Sushi Bar and 98Forty Tapas & Tequila. Try a spa treatment or just sit back and enjoy the warm sunshine by our sparkling pool. Of course, Rosen Centre is a great place for meetings too, offering over 100,000 sq. ft. of meeting space filled with elegant touches. And the Rosen Centre Skywalk to the Orange County Convention Center provides an additional 1.1 million sq. ft. of exhibition space and 49 meeting rooms offering 141 breakout rooms within walking distance. We invite you to join us for your next stay or meeting. For information, call (407) 996-9840 or email Sales@RosenCentre.com.


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ROSEN REVEAL

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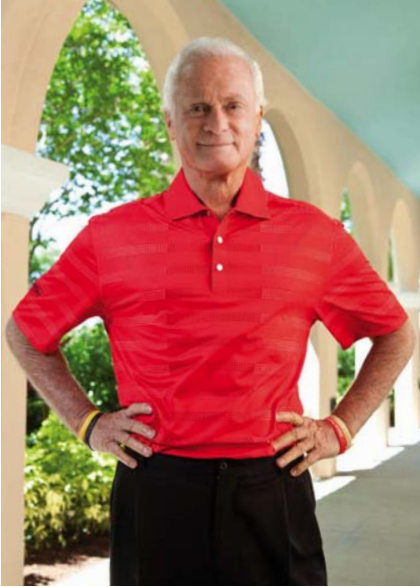


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A LETTER FROM THE PRESIDENT



Whether this is your first visit to a Rosen hotel or 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 are very appreciative that you have chosen one of our hotels. Our primary goal at Rosen Hotels is, of course, to provide our guests with the very best in service and ac-

commodations. It is with this in mind that we wish to share with you some additional information about our company through our new annual magazine, Rosen Reveal.

In this very first issue, you will learn more about our uniquely themed restaurants and discover many wonderful local amenities, including our arts and entertainment venues, which are considered to be world class. 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. Our core beliefs are that it is important to embrace our community and to respect our environment.

We will also take you on "Expedition Everglades." This is not an attraction but an ecological mission that was launched several years ago from our backyard at Rosen Shingle Creek. You will soon understand how these efforts, combined with other conservation initiatives, have come together to greatly reduce our impact on the environment.

We will share with you the importance we place on the health of our associates and their dependents. Our new Rosen Medical Center, A Place for Healing and Wellness, is where our associates receive the highest quality health-care, provided by our own physicians and staff. We offer a variety of free wellness and fitness programs that enable our associates to enjoy long and healthy lives.

For the past 15 years, we have been intimately involved in providing assistance to Haiti. We are currently engaged in a very exciting initiative building agricultural villages for our Haitian brothers and sisters, where they will be able to live, work and become self-sufficient.

Finally, I hope you 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 you live your life. You will see mentions throughout the magazine about the Tangelo Park Program, a scholarship program I created 19 years ago and about which I am most passionate.

Our core beliefs are that it is important to embrace our community and to respect our environment.

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

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Change Makers

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



On the Greens

Annual Every September, basketball legend Shaquille O'Neal and his mother, Lucille, co-host the annual "Shaq's Mama Said Knock You Out" charity golf tournament and midday soiree at Shingle Creek Golf Club to raise funds for nursing scholarships to two- and four-year colleges throughout Central Florida.



Building Dreams

2005 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

2009 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.



Bringing the Heat

2012 The Miami Heat's Dwyane Wade attends a surprise pep rally at Tangelo Park Elementary School during the 2012 NBA All-Star Weekend in Orlando. Wade's charity, the Dwyane's World Foundation, also co-hosted with Harris Rosen a fund-raising luncheon at Rosen Shingle Creek, raising \$100,000 for the school.



Meeting of the Minds

2012 John H. Schnatter, founder and CEO of Papa John's International, Inc., is greeted by Rosen Hotels & Resorts' Vice President of Sales & Marketing Leslie Menichini and National Sales Manager John Pate at a company conference at Rosen Shingle Creek. Behind them, Schnatter's prized 1971 Camaro Z28 is displayed in the hotel's Gatlin Ballroom foyer.

*F*or everything, there is a season.
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Inside Rosen

From golf balls to gallons of orange juice, a behind-the-scenes look at what makes the Rosen world go 'round

Rosen Math

How many years must a Rosen associate work before qualifying for a free college education, paid for by the company?

Rosen associates receive free college or vocational school education for their dependents after working for the company for **three years**, and for themselves after working for the company for **five years**.

How many golf balls are recovered annually from Shingle Creek Golf Club's waterways? Approximately 50,000.

About one ball per player per round is retrieved. Who knows how many actually went in!



How many eggs and gallons of orange juice are served for breakfast annually at all seven Rosen hotels?

1,125,365 eggs and **41,158 gallons** of orange juice.

How many celebrity caricatures grace the walls of Jack's Place?

175

How many EV (electric vehicle) charging stations can be found on Rosen properties?

Six. Three at Rosen Shingle Creek, two at Rosen Inn closest to Universal, and one at the Rosen Medical Center.

Workers of how many nationalities built Rosen Shingle Creek?

40

How much space does it take to hold a meeting?

Among the four Rosen convention hotels, meeting planners can select from breakout rooms, boardrooms, outdoor patios and column-free ballrooms, all totaling **629,000 square feet** of meeting and event space.



How many tons of steel and concrete make up the Rosen Centre Skywalk?

386 tons

How many of the seven Rosen hotels offer free Wi-Fi in guest rooms?

All seven!

Rosen Hotels & Resorts associates don't leave!

Currently, 159 of the company's 4,000 associates (including full-time and part-time) have been with the company for more than 20 years. The total number of years for every current associate (4,000 full- and part-time) combined is 22,870. **Rosen Hotels & Resorts has one of the lowest turnover rates, at approximately 15 percent,** compared to the hospitality industry average of 150 percent. You're pretty much guaranteed to see the same smiling faces year after year.



HOW MUCH DOES IT COST?

To build the Rosen Centre Skywalk:
\$2 million

For debt service on seven hotels and one golf course:
Zero

The appreciation of our guests:
Priceless

Did You Know?

■ ROSEN PLAZA has its own sports bar and nightclub, Backstage Nightclub & Sports Bar.

■ ROSEN SHINGLE CREEK commissioned Master's degree candidates at the University of Central Florida to create artwork for the hotel. The art students competed for one of 13 available spots, and the winning pieces are displayed throughout the property.

■ Two of the three presidential suites at ROSEN CENTRE are the only hotel rooms in Orlando to offer in-room theaters.

■ If all that retail therapy has left you with additional luggage to take home, you're in luck: BAGS, the largest provider of multi-airline skycap services, is available for guests of ROSEN HOTELS. For stress-free travel, check your luggage at the Bags lobby station and you'll receive luggage tags and boarding passes on the spot. www.airportbags.com/bags/hotels



ASK THE CONCIERGES

When it comes to making the most of your time in Orlando, no one offers more insights than our hotel concierges. Here, the experts share their tips for a flawless trip.



Rosen Shingle Creek

Q. What is a can't-miss feature of Rosen Shingle Creek?

There are many! Dining at A Land Remembered is an experience not to be missed. The architecture in the convention space is stunning, especially the rotunda and the Panzacola cathedral ceiling. A walk on the nature trail or a jog around the resort is inspiring. The best place to see an alligator is around the dock, behind the golf clubhouse. Also, the fishing deck is not only for fishing lovers, it is a relaxing place where you can see a beautiful sunrise or sunset and take in the nature that surrounds Shingle Creek.

Q. What is your best tip about this hotel?

What guests don't know is that when they purchase a day of access to our fitness center, they are also purchasing a mini day spa. Inside the men's and women's locker rooms is a little piece of heaven. The fully equipped locker room includes a sauna, steam room, whirlpool, and, of course, lockers and showers. And if you are feeling a little hungry, who can deny a healthy snack of fresh fruits?

Q. How can visitors make the most of Orlando's great shopping?

Don't expect to come back empty handed! If you are flying home, you may consider asking the store or outlet about their shipping procedures. You'd be surprised to find that some stores will ship products for close to nothing, or even for free.

Q. What is your favorite attraction?

Gatorland! This theme park is family-owned and operated, so it is up-close and personal. There are wild peacocks and roosters roaming free, and gators are literally under your feet. It's even possible to hear them hissing from between the wooden planks. It's as close to danger as you'll ever get without climbing into the water itself.



ASK THE CONCIERGES



Rosen Plaza

Q. What is your best tip about Rosen Plaza?

Rosen Plaza is in an incredible location. You really don't need a car when staying here. The hotel is next door to the Orange County Convention Center, so it is easy to walk to. Pointe Orlando entertainment complex is just footsteps from our front entrance and features an assortment of restaurants of all price points, from fine dining to casual fare, plus unique shopping and entertainment, including a comedy club and movie theater. It's easy to catch the I-Ride Trolley to the outlet malls and complimentary scheduled transportation to Universal Studios Orlando, SeaWorld Orlando and Wet 'n Wild. Of course, there is paid transportation to additional theme parks. And if you're up for a game of golf, we can arrange complimentary transportation and preferred tee times to Shingle Creek Golf Club.

Q. What is a can't-miss feature of this hotel?

Our fine dining restaurant, Jack's Place. We were voted the No. 1 hotel restaurant on International Drive by the readers of Orlando magazine. Jack's Place is truly a family tradition where our chefs' culinary masterpieces are as creative as the personalized caricature drawings, sketched by owner Harris Rosen's father Jack, that grace its walls. We also have the only hotel nightclub on International Drive to feature a live band—Backstage Nightclub & Sports Bar. It's a great spot to shoot some pool, throw some darts or kick back and listen to some local bands. We are also a favorite wedding location for couples looking for affordable elegance.

Q. What do visitors tend to miss or not know about Orlando?

There's always something going on in Orlando! Check with guest services to learn more about local events, festivals or concerts at the Amway Arena, in downtown Orlando, that might offer something a little bit different during your stay.



Rosen Centre

Q. What is your best tip about Rosen Centre?

The fifth floor of Rosen Centre's parking garage is the perfect spot to watch fireworks from surrounding theme parks. Depending on the season, you can catch firework shows from Universal Orlando, SeaWorld, and Walt Disney World, all in one night without leaving the hotel.

Q. What is a can't-miss feature of this hotel?

The food. The eateries within the Rosen Centre are like a foodie's paradise. Between eight different food and beverage outlets, there's something to satisfy everyone. Guests who are looking to avoid "hotel food" surely would miss out on a great dining experience.

Everglades Restaurant, where you can enjoy the best fine dining experience in a casual, relaxed atmosphere, is often compared to the best steak houses in town, but at a much better value. It is one of few restaurants in Orlando that serves buffalo fillet, venison and gator chowder.

Q. What do visitors tend to miss or not know about Orlando?

Central Florida is one of the few places you can watch the sun rise over the ocean (Cocoa Beach) and watch the sun set over the ocean (Clearwater Beach) on the same day.

Be sure to check out Orlando's local flavor. Neighborhoods surrounding downtown Orlando and Winter Park are great for finding small, one-of-a-kind eateries, shops and entertainment venues. With the variety of things to do and places to visit, it is best to seek information through our guest services/concierge staff in order to maximize your visit.

Q. How can visitors make the most of Orlando's great shopping?

Stop by the guest services desk at the hotel. They will have coupons and discount cards for the major shopping venues in Orlando.



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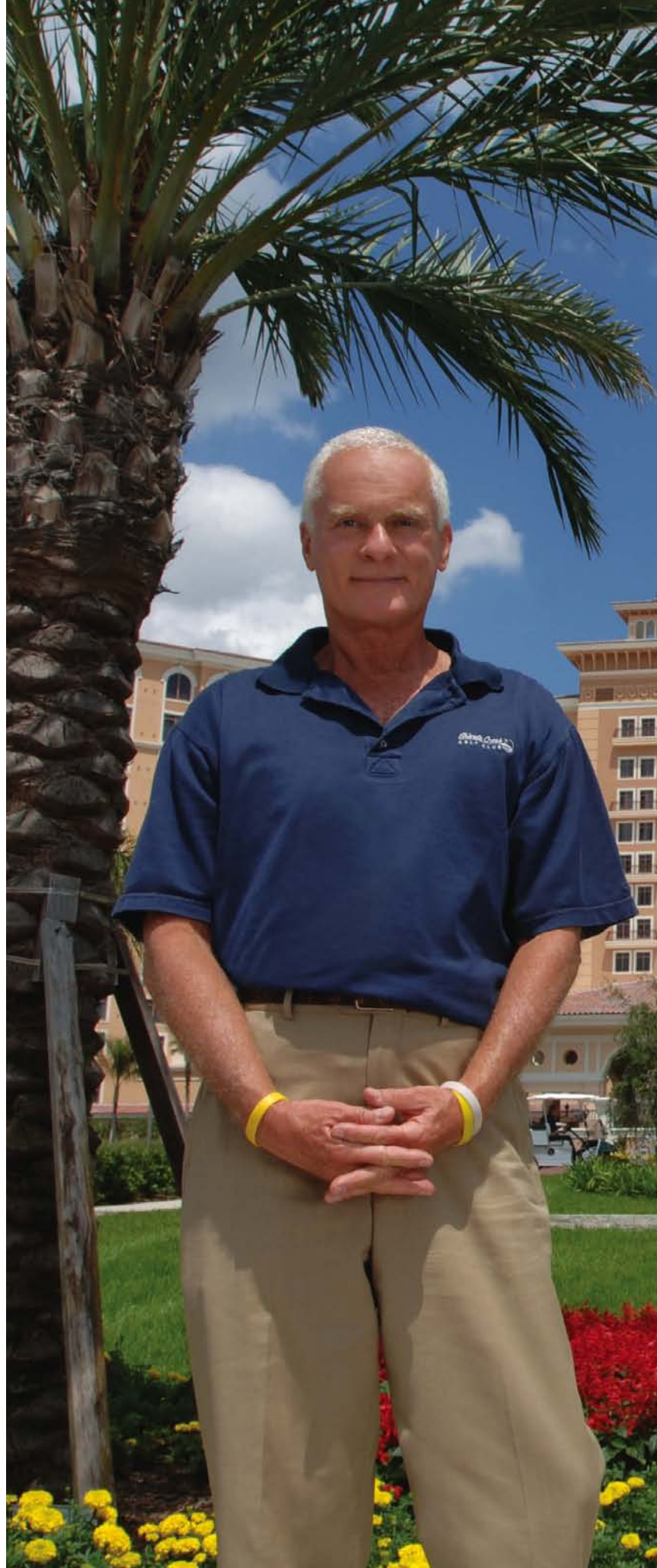
BUILDING A DREAM

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, a captain in the Austrian Calvary, Samuel Rosenhaus, had left behind his wife and three daughters to forge a better life for them here. During the immigration process at Ellis Island, both men's last names were shortened to "Rosen," and they both settled in small apartments on the Lower Eastside of Manhattan, alongside many thousands of immigrants from Italy, Ireland, and Eastern Europe. And 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 he also did the ordering and more. 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 fourth 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 Eastside of Manhattan, an area commonly referred to as Hell's Kitchen. Our apartment on the 7th floor 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 posters and place cards for banquets. My weekend job was to take each place card, erase the name of the guest Dad had first written in pencil and then go over it in ink. I would then fold the card and place it in alphabetical order, in a shoebox.

During the months I worked for my dad, we would on occasion meet famous people in the elevator. We met General Douglas MacArthur, Ty Cobb, Jackie Robinson, and Pope John. One day, a most beautiful lady was in the elevator with a very tall, distinguished gentleman. I was only eight years old, but I whispered to Dad, "Can you introduce me?" Dad said, "Sure." He first introduced me to Joseph Kennedy, then the ambassador to Great Britain (Bobby and John Kennedy's father).

And then he said, "Harris, I would like you to meet Marilyn Monroe." What a thrill that was. At the time I did not realize the relationship Marilyn had with the Kennedy men—the dad and his two sons, Bobby and John. After meeting Marilyn Monroe, it occurred

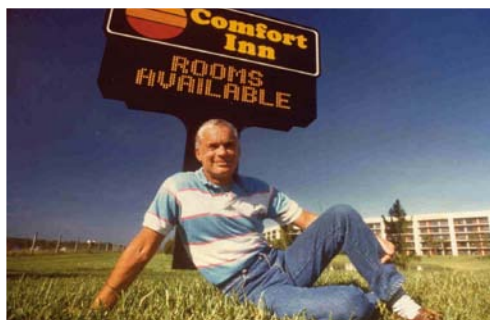
to me that even though I inherited some of Dad's artistic ability, perhaps a career in the hotel industry would be more interesting than a career in art.



I left the Army, after spending three plus years overseas in Asia and Europe, and started my career at my favorite hotel, the Waldorf=Astoria. I started as a file clerk in the personnel department. Although they said I was overqualified for the job, I happily accepted it. Within a few months I was offered a position in the convention sales department as a banquet setup supervisor. The reason I was able to exit human resources 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 job.

One day while setting up a meeting room, I met the director of sales, Mr. Xavier Lividini, and 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 why I was 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.

I made sure to work harder than anyone else and it paid off because 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



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

Virginia's Advanced Management School on a Hilton scholarship. I said yes. 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 four months to one year: resident manager of the New Yorker Hotel in New York City; the food and beverage manager of the Pittsburgh Hilton; the assistant general manager at the Buffalo Statler; the resident manager of the Cape Kennedy Hilton and finally, the resident manager at the Dallas Statler, where a very successful local real-estate developer offered me a job managing a new resort in Acapulco.

Torn between this fantastic opportunity and being loyal to the Hilton Corporation, after much thought and seeking advice from friends inside and outside of Hilton, I accepted the position in Acapulco and spent one incredible year there. But after Mexico elected a new president, strict new laws were put into place whereby only Mexican nationals could own more than fifty percent of real estate property in Mexico, forcing my boss to sell a majority interest in the resort. When the new ownership arrived, I was terminated and most likely replaced by a Mexican citizen. With much sadness I headed to California to seek my fortune.

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 and applying for a job, I was hired as administrator of hotel planning for the Walt Disney World hotel group, consisting of the Contemporary Hotel; the Polynesian Resort; The Golf Resort; and the Ft. 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 on the front desk and in the central reservations department.

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 and were running virtually full year round. Sadly, I left Disney in 1973, but not voluntarily. It was explained in the exit interview that although I did a great job and met all 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 are 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 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.

IT'S A WONDERFUL LIFE: (From left) A young Harris Rosen explores a New York City playground, May 1941; looking sharp in a suit and tie at age eight, 1947; on his tricycle at age two, December 1941; with his mother, April 1941; working in the garden in the mid-1970s; with his children, Adam, Shayna, Jack and Josh, in 2011; on the lawn of his Orlando Comfort Inn, mid-1980s. (Previous pages) The man who started it all stands in front of Rosen Shingle Creek.



I walked into my new office, put my head on the desk and cried, believing I had just done the dumbest thing in my life. But I did have a plan of action.



Beginning in late 1973 and into 1974, the Central Florida hotel industry was in 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 of 1974, I met with the owner, Mr. Jim Morgan, who was so pleased to have a buyer that he hugged me, saying God must have sent me. A week later, Jim 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 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 \$20,000 and we will ask you to assume the mortgage of \$2.5 million.”

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

Because I didn’t have enough money to fly, I hitchhiked to New York City. Once there, I cannot express how kind the motorcoach companies were after 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 need-

MAKING MEMORIES: (Clockwise from bottom left) Rosen with Tangelo Park Elementary School students; receiving the National Black MBA Association Award in 2007; with children at the YMCA Aquatic Family Center in Orlando in 2011; reclining on the balcony outside his office with his Yorkipoo, Apple.

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I did have some help from a very large German Shepherd named Rin Tin Tin, who became my chief of security.

They stayed with us several weeks every year, as my guests at the Quality Inn, until they passed away almost 15 years ago. I will never forget how gracious they were to give me a ride back to Florida.

Within a few months, primarily because of the new motorcoach business, things were starting to look up. I was saving money, almost \$250,000 a year, by doing several jobs myself. I was the breakfast cook, the meat carver on the buffet at night, the gardener, general manager, food and beverage manager, 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 became my chief of security. (Rinny was the best security officer I have ever had.) 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. I was also blessed because the oil embargo had been lifted a few months earlier, and Orlando's economy was beginning to pick up again. Soon, my little

ed to go. I met with the top seven motorcoach companies on the East Coast and I must confess that they all received me with respect and a certain amount of curiosity. Prior to the trip, I had purchased business cards that were presented to each of the motorcoach operators. I told them to write down a room rate they felt comfortable with and that 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.

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 happier 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 home, if I would provide overnight accommodations for them at the Quality Inn. I was so appreciative. The next morning I left with the very nice couple who drove me back to Orlando.

TAKING CARE OF BUSINESS: Rosen spends the morning in his office reviewing correspondence alongside his yellow Labrador, Bambi.

hotel was now profitable beyond my wildest dream. Since then I have been blessed with more success than I could have ever imagined.



Something important happened to me just about twenty 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. It was time for me to start giving back, so I created the Harris Rosen Foundation, a philanthropic organization that provides funds for deserving organizations and initiatives. One of these is the Rosen College of Hospitality Management at the University of Central Florida, where we donated 25 acres of land and \$10 million to help build the college—which opened in 2004—and created a \$5 million endowment fund that provides 100 to 150 scholarships every year.

We also created the Tangelo Park Program and adopted a disadvantaged, high-crime neighborhood in Central Florida, where, for 19 years now, we have provided a free preschool education for every 2-, 3-, and 4-year-old, by creating 10 little schools in the neighborhood. Our elementary school has been an "A" FCAT school for the past six years, and we also mentor our youngsters from kindergarten through high school, and provide parenting classes for moms and dads so that they are comfort-

able helping their youngsters with schoolwork. The Tangelo Park Program provides a full college education—whether it be vocational training, community college, or public college—including free tuition, room, board and books for every Tangelo Park youngster who graduates from high school. Through the years, more than 200 of our youngsters have received scholarships, and 100 have graduated from college. Today, we graduate 100 percent of our high school students. When we started the program, that number was closer to 40 percent. And overall, neighborhood crime has dropped by 55 percent. It is our hope to replicate this program throughout the nation. We believe it has the power to dramatically change our society as we know it because it offers people hope.

And 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 after-school program with 100 students, regarded as one of the best in Orange County. 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 less than 10 percent. We have also been involved in Haiti for the past 20 years, providing our Haitian brothers and sisters with food, education and healthcare supplies, and more than 200 water filtration systems. Most recently, we started an initiative to build our Little Haiti House village, with an agricultural component like the kibbutzim in Israel. We will have fish ponds; a farm with goats, pigs, and chickens; and we will grow papaya, mangos, bananas, coconuts, sugar and coffee. Our idea is for these little 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 the many gracious men and women who helped me when I most needed it, we would not today have the means to offer our assistance to so many in need. I hope to continue our philanthropic endeavors into the future, and truly feel that giving back to others is the best investment we can 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.



Recognizing a greater responsibility to humanity and the betterment of our fellow man, Shepard Exposition Services as an organization is committed to giving back to the communities that we serve.

In Orlando, we have selected Give Kids the World as the primary beneficiary of the Shepard Foundation. Give Kids The World



offers children with life threatening illnesses and their families an opportunity to be treated to a weeklong, cost-free fantasy vacation. Shepard is committed to annual giving to Give Kids The World on behalf of our customers and a corporate contribution on behalf of our associates



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Heroes in Our Midst

How socially conscious businesses are giving more while spending less

By Mary Deatrick



NO AMOUNT OF GIVING IS TOO SMALL: No matter the size of the event, the impact is bigger when you combine Corporate Social Responsibility with the everyday education and networking of meetings at Rosen Hotels & Resorts.

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, but now, more than ever, some meeting planners who work with shorter lead times and ever-shrinking budgets, are discovering that putting together just one

CSR activity can sometimes mean more headaches and a whole lot of hassle.

Is there a way to host a meaningful, yet turnkey and affordable CSR event with little time and money? Yes, especially if you're looking to add meaning, and not money, into the recipe. 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, they recently hosted the first CSR Familiarization Tour for meeting planners and shared a few tips and stories along the way:



Rosen Rewards allows groups to realize an immediate goal—participating in a unifying, team-building activity, while giving back to the community.

Think outside the “lunch” box. Ever wonder how to add meaning to your CSR event without adding money? Rosen Hotels & Resorts’ commitment to walk the talk led them to host a CSR activity at their sales awards meeting, and this out-of-the-box idea added value (not money) to the end result, which made the donation to a local school all the more meaningful. 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 sprang into action, creating FCAT lunchboxes decorated with each child’s name and filled with a personal achievement diary, Rosen Shingle Creek bottled water, nutritious treats, schools supplies, along with personal notes of encouragement addressed to each student and signed by a Rosen Hotels & Resorts sales team member. Supplies were purchased at the local craft store for 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. Not every group is cut out for a hands-on, team building event. Maybe time and resources are tight. And just because the tone of a particular meeting doesn’t scream “manual labor” doesn’t mean the activity won’t be worthwhile. One group, for example, piggy-backed on an event that had been previously planned, but tweaked it by incorporating a charitable component. They strategically placed envelopes on tables during

their scheduled cocktail event and collected donations. The group made sure to prep attendees with information about the charity several times prior to and during the event. Later, during another event at the same conference, a check was presented to the charity and, in this particular case, the corporation matched the attendees’ donations to the cheers and pride of everyone in the room. The corporate match was a turnkey way for the company to be involved, too, without using valuable time or resources to schedule an afternoon activity.

Find a charity with clarity. You’ve taken time to determine the CSR goals for your meeting. Now find a charity that is ready to work with you. Not every charity is equipped to work with donations in this way. 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. A charity should offer a clear and honest assessment of needs. Rosen Hotels & Resorts offers www.rosenrewards.com as a resource for meeting planners. The website includes a list of local charities and contacts that the hotel works with and that can easily work with groups to be part of these meaningful events.

Rosen Hotels & Resorts prides itself on being a meetings industry leader. Nowhere is this clearer than in the area of corporate social responsibility, and the recent CSR Familiarization (FAM) Tour for meeting



planners is proof of this. As attendee Chris Johnson from Partylite said, “Your team has raised the bar of what a FAM is all about. I appreciated the ability to incorporate community service. Well done!”

CSR at the company starts at the top with owner Harris Rosen, who was 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, as well as 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, however, was the Tangelo Park Program. Started by Rosen in 1993, 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 actively 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.

For planners wishing to create CSR programs for their groups while in Orlando, the company has created Rosen Rewards for groups of all sizes that are meeting at one of Rosen’s three award-winning convention hotels: the 800-room Rosen Plaza, 1334-room Rosen Centre or 1500-room Rosen Shingle Creek. Rosen Rewards allows groups to realize an immediate goal—participating in a unifying team-building activity, while giving back to the community in which they’re meeting.

Meeting planners can access a wealth of information at

CHARITY IN ACTION: (From far left) Rosen Hotels & Resorts synergy sales team Katie Bellas, Leslie Menichini and Todd Frappier deliver FCAT “survival” lunchboxes to Tangelo Park Elementary School students. Japanese exchange students present Rosen, who is Honorary Consul General of Japan in Orlando, with a friendship doll for raising \$100,000 for 2011 earthquake and tsunami relief efforts. Executives from Assurant Employee Benefits and Sihle Insurance Agency distribute necessity packs to students at Tangelo Park Elementary School.

www.rosenrewards.com, which identifies specific local charities and companies that can provide logistical assistance. Detailed information about Rosen Hotels’ CSR programs is available here, too.

“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.”

For more information, visit www.rosenrewards.com and www.rosenhoteles.com.



IN MEMORY OF GARY C. SAIN

December 21, 1950 — May 4, 2012

President & CEO of Visit Orlando

As a leader of Visit Orlando, Gary served as our community and brand ambassador, working tirelessly on behalf of Orlando and the entire travel and tourism industry. To see Orlando through Gary’s eyes and our community’s heart, you would understand why we are the “City Beautiful” and why Orlando truly makes you smile. Thank you, Gary, for your passion and for paving our way!

Sincerely,
The Rosen Family

To make a donation to the Gary C. Sain Endowed Memorial Scholarship for the Rosen College of Hospitality Management at the University of Central Florida, please visit www.rosenhoteles.com/garysain.



ENVIRONMENT

CULTURE of CONSERVATION

At Rosen Hotels & Resorts, Corporate Responsibility
Extends Well Beyond Hotel Walls

By Mary Deatrick





Lush trees and an expansive marsh create a symphony of greens. (Opposite page, from left) Harris Rosen, seated in front canoe, leads Expedition Everglades. (Previous pages) Clouds hold court over Everglades National Park.

THERE'S NO DOUBT that going green has become a popular trend among businesses and consumers, as eco-friendly practices have become a means to achieving elevated social status. But long before “competitive altruism” or “conspicuous conservation” became buzzwords, one Orlando hotel company was actively engaging in conservation for all the right reasons, while encouraging its associates—and even its competitors—to do the same.

These Waters Run Deep

Harris Rosen, president and COO of Rosen Hotels & Resorts, had long put conservation efforts into play at his Orlando hotels, but the philanthropist became even more devoted upon purchasing 230 acres of land for his seventh hotel, the 1,500-room Rosen Shingle Creek. After scouting the location by helicopter, Rosen learned that picturesque Shingle Creek, which runs through the perimeter of the property, is, in fact, the northernmost headwaters of the Florida Everglades watershed. Realizing the significance of the creek's impact on ecosystems throughout the state, Rosen was determined to do more, and “Expedition Everglades: An Everglades Journey to Remember” was born.

Among the most unique and impactful of Rosen's conservation efforts, “Expedition Everglades” took place in March 2007. Embarking from Rosen Shingle Creek in Orlando, two teams of kayakers and hikers set off to traverse 140 miles of the Kissimmee River to Lake Okeechobee over the course of 12 days. Rosen, along with Florida Department of Environmental Protection (DEP) Secretary Michael W. Sole, joined a host of state and local leaders to launch a first-of-its-kind wilderness trip to bring awareness to the hydrological and ecological connections between the Orlando metropolitan area and the Everglades ecosystem.

During the journey, team members observed the state's extensive restoration efforts, including restored portions of the Kissimmee River, while enjoying the area's recreational activities along the way. The DEP and South Florida Water Management District sponsored riverside talks

Picturesque Shingle Creek is the northernmost headwaters of the Florida Everglades.



RIVER OF GRASS

A Closer Look at the Everglades

Revered as a national treasure, the Everglades is a sanctuary to a diverse population of plants and wildlife that flourish among freshwater ponds, prairies and forested uplands in the southern region of Florida. Nicknamed the “River of Grass,” for the sawgrass that wends its way through the marsh, the Everglades is slowly making its way back to its former glory with the help of Florida's Department of Environmental Protection.

- An abundance of waterfowl, including large wading birds such as the great blue heron, roseate spoonbill and wood stork make their home here.
- Nowhere else on the planet do alligators and crocodiles coexist but in the Everglades, owing to the mix of salt and freshwater.
- In 1905, Governor Napoleon Bonaparte Broward's plan to drain large areas of swampland made way for farmland, and cities such as Fort Lauderdale and Miami.

- In 1948, flood control in the form of the Central and South Florida Project created the world's most effective water management system. Now, about 1.7 billion gallons of water makes its way, daily, from the Everglades into the ocean.
- Changes in the flow of water greatly impacted the once-thriving ecological system so much that the Everglades, once a sprawling expanse of 11,000 square miles just a century ago, is only half that size today.
- A revival of the Everglades, in what is the world's largest ecosystem restoration to date, is already underway. A diverse coalition of dedicated environmentalists is working to balance the needs of area residents, all while preserving Lake Okeechobee—the liquid heart of Florida—and protecting natural wildlife and plants for generations to come. For more information, visit www.dep.state.fl.us/evergladesforever/about/default.htm

at various stops on the tour, while experts shared their knowledge on land acquisition for restoration, construction activity, restoration successes, prescribed burning and a history of the area.

The team recorded their observations in online journal entries and photographs. Along with DEP's Environmental Education Office, team members conducted three field labs and were joined by local elementary and middle school students, who used the opportunity to learn about watersheds, wetlands and aquatic ecosystems.

"It is important to remember that America's Everglades begin in Orlando with the headwaters of Kissimmee River and the Chain of Lakes," said Sole. "As a community, we have the responsibility to take care of these precious resources for future generations."

To date, Florida has invested more than \$2.4 billion in the \$13.5 billion state-federal Comprehensive Everglades Restoration Plan (CERP) since the passage of the Water Resource Development Act of 2000, and an additional \$1.8 billion to improve water quality in the Everglades.

While few would argue with the importance of the journey, some may not make the connection between the hotel industry and such an effort. Rosen explained it simply, "I am committed to making all my hotels environmentally sound and hope that other hotel owners follow suit. It is up to local businesses and citizens to help the state with the restoration and do what they can to save our natural resources."

Creating Tangible Savings

Harris Rosen's commitment to saving natural resources has snowballed into numerous other efforts for Rosen Hotels & Resorts, earning a coveted Two Palm status for each of its three convention hotels and One Palm status for its four leisure hotels from the Florida DEP's Green Lodging program.

The changes implemented by the hotels include a linen-reuse program for guests; water-efficient toilets, sinks and showers; recycling programs; programmable thermostats and energy-efficient appliances. During the first three years of Rosen Hotels & Resorts' green practices, from 2007 to 2010, the company saved 12 million gallons of water, electrical savings measured 7.4 million kilowatt hours, and waste was reduced by nearly almost 10,000 pounds.

Many of these energy-saving programs are imperceptible to hotel guests, proving that upscale accommodations don't have to waste resources to provide a superior guest experience. "Guests may never notice the small changes we've made to help save our planet, but we do them because it's simply the right thing to do," explained Rosen.

But the hotel group hasn't stopped there. It has far exceeded the requirements of Green Lodging or any other state-mandated program, forging its own path based on its forward-thinking corporate conscience.

In 2008, the company launched Rosen Green Meetings, an environmentally-friendly meetings initiative designed to assist meeting planners who are interested in reducing the environmental burdens typically associated with large meetings and conventions, including excess paper hand-outs and registration forms. On the Rosen Green Meetings website, www.rosengreenmeetings.com, planners can see how Rosen Hotels & Resorts is already working to help the environment, get tips for holding a greener meeting, and find links to other useful information.

"As a community,
we have the
responsibility to
take care of these
precious resources
for future
generations."

—MICHAEL W. SOLE

A snowy egret takes
flight on a rainy day in
the Everglades.



Nesor the Eco-Hero, pictured here with key Rosen Hotels & Resorts executives, is a fun, tangible reminder of the company's commitment to the environment.



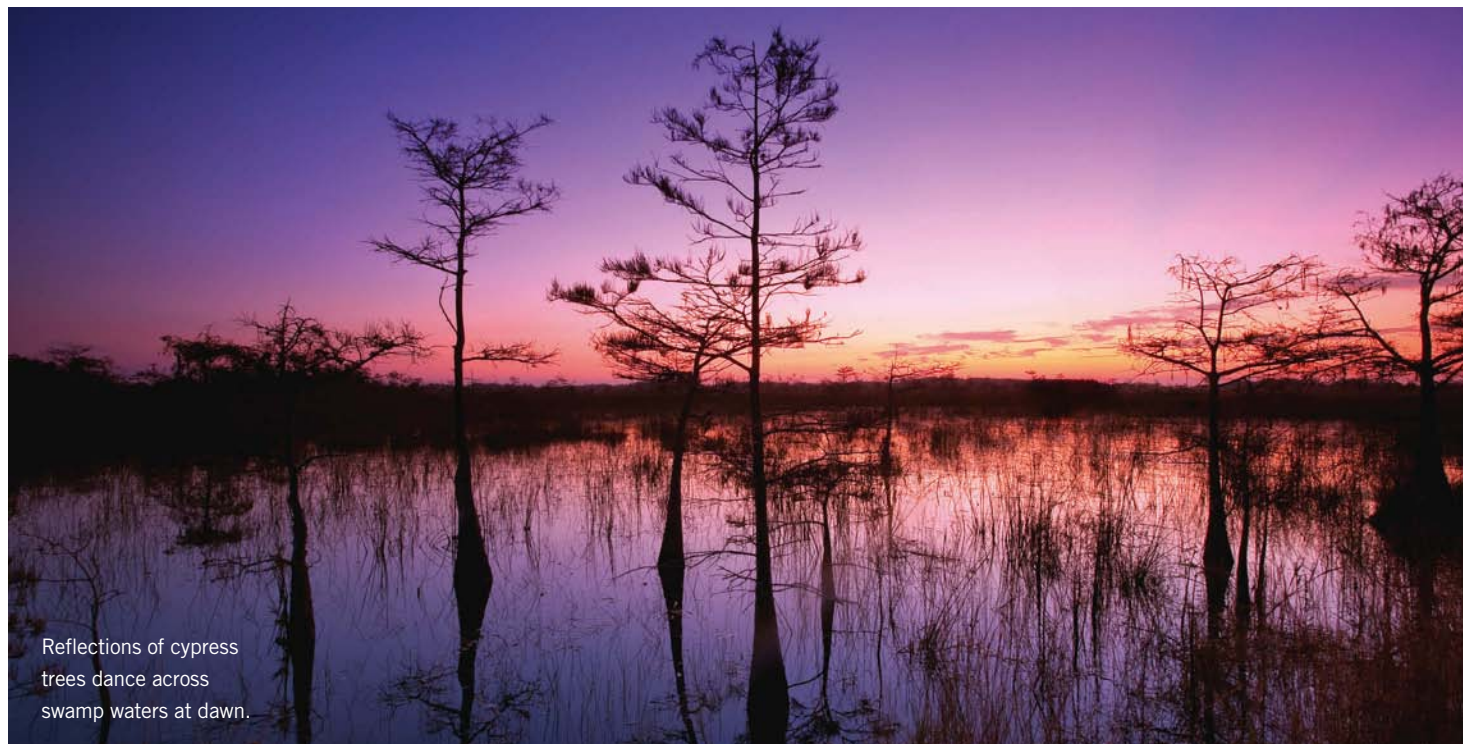
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“When we collaborate for the greater good, we all win.”

—LESLIE MENICHINI

(From left) Used cooking oil from Rosen Shingle Creek’s restaurants fuels the hotel’s golf maintenance vehicles; a chef’s garden provides fresh, farm-to-table flavors.



Reflections of cypress trees dance across swamp waters at dawn.

“We don’t claim to be the first hotel group to implement green meetings, and we hope we’re not the last. We don’t claim to be the experts, but we found that we had amassed a wealth of information, ideas and brain power too great not to share, and in turn, we’ve learned a great deal from our planners and our groups as well,” said Leslie Menichini, vice president of sales and marketing at Rosen Hotels & Resorts. “When we collaborate for the greater good, we all win.”

It was this reasoning that inspired the hotel group to become a founding member of The Green Destination Orlando (GDO) program, a plan to make Orlando the leading green destination in the world by providing visitors with a completely sustainable travel experience. From the moment they step off the plane in Orlando, visitors become part of a sustainable loop that never breaks—green practices run through everything from transportation and accommodations to daily activities (be it a conference or family vacation), continuing until they return to the airport for the journey home.

Environmentally conscious guests can take advantage of other earth-friendly practices at the hotels, as well. At the three convention properties—Rosen Plaza, Rosen Centre and Rosen Shingle Creek—guests may take advantage of electric vehicle charging stations, thanks to a partnership with OUC. An organic herb garden at Rosen Shingle Creek provides farm-to-table flavors outside the normal distribution chain. At Shingle Creek Golf Club, guests might never realize that used cooking oil from hotel restaurants is being converted into bio-fuel to operate the golf course maintenance equipment. And leftover food from restaurants is taken to a facility that converts it into animal feed and compost.

Green Behind the Scenes

For all the efforts that are visible to guests, just as many, if not more, take place behind the scenes and can be applied at other businesses.

Instead of driving to work, Rosen associates can opt to ride the bus at a discounted rate, search for carpool opportunities posted on a

company-wide message board, or, in certain departments, opt to work alternate schedules of four 10-hour days to help reduce gas costs.

The eco-friendly efforts have become so ingrained in Rosen culture that the company adopted a green mascot and held a contest to name the friendly character. Nesor (Rosen spelled backward) the Eco-Hero attends employee events and reminds associates about the importance of being green, said DeeDee Baggitt, director of engineering. Each year, an Environmental Steward Award is presented to one associate for promoting green efforts and creating new ways to help the environment.

Rosen Hotels & Resorts has also become a nationwide leader in innovative, in-house healthcare programs. It recently opened the 12,000-square-foot Rosen Medical Center, A Place for Healing and Wellness, which offers three times the space of the old facility for medical and specialist care, tests, labs and screenings, in addition to wellness and preventative programs. Reflecting the company’s green policy, the new facility was constructed according to LEED (Leadership in Energy and Environmental Design) certified standards as outlined by the U.S. Green Building Council.

The success of Rosen’s green programs rests with the associates, but could not have reached the extent it has without being embraced from the top down. “The company has exceeded expectations because we have not treated this as a trend,” Baggitt explained. “We have an engineering staff dedicated to improving our programs, as well as an educated workforce who is conscious and supports the efforts.”

Despite the prevalence of green programs at Rosen, they remain voluntary for associates, added Baggitt. “Rosen Hotels & Resorts promotes green programs to its associates as a lifestyle change, just like adding exercise, eating healthy and quitting smoking.”

Elsewhere, conservation may be a trend, but green practices at Rosen Hotels & Resorts are here to stay, said Baggitt. “The hotel industry is probably one of the least likely industries to participate in such programs, but our company has made it a part of who we are, a part of our brand.”

LIVE GREEN



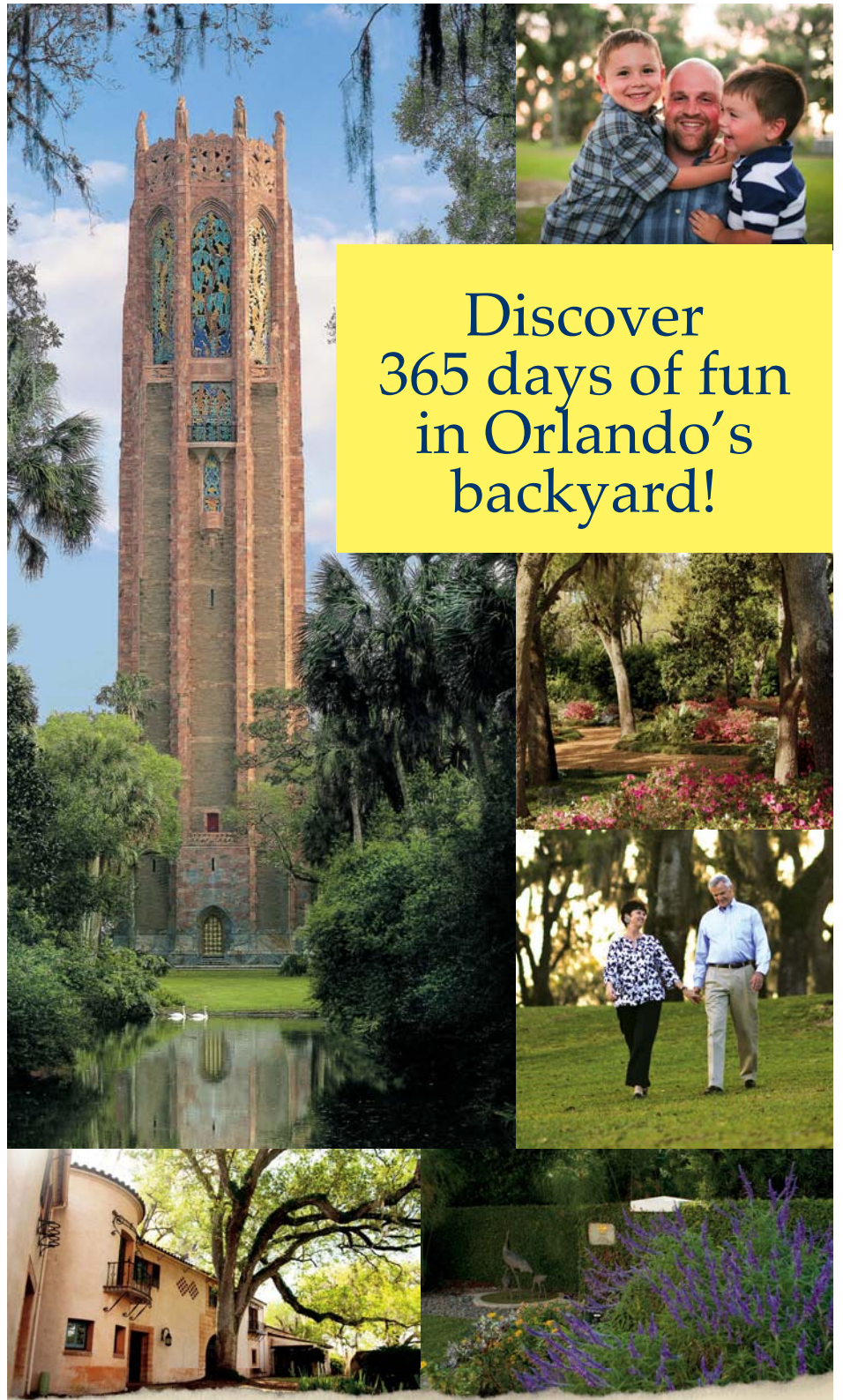
Reducing Your Environmental Footprint

Going green doesn't necessarily require a dramatic change in lifestyle. According to green living expert Kimberly Button, making

small adjustments to your daily routine can significantly minimize your environmental impact. Here, Button—author of “The Everything Guide to a Healthy Home” and correspondent on the nationally syndicated TV show “Daytime”—shares her simple tips for being earth-minded at home and on the road.

- Everyone knows it's better to use a refillable water bottle, but it can be cumbersome to carry one around. Try out the new collapsible water bottles that flatten completely when empty, yet can hold just as much liquid as a normal bottle.
- When dining out, decline a refill of your water glass or other beverage if you don't think that you can finish the drink. Otherwise, the wasted liquid will just be poured down the drain, where it then has to be treated at a water-processing plant.
- Limit the amount of literature that you pick up during a vacation or on business travels. Do you really need more than one map, or several brochures about local attractions?
- Newspaper and cardboard can be recycled, but it's even better when they can be reused. Place either material over the dirt in your garden beds or walkways, then cover with mulch. Both will act as a weed blocker, plus they will naturally decompose over the year and enrich the soil.

For more tips on eco-friendly living, please visit www.kimbutton.com.

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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 grand opening of the 12,000-square-foot Rosen Medical Center, A Place for Healing and Wellness. In addition to a multilingual staff of three full-time medical doctors, one nurse practitioner and one social worker, as well as part-time dietitians, chiropractors and podiatrists, among other specialists, the center offers 4,500 Rosen associates and their families low premiums, 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 the doctor, as visits to the medical center are "on the clock," and even free transportation is provided.

First started in 1991, this revolutionary program is the vision of Harris Rosen, president and COO of Rosen Hotels & Resorts, who saw early on that self-insuring his employees would cut company costs on healthcare, and also provide superior service and care to the people who matter most. As a comparison, Rosen's costs have remained relatively steady, averaging \$3,000 per covered life for the past five years versus the national average

of approximately \$8,000. 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 \$15 and employees pay only \$500 for a hospital admission.

"Our in-house program helps associates feel even more empowered and accountable for their health because wellness is at the heart of everything we do," said Rosen. "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 simply aren't 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 continuation of care offered at the medical center for patients released from the hospital. The company has also created its own home-care division to provide care for recently discharged patients, or for associates who need home-care services rather than a hospital admission.

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



"You 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 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 setting up and operating the facility on a turnkey basis.

For more information, please visit www.rosenhotels.com or call 866-33-ROSEN.

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
- Pediatric care
- Physicals and diagnostic testing
- Physician's assistant and physical therapist
- Smoking cessation program
- Flu shots and other vaccinations
- Screening programs: colonoscopies, mammograms, ultrasounds, X-rays, dexascans, lab assessments
- Nutrition program: registered dietician 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, banana, kumquats, key limes and citrus

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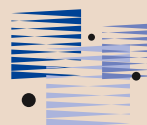


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AN EPICURE'S JOURNEY

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

By Joseph Hayes



THREE OF ORLANDO'S top family-friendly hotels are owned by the same unique man: Harris Rosen. For close to four decades, Rosen has put his personal stamp on hotels along and around the International Drive section of Orlando. And at his luxury hotels—Rosen Shingle Creek, Rosen Plaza and the Rosen Centre—that stamp extends to dining, with several restaurants that benefit from Rosen's personal attention to detail. From menus to room design, each eatery has a story and a specialty.

A fan of fine dining, Rosen also believes in the value of buffet dining, and takes the concept to new culinary levels with Café Osceola at Rosen Shingle Creek, Café Gauguin at the Rosen Centre, and Café Matisse at Rosen Plaza, where even the pickiest of kids can find something exciting to eat.

ROSEN PLAZA

Jack's Place is part portrait gallery, part extraordinary restaurant, and completely delightful. To walk into the Rosen Plaza Hotel's signature restaurant and see the scores of autographed caricatures made by Harris Rosen's father is breathtaking. In his 30 years of working in the Waldorf=Astoria Hotel in New York, Jack Rosen sketched the images of Picasso, Gershwin and Queen Elizabeth that now line the restaurant's walls. Salvador Dalí hangs by the Dalai Lama, Frank Lloyd Wright decorates a wall near Charlie Chaplin, and Apollo astronauts gaze across the room at Albert Einstein. What they're actually looking at is the food

Jack's Place is an escape into another time and place, and an evening of sipping a good glass of wine and picking out the celebrities on the walls is time well spent.

that appears on the cozy tables—flights of fancy that spotlight local ingredients such as spicy shrimp and grits, blue crab cakes or vegetable ratatouille, or savor Australian cold-water lobster tails, New Zealand lamb or perfectly grilled veal chops. Jack's Place is an escape into another time and place, and an evening of sipping a good glass of wine and picking out the celebrities on the walls is time well spent.



Jack's Place



A Land Remembered

ROSEN SHINGLE CREEK

It's a little-known fact that Florida was, and continues to be, one of the country's top cattle-producing states. So while local cattle may not be roaming the streets of Orlando, the exacting knowledge of how to cook steak lives on at **A Land Remembered**, the superb AAA Four Diamond restaurant overlooking the manicured beauty of the Shingle Creek Golf Course. The inspiration is "A Land Remembered," the classic Patrick Smith novel about 19th-century Central Florida, full of respect for the land and the people who first settled here. Chef Dan Nester celebrates the rustic style of that book by respecting every piece of Harris 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. And for those with a yearning for seafood, the seasonal variety of fish dishes is superb.

Chef Ronald Bean embraces the cuisine of Tuscany at **Cala Bella**, which boasts AAA Four Diamond status, by bringing an American sensibility to traditional Italian dishes. The classic décor of the room is filled with landscapes from Venice and the Italian heartland, framing the open kitchen and wood-fired oven, where all the magic happens. The appetizer menu alone could make a great meal: from mozzarella-stuffed braised meatballs to fresh mussels swimming in spicy tomato sauce, there's enough to whet the appetite of anyone. Perfectly al dente pasta, signature Cala Bella herb-roasted lamb chops, seafood enlivened by rich Italian spices—each dish is hand-crafted and meticulously presented. Save room for innovative interpretations of



Cala Bella

Italian desserts, such as the deconstructed tiramisu, showcasing the chocolate artistry of Rosen pastry chef supreme, David Ramirez. The impressive wine list features the best of American and international vintages, including several from certified organic vineyards.

On your way through the Rosen Shingle Creek lobby, stop for a moment as Chef Sato Minoru prepares amazing



Tobias Flats & Watering Hole



Banrai Sushi

raw and cooked seafood at **Banrai Sushi**; you'll end up trying the whole menu, especially the crab-filled Rosen Roll. Or, picture flatbread creations topped with salads, meats and pizza delights at **Tobias Flats & Watering Hole**.

A Land Remembered offers private dining for up to 24 people; Cala Bella offers private dining for up to 42 people.

Enjoy flatbread creations topped with salads, meats and pizza delights at Tobias Flats & Watering Hole, or try a variety of amazing seafood at Banrai Sushi.



LOBSTER MACARONI AND CHEESE

A Land Remembered at Rosen Shingle Creek

Lobster is a welcome—and decadent—addition to a comfort-food classic.

6 ounces lobster claw or knuckle meat
6 ounces corkscrew pasta
elbow macaroni (cooked and set aside)
1 ounce shredded cheddar
1 ounce shredded provolone
1-½ ounces shredded Parmesan cheese
1 ounce crumbled blue cheese
3 ounces heavy cream
½ ounce whole butter
½ ounce olive oil
½ teaspoon chopped shallots
½ teaspoon chopped garlic
Salt and pepper to taste
Chopped chives to garnish

Lightly sauté shallots, garlic and lobster in olive oil. Add heavy cream and reduce by half. Add cheeses (save ½ ounce Parmesan) until melted and smooth. Add pasta, butter, salt and pepper. Top with shredded Parmesan and chopped chives. Serves three to four.



THAI CHILI GLAZED RED SNAPPER

Jack's Place at Rosen Plaza

The marriage of sweet and spicy flavors complements the freshness of the ocean's bounty in this simple but sophisticated dish.

1 clove garlic, minced
1 ounce pineapple juice
4 ounce Thai chili sauce
4 7-ounce red snapper filets (or substitute with grouper, redfish or cod)
8 ounces cooked basmati rice
1 tablespoon butter, melted
8 spears asparagus
8 peeled baby carrots
4 grilled baby sweet peppers
A squeeze of fresh lemon juice
Kosher salt and ground black pepper to taste

Mix garlic, pineapple juice and Thai chili sauce in a small bowl. Season fish with salt and pepper. Place fish on a nonstick baking sheet pan, skin side down. Rub chili sauce mixture over fish and bake in a 400-degree oven until center of fish is opaque (about 12 to 15 minutes, depending on thickness of filet). While fish is baking, add vegetables to boiling water and cook for three to four minutes. Drain and toss with salt, pepper, melted butter and a squeeze of fresh lemon juice. Remove fish from sheet pan and place on warm serving platter. Garnish with warm, cooked basmati rice and vegetables. Serves four.



Everglades Restaurant

ROSEN CENTRE

Everglades Restaurant at the Rosen Centre is both a celebration of the natural beauty of Florida and a place for culinary inventiveness. Head Chef Fred Vlachos takes exotic journeys with buffalo, game and alligator (try the gator chowder), while preparing some of the area's best Florida seafood, Black Angus steaks and innovative salads. You've never had chicken until you've tried one stuffed with plantains and Portuguese sausage, Caribbean-style. If you're very lucky, one of Everglades' legendary Vine & Dine wine pairing dinners will coincide with your visit. You'll be treated to specially themed menus (one featured dish is inspired by the films of Francis Ford Coppola) and some of the best wines in the world.

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

Everglades offers private dining for up to 30 people.



98Forty



Banshoo Sushi Bar

SHOGUN

In 1975, Harris Rosen bought his second hotel on the site that is now the beautiful Rosen Inn. Inside that hotel was a Japanese steak house, a family-owned showcase that impressed Rosen so much that it is still there: Shogun. As you might expect from a Japanese restaurant, there is a small sushi menu to whet the appetite (steak lovers should try the Gyu Tata seared beef roll), but the reason to come to Shogun



is the culinary juggling show they call *teppan-yaki*. Skilled chefs not only sear choice pieces of steak, shrimp, salmon, chicken and lobster on the sizzling-hot cooking tables, but make quite an exhibition of it. Flipping food, clanging knives... there might even be a song. None of which can overshadow the outstanding quality of the traditional Japanese cuisine served here.



GRILLED FLORIDA GROUPER WITH CITRUS SAFFRON BEURRE BLANC

Everglades Restaurant at Rosen Centre

Fresh, local fish plays a starring role in this flavorful entree.

Pickled Bermuda Onions

2 medium Bermuda onions (red onions)
 $\frac{3}{4}$ cup sugar
 2 cloves garlic, cracked
 1 bay leaf
 $\frac{1}{2}$ ounce fresh ginger, sliced into rounds
 $\frac{3}{8}$ cup rice vinegar
 Salt and pepper to taste

Julienne onions. Place all ingredients in a pot and bring to a simmer. Reduce until liquid begins to thicken. Remove from heat and cool until ready to serve. Onions can be prepared one day prior and stored.

Citrus Saffron Beurre Blanc Sauce

1 tablespoon olive oil
 1 clove garlic, chopped
 1 shallot, chopped
 6 ounces orange juice
 $\frac{1}{4}$ cup white wine
 Juice of $\frac{1}{2}$ fresh lime
 Juice of $\frac{1}{2}$ fresh lemon
 1 pinch saffron
 3 tablespoons heavy cream
 $\frac{1}{2}$ pound fresh, unsalted butter (not melted)

Sauté garlic and shallots in oil for two minutes at low to medium heat, do not brown. Add orange juice, lime and lemon juice, cream, wine and saffron. Bring to simmer and reduce until sauce begins to thicken, then adjust heat to low. Whisk in cut up butter slowly until all is incorporated.

Roasted Tomato Grits

1 ounce olive oil
 1 clove garlic, chopped
 1 shallot, chopped
 1- $\frac{1}{2}$ cups chicken stock
 1- $\frac{1}{2}$ cups milk

4 ounces Gouda cheese
 6 ounces grits
 $\frac{2}{3}$ stick of unsalted butter
 $\frac{1}{2}$ cup roasted tomatoes, drained

Sauté shallots and garlic in olive oil for two minutes on low to medium heat, do not brown. Add roasted tomatoes and sauté for two minutes. Add chicken stock and milk, and bring to a boil. Add Gouda cheese and melt. Add grits and cook until tender. If consistency is too thick, add a bit more chicken stock to get a creamy consistency. Add butter to finish.

Grilled Florida Grouper and Asparagus

4 grouper filets
 16 jumbo asparagus spears
 2 tablespoons olive oil
 Juice of $\frac{1}{2}$ fresh lime
 Juice of $\frac{1}{2}$ fresh lemon
 1 clove garlic, chopped
 Salt and pepper to taste

Season grouper filets with olive oil, lime juice, lemon juice, garlic, salt and pepper. Season asparagus with olive oil, salt and pepper. Using medium-high heat, place grouper on grill for about four minutes on each side, depending on thickness of filet. Place asparagus on grill for four minutes or until al dente.

To present and serve: Place grits on center of plate. Top with asparagus. Place grouper filet over asparagus. Drizzle citrus sauce around the plate. Top grouper with pickled onions. Serves four.



WHERE TO FIND US

ROSEN PLAZA

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

Jack's Place

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

A Land Remembered

www.alandrememberedrestaurant.com

Cala Bella

www.calabellarestaurant.com

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



Adventures in the City Beautiful

Discover Orlando's unique character

FROM TRENDY URBAN enclaves to out-of-the-way gardens, Orlando is filled with opportunities for adventure. The city and its surrounding environs are comprised of many diverse and appealing neighborhoods that offer visitors a multidimensional view of the area. Each locale has its own charm and character, and is well worth exploring.

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 Lake Eola Park, home to a multitude of swans and waterfowl, as well as the city's newly refurbished, 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 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

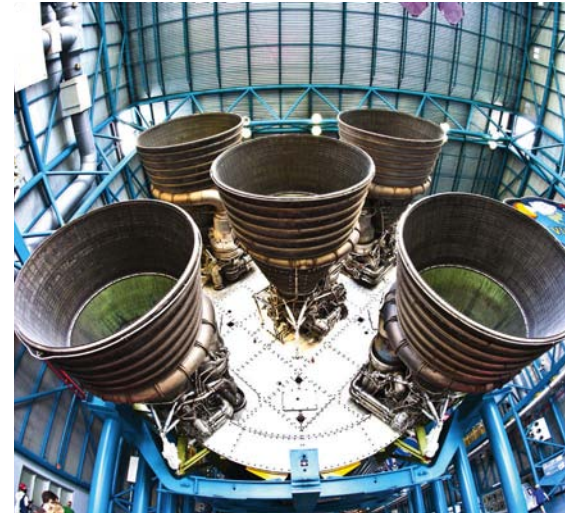
through downtown, is the Amway Center, the new home of the Orlando Magic.

LOCH HAVEN PARK

Loch Haven Park is home to some of the city's major arts institutions, including the Orlando Museum of Art, the Mennello Museum of American Art and the Orlando Science Center. Also in the park are the Orlando Shakespeare Theater and the 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 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 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. 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 Bay Hill Club & Lodge, home turf of legendary golfer Arnold Palmer. To the north, you'll find 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 is dotted with small coastal cities, each offering a unique sense of place, and has 72 miles of pristine beaches. Cocoa Beach is a favorite for surfers. Nearby Port Canaveral features many bars and restaurants, and opportunities to take day trips on sail or fishing boats. North of the port is Canaveral National Seashore, a 57,000-acre park that contains 24 miles of undeveloped coastline. The area's biggest attraction, the Kennedy Space Center captures the awe and excitement of America's space program, with



tours venturing deep into NASA's spaceport facilities, daily Astronaut Encounter, towering rockets, IMAX space films and more.

WINTER PARK

Just north of Orlando, ritzy 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 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 Charles Hosmer Morse Museum of American Art, which boasts the world's most comprehensive collection of Tiffany jewelry, pottery, paintings and lamps.



A biplane ride with Fantasy of Flight

Day Trippers

A pastiche of half-day attractions

CENTRAL FLORIDA OFFERS a variety of attractions that appeal to adventurers of all ages. The Big Three—**Universal Orlando Resort**, **SeaWorld** and **Walt Disney World**—have made Orlando a world-class vacation destination. The addition of **Legoland**, which caters to young families, has further expanded the offerings. But beyond the theme parks, visitors will find a multitude of inviting half-day attractions that cater to a range of tastes.

Check out one of the reptile shows at **Gatorland** or ride the Screamin' Gator Zip Line, take to the skies with **Orlando Balloon Rides** or perfect your jet ski skills at **Buena Vista Watersports**. Spend an afternoon exploring the odd and remarkable **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 **Blue Man Group** and become part of the action-packed spectacle. For something a little different, visit **Fantasy of Flight** and check out the flight controls of an authentic Boeing B-17 Flying Fortress, or get an aerial view of the city on a biplane ride. **Boggy Creek Airboat Rides** give you an opportunity to view Central Florida wildlife up close. Or, take a day to relax and spend some family time playing miniature golf at **Congo River Golf** or **Pirate's Cove Adventure Golf**. For a serene escape, steal away to the lush **Bok Tower Gardens**, a 250-acre National Historic Landmark. And **Orlando HeliTours** is always available to take you on an exhilarating tour of the city.

Orlando has so many exciting things to see and do. Have a great time while you're here, and come back for more fun.

YEAR-ROUND FUN

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

January Capital One 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

March Winter Park Sidewalk Art Festival (Winter Park); Arnold Palmer Invitational (Orlando); Easter Day Buffet at Rosen Plaza, Rosen Centre and Rosen Shingle Creek

April APC Great American Pie Festival (Celebration); Florida Film Festival (Maitland)

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)

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

August Star Wars Celebration (Orlando)

September EPCOT's International Food & Wine Festival (Orlando); Global Peace Film Festival (Orlando)

October Veg Fest vegetarian festival (Loch Haven 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 Champs Sports 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 Holiday Showcase at Rosen Shingle Creek



Great American Pie Festival

From the Boardroom to the Beach

Local business leaders discuss the city they call home



A lakeside view
in Celebration

Buddy Dyer

Mayor, City of Orlando

Q: What makes Orlando such a special place to visit?

Orlando's unforgettable hospitality is like no other place in the world. I receive comments from visitors all the time about how nice the people who live and work in Orlando are. It's something we call the "Orlando experience."

Q: What is your favorite little-known secret about Orlando?

My favorite spot is no secret—it's our crown jewel, Lake Eola

Park, located in the heart of Downtown Orlando. But something most people don't know is that we recently refurbished the iconic Lake Eola Fountain and host jazz shows nightly, featuring choreographed water, light and sound.

Abe Pizam

Dean, Rosen College of Hospitality Management at the University of Central Florida

Q: What makes Orlando such a special place to visit?

With such a vast selection of memorable experiences, Orlando

can offer its guests something new upon every return. For example, if you ate breakfast, lunch and dinner at a different Orlando restaurant every day, it would still take you five years before you would repeat a single restaurant.

Q: What is your favorite little-known secret about Orlando?

Most people think of Orlando as a man-made destination, which it is. Orlando is home to the best theme parks, restaurants and hotels in the world. But people are often surprised by its natural beauty. Orlando is known as the City Beautiful, and there are some very natural and tranquil places to visit in the area.

Kim Long

Chairwoman, Florida Attractions Association

Q: What makes Orlando such a special place to visit?

Being centrally situated in the state, Orlando is ideally located for day trips. Visitors to Orlando have their choice of a variety of types of hotels, many types of activities—from theme parks to golf to shopping, dining and more—but can take a day to escape if they'd like. They can drive just about an hour and be at Cocoa Beach and Kennedy Space Center, or just about half an hour to nearby Polk County's eco-adventures, or head north of the city for a day trip to Daytona Beach and NASCAR.

Q: What is your favorite little-known secret about Orlando?

We have theme parks of all

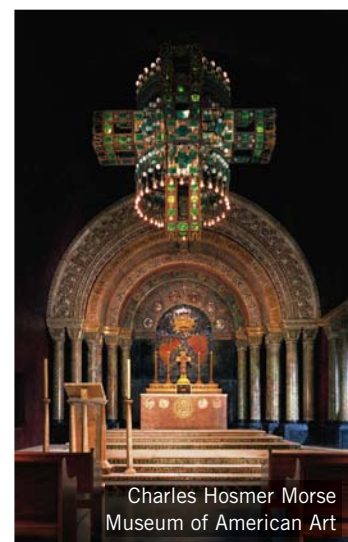
sizes in Orlando. The smaller attractions are hidden gems that are sometimes overlooked in the shadow of the larger attractions, but offer unique and adventurous experiences, from zip lining, hang-gliding, and air boat and balloon rides to mystery dinner shows, gator adventures, and even simulated skydiving.

Kathie Canning

General Manager, Orange County Convention Center

Q: What makes Orlando such a special place to visit?

There really is something for everyone. Whether you are looking to kick back and relax, looking



Charles Hosmer Morse
Museum of American Art

for an adventure or attending a convention, Orlando has what you are looking for. Orlando really does make you smile!

Q: What is your favorite little-known secret about Orlando?

Shopping is one of my favorite pastimes, and Orlando offers
(Continued on page 54)



Hidden Treasures

Four intimate museums showcase the unique character of Central Florida's thriving arts community

By Hancel Deaton

Orlando has been the center of the theme park universe for more than 40 years, offering visitors thrills, chills and live multisensory experiences. Though few may think of the city as brimming with arts and culture, there is more than meets the eye here. Not far from the bright lights and fireworks of Disney and Universal, you'll find several art museums that are not to be missed. Not only do they house world-class art collections, these destinations are in themselves beautiful, peaceful retreats.





ON THE SCENE

Orlando is home to a diverse collection of museums, each offering distinctive treasures for culture seekers. The **Charles Hosmer Morse Museum of American Art** displays the works of Louis Comfort Tiffany as well as early 20th-century paintings, while the **Orlando Museum of Art** highlights the best in visual artworks. Holding its own amidst the bustling sidewalks of its Pointe Orlando home, **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 **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 **Orange County Regional History Center**, a unique downtown museum that boasts three floors of hands-on exhibits.

—Nicole Gordon



(Left) The verdant campus of Rollins College makes a picturesque setting for the Cornell Fine Arts Museum.

(Below) A colorful resting spot beckons visitors at the Menello Museum of American Art. (Previous pages) J. André Smith's stunning Mayan Revival architecture transports visitors to a bygone era.

Maitland Art Center

Step onto the grounds of the 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.

Founded as the Research Studio in 1937 by J. André Smith, the center originally served as an art colony, hosting some of the most prominent artists of the 20th century, such as Milton Avery, Ralston Crawford and Doris Lee. Smith himself was a renowned artist and architect known mainly for his detailed etchings.

Listed on the National Register of Historic Places, the center itself is a work of art. Smith designed, sculpted and hand-carved from concrete many of the Mayan- and Aztec-inspired motifs found throughout the grounds. The tranquil setting includes an outdoor chapel, which Smith created for his mother, and a courtyard shaded by giant oaks draped in Spanish moss.

In the tradition of Smith's art colony, the center offers intimate gallery exhibitions, community art classes, workshops, lectures, tours and critiques. 231 West Packwood Avenue, Maitland, 407-539-2181, www.artandhistory.org

Albin Polasek Museum & Sculpture Gardens

Sculptor Albin Polasek, like his contemporary J. André Smith, left an impressive artistic legacy in Central Florida. Born in Frenstat, Moravia (now the Czech Republic), in 1879, Polasek immigrated to the United States as a young man and supported himself as a woodcarver while studying at the Pennsylvania Academy of the Fine Arts. For the majority of his career, he served as the head of the sculpture department at the prestigious Art Institute of Chicago.

As an artist, Polasek was celebrated for the beauty of



movement in his figurative works, and he was widely recognized as one of the leading American sculptors of his time. In 1950, he retired to Winter Park and designed his home—now the site of the museum. Within months, he suffered a stroke that left him partially paralyzed for the rest of his life. Always a prolific artist, Polasek continued to create 18 major works after his stroke by using only his right hand.

The permanent collection of Polasek's works can be seen throughout the museum and in the surrounding sculpture gardens on the placid shores of Lake Osceola. Changing exhibits feature works by local, national and international artists. 633 Osceola Avenue, Winter Park, 407-647-6294, www.polasek.org

The Mennello Museum of American Art

The Mennello Museum is a quaint, unpretentious venue that showcases traditional and contemporary American art. The centerpiece of the museum's permanent collection is the work of self-taught artist Earl Cunningham. Born in Edgecomb, Maine, Cunningham had a colorful career as a tinker, seaman and chicken farmer. He settled in St. Augustine, where he opened a curio shop and



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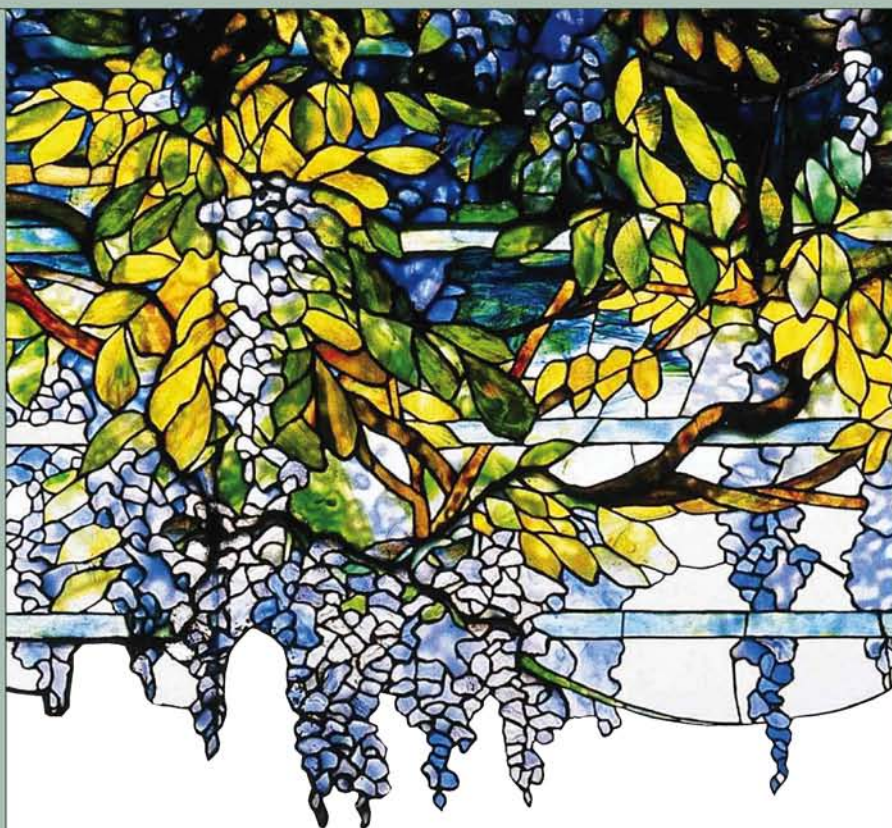


www.BCAirboats.com



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TIFFANY *at the* MORSE

The Morse Museum houses the world's most comprehensive collection of works by Louis Comfort Tiffany, including blown glass, leaded-glass windows and lamps, his chapel interior from the 1893 Chicago world's fair, and art and architectural objects from his Long Island estate, Laurelton Hall.

NEW WING NOW OPEN



THE CHARLES HOSMER
MORSE MUSEUM
of American Art

445 NORTH PARK AVENUE WINTER PARK, FLORIDA 32789
(407) 645-5311 WWW.MORSEMUSEUM.ORG

Cunningham had a colorful career as a tinker, seaman and chicken farmer.

painted scenes from his travels along the Atlantic coast. His unique vision and primitive style caught the eye of art collector Marilyn Mennello. Over many years, Mennello and her husband, Michael, acquired almost all of Cunningham's art, and Marilyn worked tirelessly to preserve his legacy.

In addition to pieces by Cunningham, the museum exhibits American art by local, regional and internationally recognized artists such as Robert Rauschenberg and Dale Chihuly. The grounds, on the banks of Lake Formosa, provide a serene natural environment for the large sculpture garden. Two resident felines, Red and Fuzz, frequently can be found nearby or at the museum's inviting front entrance. 900 East Princeton Street, Orlando, 407-246-4278, www.mennellomuseum.com

Cornell Fine Arts Museum

Beautiful, historic Rollins College is the setting of one of the most distinguished art collections in Florida. Overlooking Lake Virginia, the newly refurbished Cornell Fine Arts Museum houses a diverse collection of more than 5,000 American and European works ranging from Baroque to avant-garde contemporary. The college began collecting fine art in earnest during the 1930s, when it received a donation of early Italian Renaissance paintings. The permanent collection has grown to include paintings, prints and sculpture by such renowned artists as Albert Bierstadt, Henri Matisse, Thomas Moran and Pablo Picasso.

In recent years, a generous contribution by Rollins alumnus George Cornell and his wife, Harriet, allowed the museum to renovate and expand its gallery space. The sophisticated Spanish-Mediterranean-style building opened in 2006 with six new display galleries, an educational gallery and a print study room. The museum offers a year-round program of lectures by visiting scholars and artists, as well as films, tours and classes. 1000 Holt Avenue, Rollins College, Winter Park, 407-646-2526, www.rollins.edu/cfam

JACK OF ALL TRADES

Noteworthy works by Florida artists can be found throughout Rosen Hotels & Resorts, but none hold more personal significance to hotel owner Harris Rosen than the famous pen-and-ink caricatures that adorn the walls of Jack's Place at Rosen Plaza.

For 30 years, Rosen's father, Jack, worked as a safety engineer at the Waldorf=Astoria Hotel in New York. A gifted artist, Jack started a tradition of sketching portraits of visiting dignitaries and celebrities, which his subjects would happily autograph. These playful caricatures depicted luminaries such as Jacqueline Kennedy, Indira Gandhi, Duke Ellington, Winston Churchill and many more.

After his father's passing, Rosen found the extensive collection of sketches hidden away in a closet in his parents' home. Today, a selection of Jack Rosen's caricatures lend a whimsical air to the walls of the restaurant that was named in his honor,

giving visitors the chance to enjoy this unique piece of history.

—Rosie Leonetti



Harris Rosen at
Jack's Place

(ILLUSTRATIONS) ©JACK ROSEN; (BOTTOM) ©GREG JOHNSTON

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A Fashionista's Itinerary

Shop Orlando like an A-Lister with Tips from Stylist Melanie Pace

By Kristen Manieri

MAKE A LIST of the world's best cities for shopping and New York City, Paris and Milan are sure to top it. But 12 shopping malls and outlets plus a smattering of not-to-be-missed boutique districts have made Orlando a fashionista's favorite, especially for visitors seeking luxury items. Named the No. 1 city for bargain shopping by Forbes, Orlando packs the most sought-after brands, from Tory Burch to Gucci handbags, all at great prices. This, according to wardrobe stylist and resident fashion guru Melanie Pace, is the reason Orlando is a favorite destination of well-heeled shoppers.

"What's really great about Orlando is that you can find just about anything you could possibly want, at prices you probably won't find anywhere else," said Pace. As the personal shopper to local A-listers and wardrobe consultant to "E! News" host Giuliana Rancic, Pace spends an average of four days a week shopping. Luckily for her, some of the best shopping in the country is right in her backyard.

Here are a handful of Pace's favorite haunts and the best always-in-style luxury essentials found there.

For a peek inside Pace's world, visit www.melaniepace.com.



Melanie Pace and Giuliana Rancic



7 For All Mankind

ORLANDO PREMIUM OUTLETS

SHOP 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, Last Call by Neiman Marcus and Saks Fifth Avenue Off 5th. The Vineland Avenue center is home to Barneys New York Outlet, Burberry, Gap Outlet, Hugo Boss Factory Store, Salvatore Ferragamo and more.

THE SCOOP "If you're the shopper that loves the brand names but doesn't care about having last season's items, outlets are where you should be," said Pace. "Having shopped around the world, I can say that this is one of the best collections of outlet stores I have ever seen."

ESSENTIAL PICK "I love the Seven [For All Mankind] jeans outlet! You can find all the best in denim for a fraction of the price and hundreds of fits, all in the same place."



Oliver Peoples

THE MALL AT MILLENIA

SHOP You'll find a total of 150 gorgeous stores to explore at this luxury mall, including anchor stores Bloomingdale's, Macy's and Neiman Marcus. Not-to-miss high-end specialty shops include Cartier, Chanel, Gucci, Louis Vuitton, St. John Boutique and Tiffany & Co.

THE SCOOP "Besides being a really beautiful experience, what The Mall at Millenia has going for it is variety—there's Louis Vuitton, but there's also Ann Taylor," said Pace. "This means shoppers can discover a high-low wardrobe, which has become a way of life for today's fashionista."

ESSENTIAL PICK "The go-to sunglasses spot is ILORI, which carries brands such as Miu Miu and Oliver Peoples."





(OPPOSITE FROM LEFT) COURTESY MELANIE PACE; (7 FOR ALL MANKIND; ©OLIVER PEOPLES; ©THE MALL AT MILLENIA; (FROM TOP) ©WINTER PARK; SAKS.COM; ©TOMMY BAHAMA

WINTER PARK

SHOP The upscale enclave of Winter Park is known for its main thoroughfare, Park Avenue, which is lined with stylish boutiques offering the latest fashions, fine jewelry, antiques, books, shoes, cosmetics and gifts.

THE SCOOP "Park Avenue is the Rodeo Drive of Orlando. This special spot is ideal for boutique shoppers looking for a one-on-one experience and the chance to discover merchandise they're not likely to find anywhere else in the world."

ESSENTIAL PICK "Tuni has the best trendy items, from neon shoes to basic everyday essentials with a twist. But what I love most about this boutique is their TIBI, Madison Marcus and Clover Canyon dresses."



Fendi at Saks Fifth Avenue

THE FLORIDA MALL

SHOP Orlando's largest enclosed shopping center, this upscale mall houses more than 250 specialty shops and six department stores—including Macy's, Dillard's, JCPenney, Nordstrom, Sears and Saks Fifth Avenue.

THE SCOOP "This is the big enchilada," said Pace. "Florida Mall is gigantic and is a one-stop-shop experience for everyday shopping and the everyday person."

ESSENTIAL PICK "Saks is a place to find brands that no one carries, and handbags are their specialty. Loving the tangerine bag at the moment! It's forever!"

POINTE ORLANDO

SHOP This tropical landscape houses an eclectic mix of local and national retailers, including A/X Armani Exchange, Flow, Hollister, Chico's and Tharoo & Co.

THE SCOOP "This is an oasis among the kitschy T-shirt shops on I-Drive. It's small, but serves as a quick fix, ideal for business travelers who need to pick up a few items before heading back to the conven-

tion center next door."

ESSENTIAL PICK "Tommy Bahama always carries chic island-style dresses [that are] perfect for your Florida vacation."



Tommy Bahama

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: \$10

• Taxi: \$7

Florida Mall

15 min. travel time

• Town car: \$25

• Taxi: \$20

The Mall at Millenia

20 min. travel time

• Town car: \$30

• Taxi: \$25

Premium Outlets – I-Drive

10 min. travel time

• Town car: \$25

• Taxi: \$20

Premium Outlets – Vineland

15–20 min. travel time

• Town car: \$33

• Taxi: \$25

Winter Park/Park Avenue

35–40 min. travel time

• Town car: \$78

• Taxi: \$60

> ROSEN CENTRE

Pointe Orlando

2 min. travel time

• Town car: \$10

• Taxi: starting at \$4

• I-RIDE trolley – \$1.25 per ride or \$4 a day, operating daily from 8:00 a.m. to 10:30 p.m.

Florida Mall

15 min. travel time

• Town car: \$25

• Taxi: starting at \$15

The Mall at Millenia

20 min. travel time

• Town car: \$30

• Taxi: starting at \$18

Premium Outlets – I-Drive

10 min. travel time

• Town car: \$33

• Taxi: starting at \$21

• I-RIDE trolley: \$1.25 per ride or \$4 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 available in the lobby.

Premium Outlets – Vineland

15–20 min. travel time

• Town car: \$25

• Taxi: starting at \$18

• I-RIDE trolley: \$1.25 per ride or \$4 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: \$78

• Taxi: starting at \$50

> ROSEN PLAZA

Pointe Orlando

Located directly across the street from the hotel (2 min. walking time)

Florida Mall

15 min. travel time

• Town car: \$25;

5–7 people, \$35

• Taxi: \$20

The Mall at Millenia

20 min. travel time

• Town car: \$25;

5–7 people, \$35

• Taxi: \$20

Premium Outlets – I-Drive

10 min. travel time

• Town car: \$16;

5–7 people, \$30

• Taxi: \$11

Premium Outlets – Vineland

12–15 min. travel time

• Town car: \$22;

5–7 people, \$30

• Taxi: \$17

Winter Park/Park Avenue

35–40 min. travel time

• Town car: \$65;

5–7 people, \$80

• Taxi: \$60

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THE ROAD.



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Pointe
o r l a n d o

(Continued from page 45)



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—MAYOR BUDDY DYER

a variety of shopping experiences, from unique stores to the many different outlets. You can definitely find what you are looking for.

Jason Johnson

Vice President of Corporate
Development, HelmsBriscoe

**Q: What makes Orlando such a special
place to visit?**

Apart from the weather, world-class attractions, entertainment and second-to-none accommodations, the amazing thing about Orlando is the tight-knit community of hospitality professionals. The people working in this industry have decided to make service their life's passion and it shows. The size and scope of this destination could create a factory-type conveyor belt feel, where they just want to get you in and out, but Orlando knows what drives its economic engine, and the goal is to make you feel at home and have you return.

**Q: What is your favorite little-known secret
about Orlando?**

Only minutes from the theme parks and International Drive is the Butler Chain of Lakes. This 11-lake, fresh-water oasis is the location of incredible Central Florida

COURTESY OF GATORLAND

natural beauty, alongside some of the most prestigious and sought-after waterfront real estate in Florida. Connected to each other by cypress-lined canals, these lakes offer great fishing, boating and all water sports, right in the middle of it all. Take in a breathtaking Florida sunset, then stick around for a world-class fireworks show that Disney has put on just for you. Can't make it today? Don't worry, we'll be doing it all again tomorrow! Incredible.

Tammi Runzler

Sr. Vice President, Convention Sales & Services,
Visit Orlando

Q: What is your favorite little-known secret about Orlando?

With your group likely resting up after traveling (and working), treat them to tony Winter Park, where chic Park Avenue is akin to Rodeo Drive in Beverly Hills, California, or Worth Avenue in Palm Beach, Florida. Stroll along the brick-lined avenue, dropping in on shops and boutiques and sidewalk cafes en route to the world's largest collection of Louis Comfort Tiffany treasures, as well as American decorative arts from the 19th and 20th centuries, at the Charles Hosmer Morse Museum of American Art.

Jim Rye

President, RYMARK International

Q: What makes Orlando such a special place to meet?

A world-class convention center, a very accessible international airport and most importantly, the infrastructure. Orlando is in the meetings business. Everything necessary to operate a successful meeting is here—a great airlift (readily accessible flights) at competitive prices, AV companies, transportation, entertainment, off-site dining, DMCs (Destination Management Companies) and a proactive convention bureau.

Q: What is your favorite little-known secret about Orlando?

Most theme park attractions have two lines. If possible, always cue up in the left line (almost always much shorter). Check it out... it is true.

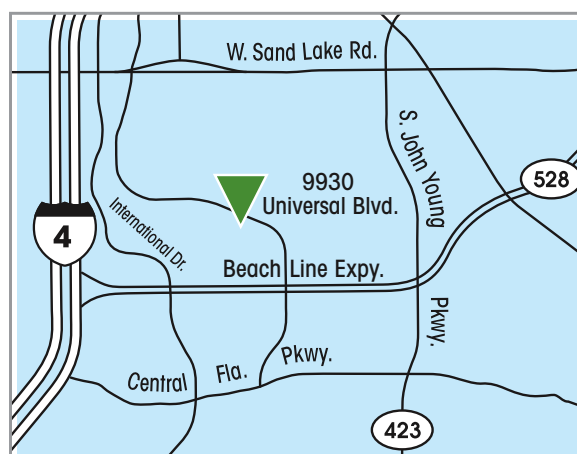


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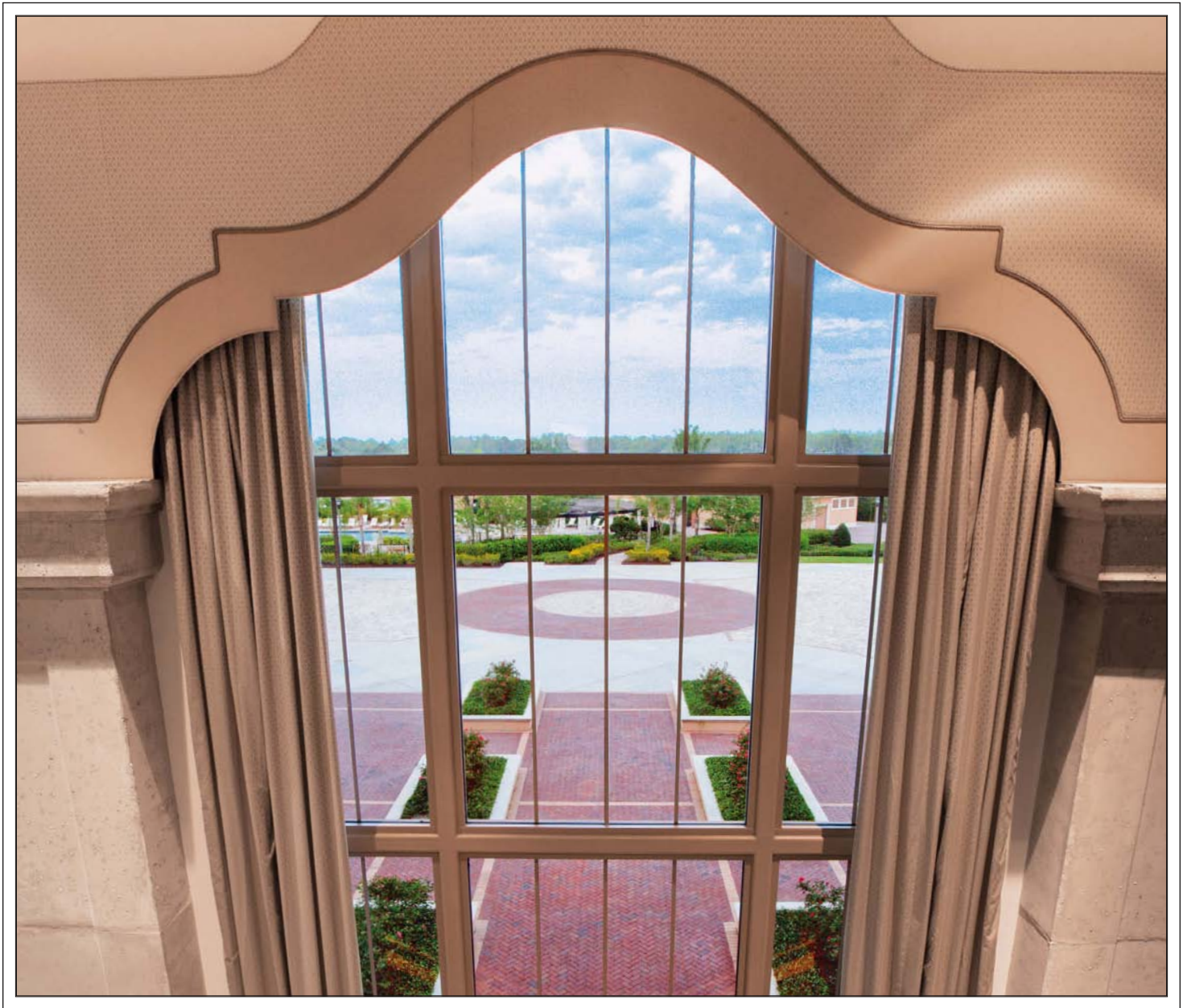
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(Answer on the side of the page.)





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