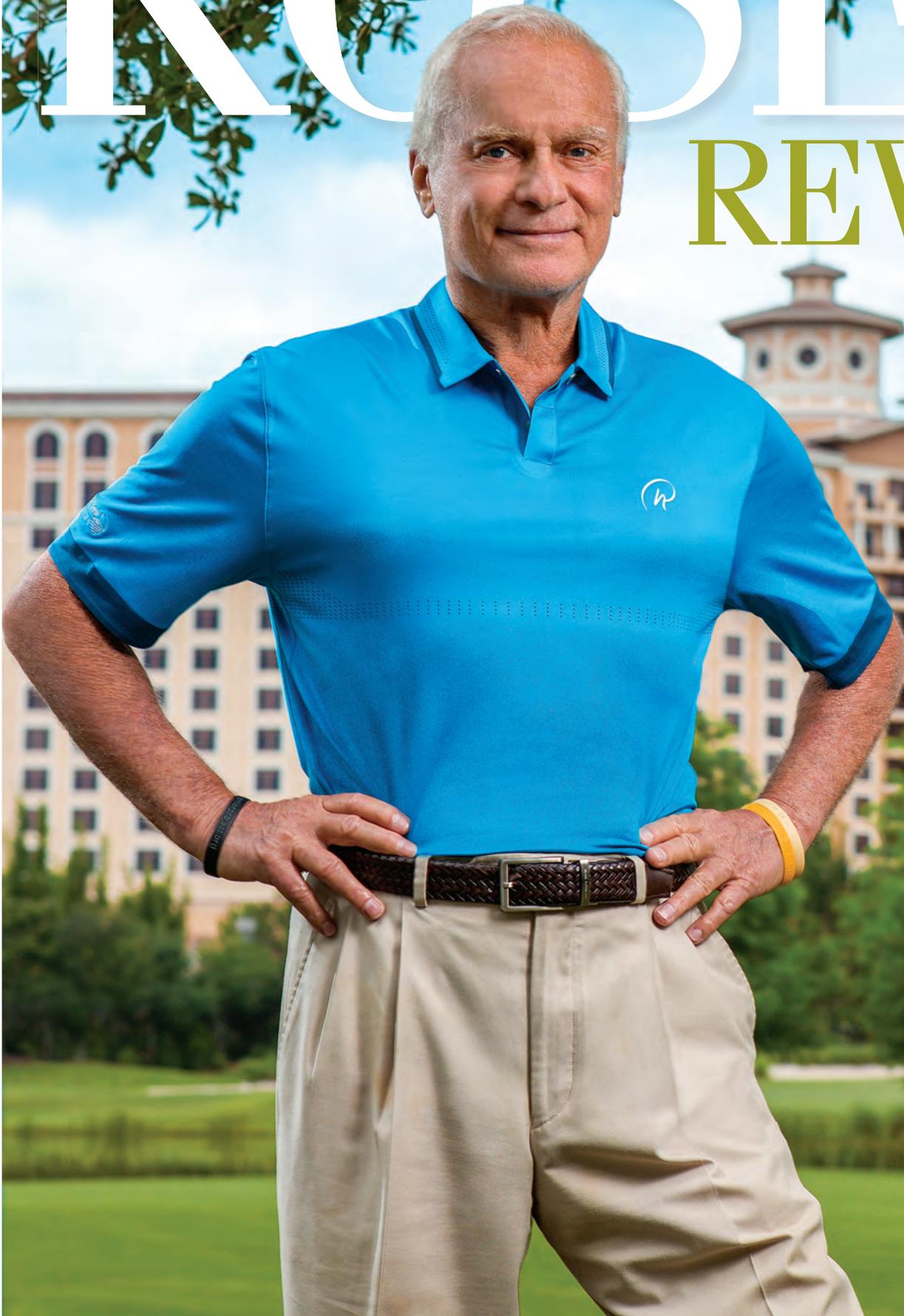


ROSEN

REVEAL



HARRIS ROSEN
Visionary
Entrepreneur to
Philanthropist

GOLF
Shingle Creek
Golf Course's
New Look

MAKING YOUR EVENT THE **ONE** TO REMEMBER



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MEET

IN

ORLANDO

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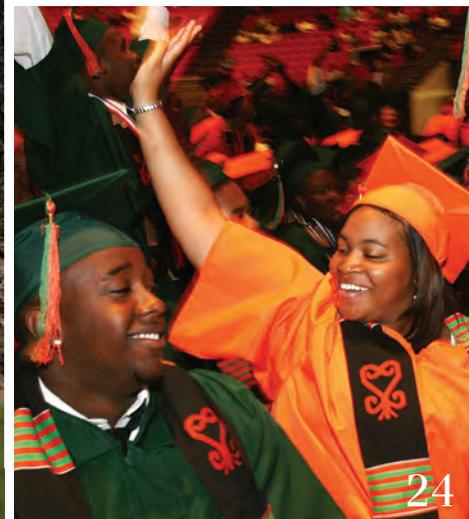
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AWESOME

HAPPENS WITH SHAW FLOORS AND ROSEN SHINGLE CREEK

The partnership between Shaw Floors and Rosen Shingle Creek has led to a long-term relationship that has created memorable experiences for our customers and our organizations as well.

Shaw's commitment to the finest in customer service and excellent products mirrors that of Rosen Shingle Creek. And just as Shaw Floors has been consistently named the industry's top manufacturer, Rosen Shingle Creek has earned numerous awards over the years, including the Pinnacle Award from *Successful Meetings* magazine and the Gold Key Award by *Meetings & Conventions* magazine, to name only a few.

Shaw values our relationship with Rosen Shingle Creek, and we look forward to many more years of doing business together.



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ROSEN REVEAL

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Vice President,

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Rosen Plaza

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Director of Sales

& Marketing

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Mary Deatrick

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Mary Deatrick

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

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Printed in the United States of America



Papa John's founder, John Schnatter, realized something was missing from national pizza chains - a superior-quality traditional pizza delivered to the customer's door. In 1984, he knocked down the broom closet in his father's tavern in Jeffersonville, IN, purchased used restaurant equipment, and began delivering pizzas out of the back of the bar. After one year, John made enough money to start his own restaurant - the very first Papa John's, where he put his ideas of building a better pizza chain into action.

We're committed to quality and consistency in everything we do. And it starts with our better ingredients - like never-frozen dough, signature cheese made from mozzarella, fresh-packed pizza sauce, and meat toppings.

We give our customers more of the high-quality ingredients they want, and fewer additives, preservatives and artificial ingredients they don't want. In fact, you won't find any MSG, BHA, BHT or partially hydrogenated oils in our ingredients. Our grilled chicken pizza toppings and chicken poppers are also raised without antibiotics.

Our goal now is the same as it was more than 30 years ago: Make a better pizza by using better ingredients.

**Better Ingredients. Better Pizza.
We've always had them, and we always will.**

Papa John
FOUNDER



A LETTER FROM THE PRESIDENT

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

In this issue, we celebrate the power of dreams. You will learn about our company, its dedicated associates and the incredible guests who grace our hotels and how one individual's personal dreams and passions can affect the lives of others in so many different ways.

Having recently celebrated our 42nd anniversary, you will discover that we are a company that isn't comfortable resting on its laurels. We are continuously evaluating and enhancing our offerings, dreaming up new ideas in an effort to exceed even your highest expectations. As such, we'll look behind the scenes to discover some of the inventive handiwork of our culinary masters that seem to continuously "wow" our guests. In addition, we'll share more about our self-funded healthcare program and the Rosen Medical Center, A Place for Healing and Wellness, created 25 years ago as an innovative solution to better meet our associates' healthcare needs.

We'll also take a peek at the Rosen history where I hope you will enjoy reading my personal story. Growing up on the Lower East Side of New York, I learned from my Russian and Austrian immigrant grandparents that honesty, hard work, perseverance, respect for others and a philosophy of remaining free of debt is a solid foundation upon which we can live our lives. I also learned from them that if one is to accomplish much in life, the ability to dream is absolutely essential.

We will also take a tour of our restaurants, the vast majority of which pay homage to family members as a thank you for their courage, kindness and tenacity. Sam & Bubbe's and Harry's Poolside Bar & Grill at Rosen Centre are named in honor of my grandparents who dreamed of and struggled mightily for a better life in America for themselves and their families. I hope you will enjoy an in-depth look at my father, Jack Rosen, whose whimsical autographed caricatures hang on the walls of his namesake—and recently refreshed—restaurant, Jack's Place at Rosen Plaza. We'll introduce you to 3NINE,



**We are a company
that isn't comfortable
resting on its laurels.**

is with tremendous pride and humility that I share with you that we have implemented a similar program in another underserved Orlando neighborhood, the Parramore District. In spring 2016, we awarded our first 14 college scholarships to Parramore high school graduates. We will fund 24 pre-K classrooms when the community's new PS8 (preschool through 8th grade) school opens in August 2017. In September 2016, through a partnership with Food for the Poor, we opened an elementary school in Haiti. It is our hope that others will replicate similar programs and help us realize our dream of changing America and the world one underserved community at a time.

We are a relatively small, independent hotel company that prides itself on being responsive to the ever-changing needs of our guests. It is with this in mind that we would like to get to know you a little better and ask that you please send us an email with any feedback, suggestions or comments to hrosen@rosenhoteles.com. Rest assured that we are good listeners and very much appreciate and value your comments. Our commitment is to always do our level best to make your travel dreams come true.

Sincerely,

Harris Rosen, President & COO
Rosen Hotels & Resorts

our new entertainment venue for dancing, dining and private events, and '39 Poolside Bar & Grill at Rosen Plaza, themed by my son Joshua for his dad's birth year. Lastly, we will showcase our most recent entry into full-service catering, Zayde's Kosher Catering. Our three separate glatt (meat), chalav (dairy) and parve kosher kitchens have the ability to cater both in-house groups as well as off-property events. We remain very excited about this new endeavor.

In addition, throughout the magazine you will see mentions of the Tangelo Park Program, an educational scholarship initiative created 23 years ago, which I am most passionate about. This program provides a free preschool education for every two-, three- and four-year-old in the Tangelo Park community and a full scholarship to include tuition, room, board and books for every Tangelo Park high school graduate who is accepted to a Florida public college, community college or vocational school. It

MEET IN ORLANDO

Spaces that amaze. Service that delights. Elevate your next meeting or event in a stunning 255-acre luxurious escape featuring 1,501 elegant guestrooms and suites with exquisite views, and offering 490,000 square feet of meeting and event space. Come experience Rosen Shingle Creek, ranked a Top 25 U.S. Meeting Hotel by Cvent, where every exquisite detail has been thoughtfully designed with meeting planners in mind. And see how our passion for community, service and an incredible guest experience has redefined Orlando meetings.

 ROSEN
SHINGLE CREEK™

For more information, call 407.996.9939 or email Sales@RosenShingleCreek.com.

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A Land Remembered
RESTAURANT


CALA BELLA
SHINGLE CREEK

 CAFÉ OSCEOLA
an Osceola Bar

 banrai
SUSHI

Shingle Creek
GOLF CLUB

THE SPA
AT
SHINGLE CREEK

MEET IN ORLANDO

With our premier 3NINE specialty event venue and club and '39 Poolside Bar & Grill, 800 luxurious renovated guestrooms and suites, 7 incredible on-site restaurants and lounges, plus endless shopping, dining and entertainment options right across the street, you'll love staying in the electric heart of Orlando. Not to mention our 60,000 square feet of elegant flexible meeting and event space, including a 26,000-square-foot Grand Ballroom, that's perfect for business meetings or social events of all kinds. Famously situated at the intersection of fantastic and amazing, you'll enjoy all the energy, excitement and passion for community, service and an incredible guest experience that encompasses every stay at Rosen Plaza.

For more information, call 407.996.9700
or email Sales@RosenPlaza.com.

 ROSEN
PLAZA™

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Jack's
PLACE

CAFÉ
Matisse

lobby
BAR

39

'39
POOLSIDE
BAR & GRILL

ZAYDE'S
Kosher
Catering

MEET IN ORLANDO

Stylish. Sophisticated. Vibrant. Connected. The perfect balance of work and play. With recently renovated interiors, 1,334 beautiful guestrooms—including 80 spacious suites—and tantalizing new restaurants, Rosen Centre has it all. Ranked a Top 75 U.S. Meeting Hotel by Cvent and offering more than 150,000 square feet of elegant meeting and event space that's a convenient skybridge to the Orange County Convention Center and minutes from world-famous attractions, dining, shopping and entertainment, here you're in the middle of all the energy and excitement of I-Drive. Come experience Rosen Centre's passion for community, service and an always-incredible guest experience unlike any other in Orlando.

For more information, call 407.996.9840
or email Sales@RosenCentre.com.

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CENTRE™

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18Forty
TAPAS • TEQUILA

BANSHU
SUSHI BAR

Cafe Gauguin

EVERGLADES
RESTAURANT

Harry's
POOLSIDE BAR & GRILL

THE SPA
AT ROSEN CENTRE

Famous Encounters

From innovative corporate strategists to celebrities raising funds for pediatric cancer, leaders come together with Rosen Hotels & Resorts.



Laughing All the Way

Comedian and former late-night talk show host Jay Leno visits with Lillian Murr, National Sales Manager, Rosen Hotels & Resorts, and Fernando Ching, Resident Manager, Rosen Shingle Creek, before entertaining the crowds at the Florida Realtors Convention.

POWER PLAYERS

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



Building a Dream

Oprah Winfrey presents Harris Rosen with the President's Award from the U.S. Dream Academy at a gala in Washington, D.C. Rosen received the award for his Tangelo Park Program. More than 200 college degrees have been awarded through the program.



WHAT'S COOKING?

Celebrity Chef and Food Network Star Robert Irvine cooks up fun with Harris Rosen, Rosen Shingle Creek Executive Chef Jorge Oliveira and his talented culinary team at Florida Hospital's Gourmet Soirée fundraiser at Rosen Shingle Creek.



Convention Central

Buffy Levy (second from left) of the SmithBucklin Corporation is joined by Rosen Centre's Director of Sales & Marketing Todd Frappier, Rosen Plaza General Manager Derek Baum and Rosen Hotels & Resorts' Vice President, Sales & Marketing, Leslie Menichini at 3NINE at Rosen Plaza during the Visit Orlando/Orange County Convention Center CAB Client Advisory Board Meeting.

(THIS SPREAD) COURTESY ROSEN HOTELS & RESORTS (9)



Preferred Partnership

Rosen Hotels & Resorts expands the company's global sales and marketing reach with a partnership with Preferred Hotels & Resorts. The partnership enables guests of the three convention hotels to enjoy iPrefer Hotel Rewards, the loyalty program of Preferred Hotels & Resorts. Pictured from left are Jay Finkelstein, Derek Baum, Phil Caronia, Dan Giordano, Leslie Menichini, Harris Rosen, President and CEO of Preferred Hotel Group Lindsey Ueberroth, Frank Santos, Jennifer Rice-Palmer and James Bina.



CLOSE ENCOUNTER

Frank Santos, CFO, Rosen Hotels & Resorts, welcomes six-time Academy Award nominated Glenn Close for the Mental Health Association of Central Florida luncheon at Rosen Centre.



A High Honor

Rosen Shingle Creek is honored with the prestigious Chairman's Award as ALHI (Associated Luxury Hotels International) Hotel of the Year for 2014. From left are Katie Bellas, Director of Sales, Rosen Shingle Creek; Dan Giordano, General Manager, Rosen Shingle Creek; Harris Rosen, President & Chief Operating Officer, Rosen Hotels & Resorts; David Gabri, Chief Executive Officer, ALHI; and Leslie Menichini, Vice President, Sales & Marketing, Rosen Hotels & Resorts.



Runway to Hope

Three-time Olympic gold medalist and NBC commentator Rowdy Gaines escorts a beautiful child "model" at the Runway to Hope Spring Fashion Soirée at Rosen Shingle Creek. The event supports Central Florida children and their families impacted by pediatric cancer.

Special “Agents” Convene at Rosen Revealed

Rosen Hotels & Resorts’ creative marketing campaign intrigues event planners



ROSEN HOTELS & RESORTS has event planners buzzing about their latest mission ... should they choose to accept it. In a revolutionary marketing effort, the Orlando hotel group invited event planners to “Rosen Revealed,” a unique, secret mission-style unveiling of its three upgraded convention properties. Complete with decoder announcements and high-tech interactions, Rosen Hotels & Resorts captured the attention of decision makers in this competitive market.

Rosen’s initial mailer was printed with invisible ink, readable only with a Rosen-branded black-light decoder. Joanne Ireland, Ireland Productions, who attended the San Francisco event, said it instantly intrigued her.

“The invitation that ‘called’ an actual person was really original and innovative, something our team has never seen before,” said Joanne. “Based on that alone, Rosen Hotels definitely stand out as a creative

‘think outside the box’ type of company that would be a good partner for us as planners.”

The letter invited prominent event planners and decision makers to attend one of Rosen Hotels’ client event tours, spanning June 2016 through early 2017. Confirmed attendees were sent an official video message, disguised as a typical direct-mail piece, and with the click of a button they were instantly connected live to a Rosen Revealed representative at mission headquarters. Additional correspondence contained a high-tech, 360-degree virtual tour of the 1,501-room Rosen Shingle Creek, 1,334-room Rosen Centre and 800-room Rosen Plaza. The marketing materials

and the website were themed with mission verbiage and a speakeasy feel.

“We designed these efforts to highlight the fact that Rosen Hotels & Resorts delivers a meeting or conference experience like no other,” said Leslie Menichini, Vice President, Sales & Marketing, Rosen Convention Properties. “It has been one of the most effective endeavors we have ever implemented.”

The Rosen Revealed events are held at modern-day speakeasy locations throughout the country. Events feature a cocktail reception, presentations by company executives, a showcase of the new features at Rosen Hotels’ three convention properties and special giveaways. In keeping with the opinion that all good operatives take their martinis “shaken, not stirred,” all attendees take home a unique travel bar keepsake, stocked with a local spirit and signature drink recipe cards from the three Rosen properties.

Rosen Shingle Creek

Bringing the outside in is the mantra of the hotel's new décor



(CLOCKWISE FROM LEFT) © RICHARD PABIS; © ISAAC ARJONILLA; COURTESY ROSEN HOTELS & RESORTS

WITH ROSEN SHINGLE CREEK'S recently completed enhancements inspired by Florida's legendary sunshine, guests of the hotel will receive a warm welcome the moment they arrive.

As they enter the sun-filled lobby, they will discover a new golden palette with jewel tones of honeycomb yellow and orange-tangerine that accent the original neutral tones used to complement the hotel's unique and natural setting and backdrop of the historic Shingle Creek, headwaters of the Florida Everglades. New metal art murals, imbued with the colors of sunset reflected in the still waters of Shingle Creek, adorn the walls. Expanded communal seating areas throughout the popular Headwaters Lounge create new "social" hubs to mix and mingle while enjoying magnificent views of the hotel's manicured gardens and pristine golf course redesigned by the Arnold Palmer Design Company. In the guestrooms, style and comfort artfully combine with a new custom carpet design playing off the fauna of Shingle Creek in shades of caramel and bronze. The luxurious Creek Sleeper beds feature new crisp white sheets dressed with chocolate and copper scarves from New York-based textile designer Stacy Garcia, a hospitality design innovator. Reflected in the fabrics, artwork and lighting are soft coppers, sky blues, teals and chocolate tones, bringing a modern feel to the guestrooms, enhanced with all the upscale amenities you would expect to find in a AAA award-winning Four Diamond luxury hotel.

Guests at Rosen Shingle Creek's Café Osceola buffet-style restaurant will enjoy dining among the new touches of sunset orange that mimic the sunshine streaming through its magnificent two-story windows. Tobias Flats & Watering Hole's refresh is inspired by the craft beer phenomenon with warm hues of camel, copper and rich earth tones, creating an industrial, rustic space.

Rosen Shingle Creek, 9939 Universal Blvd., Orlando, FL 32819, 407.996.9939, rosenshinglecreek.com.



HOTEL FACTS

Total Sleeping
Rooms and
Suites:

1,501

Meeting & Event
Space in sq. ft.:

490,000

Number of
Meeting Rooms:

99

Largest Theater-
Style Capacity:

9,500

Banquet Seating
Capacity:

6,800

ROSEN SHINGLE CREEK AT SUNSET: The inspiration for the hotel's new jewel-tone palette.

INSPIRING CREATIVITY: With seasonal fishing, four swimming pools, a championship 18-hole golf course redesigned by the Arnold Palmer Design Company, and close to half-a-million square feet of meeting and event space, the hotel is the perfect setting for meetings or a weekend getaway.

LUXURIOUS COMFORT: Relax, mix and mingle in the hotel's inviting grand lobby.

Rosen Centre

Expansive Executive Suites offer a new space for balancing work and play



AFTER A REFRESH OF ROSEN CENTRE'S 20 expansive Executive Suites, business executives have a new space where they can balance work and play in style. Each 2,300-square-foot suite comes with its own parlor and connecting king and queen guestrooms that exude a sophisticated yet relaxed style. Awash in tones of natural grey, green and persimmon, the suites offer a peaceful ambiance, while new flooring, fixtures, rich fabrics and artful accessories make the atmosphere lively yet professional.

In the parlor, luxurious touches can be found everywhere, from spacious tubs and make-up mirrors in the bathrooms to amenities such as a 55-inch flat-screen TV, an iHome docking station and a wet bar. For a good night's rest, the suite's two connecting guestrooms offer peaceful sanctuaries. Both guestrooms come with the comforts of home, from mini refrigerators to 42-inch flat-screen TVs and complimentary Wi-Fi.

The 1,334-room Rosen Centre has also expanded its dining and lounging options to nine by adding two new venues. Named after owner Harris Rosen's grandparents, Sam & Bubbe's Lobby Bar & Lounge reflects the pair's well-known hospitality and love of New York deli-style noshes and specialty drinks.

Harry's Poolside Bar & Grill offers a new on-site restaurant option for hosting everything from a 70-person board of directors reception to a special event of 1,700 (when combined with the adjacent pool deck). An elegant Caribbean ambiance flows through the restaurant, and both indoor and outdoor seating offer views of the outdoor tropical swimming pool and patio. With all it has to offer, Harry's is an excellent choice for planners, saving them time and money with the venue's built-in décor and convenient location.

Rosen Centre, 9840 International Drive, Orlando, FL 32819, 407.996.9840, rosencentre.com.



HOTEL FACTS

Total Sleeping
Rooms and
Suites:

1,334

Meeting & Event
Space in sq. ft.:

150,000

Number of
Meeting Rooms:

35

Largest Theater-
Style Capacity:

4,000

Banquet Seating
Capacity:

2,300

MADE FOR MEETINGS:

Rosen Centre offers more than 150,000 square feet of meeting space on International Drive connected to the Orange County Convention Center.

STYLISH UPGRADE:

Rosen Centre's Executive Suites feature a palette of soothing organic hues for a modern, polished look.

STANDOUT DINING:

Harry's Poolside Bar & Grill offers a contemporary Caribbean-inspired atmosphere and is available for special events including buyouts.

Rosen Plaza

Sleek and modern set the tone for both socializing and relaxation



CHIC, BOUTIQUE, UNIQUE. Three words that sum up Rosen Plaza and its award-winning stature as one of Orlando's premiere hotels. With one-of-a-kind amenities, recent enhancements and exceptional location, the hotel continues to be a preferred destination for leisure and business.

For the best Orlando experience, location is key. Look no further than Rosen Plaza, ideally situated just steps to the Pointe Orlando entertainment complex and minutes from the area's world-renowned theme parks, attractions, shopping and dining. The hotel is conveniently connected via a covered skybridge to the Orange County Convention Center.

Rosen Plaza completed a floor-to-ceiling refurbishment of its 800 guestrooms and suites incorporating modern elements like walnut cabinetry and granite countertops to create a luxurious ambiance. Deep navy walls are seen throughout guestrooms, and dramatically accented textured faux leather white custom headboards that reach almost to the room's crown create a sense of grandeur. Richly colored fabrics and decorative accents in ivory and shimmering pewter offer pops of color creating an upscale sanctuary for the modern guest.

Rosen Plaza is the only hotel on famed International Drive to feature an evening venue for entertainment. 3NINE brings partygoers to their feet with music, specialty drinks and casual dining. Included in the hotel's more than 60,000 square feet of meeting and event space, the 5,000-square-foot 3NINE is ideal for private events accommodating 500 people indoors, or 1,500 guests when the event is extended to the patio and pool deck, '39 Poolside Bar & Grill. Here, guests can enjoy balmy breezes and beautiful poolside scenery with their cocktails in hand while still enjoying the indoor nightlife scene.

Rosen Plaza, 9700 International Drive, Orlando, FL 32819, 407.996.9700, rosenplaza.com.



HOTEL FACTS

Total Sleeping
Rooms and
Suites:
800

Meeting & Event
Space in sq. ft.:
60,000

Number of
Meeting Rooms:
22

Largest Theater-
Style Capacity:
3,000

Banquet Seating
Capacity:
1,800

HIP NEW LOBBY BAR:
Communal seating and flat-screen TVs create a comfortable spot for socializing.

PEACEFUL SANCTUARY AFTER WORK AND PLAY:
Relax in one of Rosen Plaza's 800 richly decorated guestrooms and suites, all featuring spa-like bathrooms.

3NINE: This haute hotspot is the ideal setting for corporate events, receptions, private parties and more, with a fully decorated event space outfitted with all your audiovisual needs.



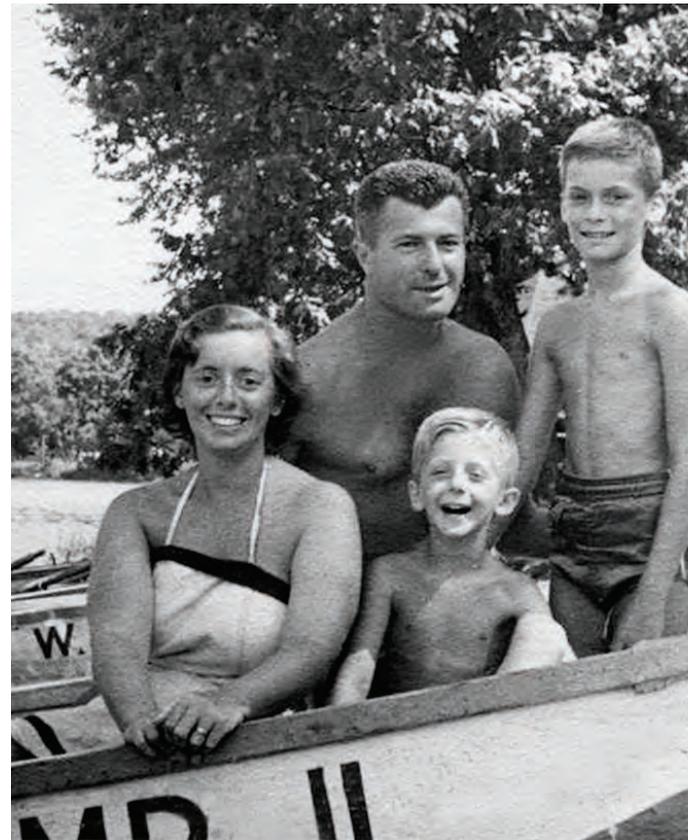
PROFILE

BUILDING A DREAM

My Journey From Hell's Kitchen
to the Hotel Business

By Harris Rosen





MY STORY BEGINS in the early 1900s, when my grandfather, Harry Rosenofsky, arrived at Ellis Island to start a new life. Harry left his wife and four sons in Russia (the Ukraine) because he believed there was no future for his family there. Around the same time, Samuel Rosenhaus, a captain in the Austrian Cavalry, also left for America, leaving behind a wife, two daughters and two sons to pursue his dream to create a better life for them. During the immigration process at Ellis Island, both men's last names were shortened to "Rosen," and like so many others they settled in small settlement apartments on the Lower East Side of Manhattan, alongside many thousands of other immigrants mostly from Italy, Ireland and Eastern Europe. In time, 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 and performed virtually every function, from server to cook and dishwasher to night cleaner. Samuel, on the other hand, started his career as an apprentice barrel maker in a small shop near the Fulton Fish Market where he worked directly for the owner. When the owner passed suddenly, Samuel, much to his own surprise, became the new sole proprietor of the business. Roughly three years after their arrival, both men sent for their wives and children. Shortly thereafter, there were additions to both families. Harry had a fifth son, Jack; and Samuel had a third daughter, Lena.

Jack and Lena met shortly after Jack's high school graduation. They dated, fell in love, married and on September 9, 1939, I was

born. We lived in a rented apartment on the Lower East Side of Manhattan. Our apartment was on the seventh floor, and it was located between the East River, Little Italy, the Bowery and Chinatown. Five years later my brother, Ron, was born.

When I was about 10 years old, I remember spending weekends with my dad at the Waldorf Astoria Hotel, where he worked as a safety engineer and a poster artist. Dad was very talented and supplemented his pay by doing safety posters for various departments and place cards for fancy banquets. Regarding the place cards, Dad would

first write the guest's name in pencil, then write over the pencil with ink. On weekends, my job was to erase the pencil lines and then fold the card and place it in alphabetical sequence in a shoebox. For that work I was paid one penny for each card I handled. On the day of the banquet, we would then carry the shoebox to the designated ballroom, often times traveling in an elevator.

On numerous occasions, while delivering the place cards, we would meet famous people in the elevator. For instance, I remember meeting General Douglas MacArthur, who lived in the Waldorf Towers. We also met Ty Cobb, Jackie Robinson and Pope John. One day, the most beautiful lady I had ever seen was in the elevator with a very tall, distinguished-looking gentleman. Although I was only 11 years old, I was very impressed with the young blond lady and I whispered to Dad, "Can you introduce me?" Dad said, "Sure." He first introduced me to the gentleman, former Ambassador to Great Britain, Joseph Kennedy (Ted, Bobby and John Kennedy's dad).

I remember spending weekends with my dad at the Waldorf Astoria where he worked.



And then he said, “Harris, I would like you to meet Marilyn Monroe.”

WOW! What a thrill that was! At the time I did not fully comprehend the relationship Marilyn had with the three Kennedy men (the ambassador and two of his sons, Bobby and John). I must confess that after meeting Miss Monroe, it occurred to me that even though I inherited some of Dad’s artistic ability and was contemplating a career as an artist, I began to believe that a career in the hotel industry just might be a bit more interesting.

After middle school, I went to Music & Art High School in the Bronx and aspired to be a successful commercial artist. However, I remembered my experience working with Dad and meeting Marilyn Monroe and decided to not only apply to several fine arts colleges (Pratt, Cooper Union and Carnegie Tech), but to also apply to Cornell’s famous hotel management school. I was immediately accepted to Pratt, Cooper Union and Carnegie Tech, all excellent fine arts schools. However, after anxiously waiting for a month or so, I was quite surprised to be accepted to Cornell. I spent four wonderful years at Cornell University majoring in hotel management.

Because there was a war going on in Vietnam at the time and because I couldn’t imagine myself entering the military as an enlisted man should I be drafted, I decided to go through ROTC. Upon graduation, I was commissioned as a second lieutenant in the U.S. Army. I did my basic training at Fort Bragg, home of the 82nd Airborne. To this day, I return every September on my birthday to jump with the Golden Knights, the 82nd Airborne’s Parachute Team.

IT’S A WONDERFUL LIFE: (From left) Harris Rosen at nine months, 1940; on a New York City playground, May 1941; with his mother, Lee, his father, Jack, and his little brother, Ron, 1948; with his father, 1943; at age eight, 1947; the Rosen family (back row from left) Adam, Harris, Shayna, Jack (holding Apple) and Joshua and (front row from left) Samson, Hanna, Gabbana, Holly and Dolce.

After spending three years and several months overseas in Korea and Germany, I started my career at my favorite hotel, the Waldorf Astoria. Although I was told that I was overqualified for the job, I happily accepted the role of file clerk in the personnel department. Fortunately, within a few months I was offered a position in the convention service department as a banquet setup supervisor. The reason I was able to exit the personnel department so quickly was because as a file clerk, it was my responsibility to file all new job openings. I must confess now, many years later, that I did not file an application if I had an interest in that particular job!

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

My goal was to be the best sales person in the department by working harder than anyone else, and it paid off. Within six months I became one of the top convention salesmen by booking more business than anyone else in the department. Within a year I was offered a great opportunity to attend the University of Virginia’s Advanced



Management School on a Hilton scholarship, which of course I accepted. Soon after, I was offered another wonderful opportunity to participate in the Hilton Corporate Management Training Program.

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

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

The morning after landing in Los Angeles, I read in the local paper that the Disney Corporation was planning a huge development in Orlando, Florida, called Disney World. Several days later, I decided to drive to Disney headquarters in Burbank, California, and apply for a job. I

was hired as administrator of hotel planning for the Walt Disney World hotel group. This project included the Contemporary Hotel, the Polynesian Resort, The Golf Resort and the Fort Wilderness Campground.

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

In early 1970, I left California for Orlando to help in the final stages of construction, and in October of 1971 the hotels and campground opened to much acclaim, running virtually full all year round. I enjoyed my time with Disney but, sadly, I left Disney in 1973, but not voluntarily. It was explained in my exit interview that although I did a great job and exceeded all of my goals, it had become apparent to the Disney hierarchy that I “most likely would never become a fully integrated Disney person.” Although I did not fully

comprehend what was said, I quickly realized that if I was going to be happy and fulfilled, I had to consider being in business for myself. I loved Orlando and wanted to stay, but the current economic situation was terrible.

Beginning in late 1973 and into 1974, the Central Florida hotel industry was in economic shambles. With the stock market decline and the Arab oil embargo, virtually every hotel in Orlando was in serious financial difficulty with foreclosures and bankruptcies looming. It was

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



during this time that I decided to buy a small, 256-room Quality Inn that fronted both Interstate 4 and International Drive. In early April 1974, I met with the owner, Mr. Jim Morgan, who was so pleased to have a prospective buyer that he hugged me saying, “God must have sent you to me.”

A week later, Mr. Morgan, myself and a representative from Travelers Insurance Company in Connecticut met to discuss my interest in the hotel. The Travelers rep asked how much money I had in the bank, which I thought was a rather strange question; but believing it was perhaps important knowledge for him to have, I answered, “Twenty thousand dollars.” The rep quickly extended his hand, saying, “Harris, it looks like we have a deal. Congratulations! The down payment will be exactly \$20,000 and we will, of course, ask you to assume a mortgage of \$2.5 million as well.”

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

Because I didn’t have enough money to fly, I hitchhiked to New York City. Once there I cannot express how kind the motor coach

MAKING MEMORIES: (From top left) Harris Rosen as a member of the Cornell University triathlon team, 1960; as a file clerk at the Waldorf Astoria, 1964; receiving First Year Lieutenant bars in Germany while in the army from 1961-64; in front of his Orlando Comfort Inn, mid-1980s; working on the grounds of his Quality Inn (now Rosen Inn International), mid-1970s; in his office, 2015.

companies were when they heard I had hitchhiked from Orlando. So kind were they, that in the four days I was away, I was provided with lodging and free transportation wherever I needed to go.

I met with the top seven motor coach companies on the East Coast and they all received me with respect albeit with a certain amount of curiosity. Prior to the trip, I had purchased business cards that I presented to each person I spoke with. I asked them to please write down a room rate they felt comfortable with and promised that the rate would be honored for a minimum of one year.

They were all very excited to write down their own rates, which ranged from \$7.25 to \$8.25 a night. They all filled out the cards and promised that if I honored the rate, they would use my hotel. I promised to send each a contract confirming the business card rate, which I did as soon as I returned to Orlando.

My last visit was with Paragon Tours in New Bedford, Massachusetts, where I met with Mr. Jim Penler, the president of the company, and Ed Camara, the chief operating officer. They requested a room rate of \$7.25, which I gladly agreed to honor. My final meeting with Mr. Penler ended on a very high note when he said that he knew of a couple who were leaving the next morning for Florida, and that they would be happy to drive me back to Orlando if I would agree to provide them with overnight accommodations at the Quality Inn. The next morning we all departed and headed back to Orlando. So thankful was I for their kindness that I invited them to stay with me several weeks every year, as my guests at the Quality Inn. They con-



tinued to visit us until about 19 years ago when they both passed away. I will never forget their kindness.

Within a few months, primarily because of the new motor coach business, things started to look up. I was also able to save money, almost \$20,000 a month, by doing a number of jobs myself. For instance, I was a breakfast cook, the meat carver on the buffet at night, the gardener, the general manager, the food and beverage manager, the director of sales and the chief security officer. I did have some help from a very large German shepherd named Rin Tin Tin, who was, for 14 years, the best security officer I ever had. He is buried here at the Rosen Inn, formerly the Quality Inn, near my office.

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



SENATOR BOB GRAHAM: Harris Rosen, President and COO of Rosen Hotels & Resorts, was awarded the 2016 Citizen of the Year Award by the University of Florida's Bob Graham Center. Here, he is seen with former Senator Bob Graham (center) and Chester Spellman, CEO of Volunteer Florida. The year 2016 was a nice one for awards, with Rosen being named the most influential person in Orlando in the tourism industry by Orlando magazine.

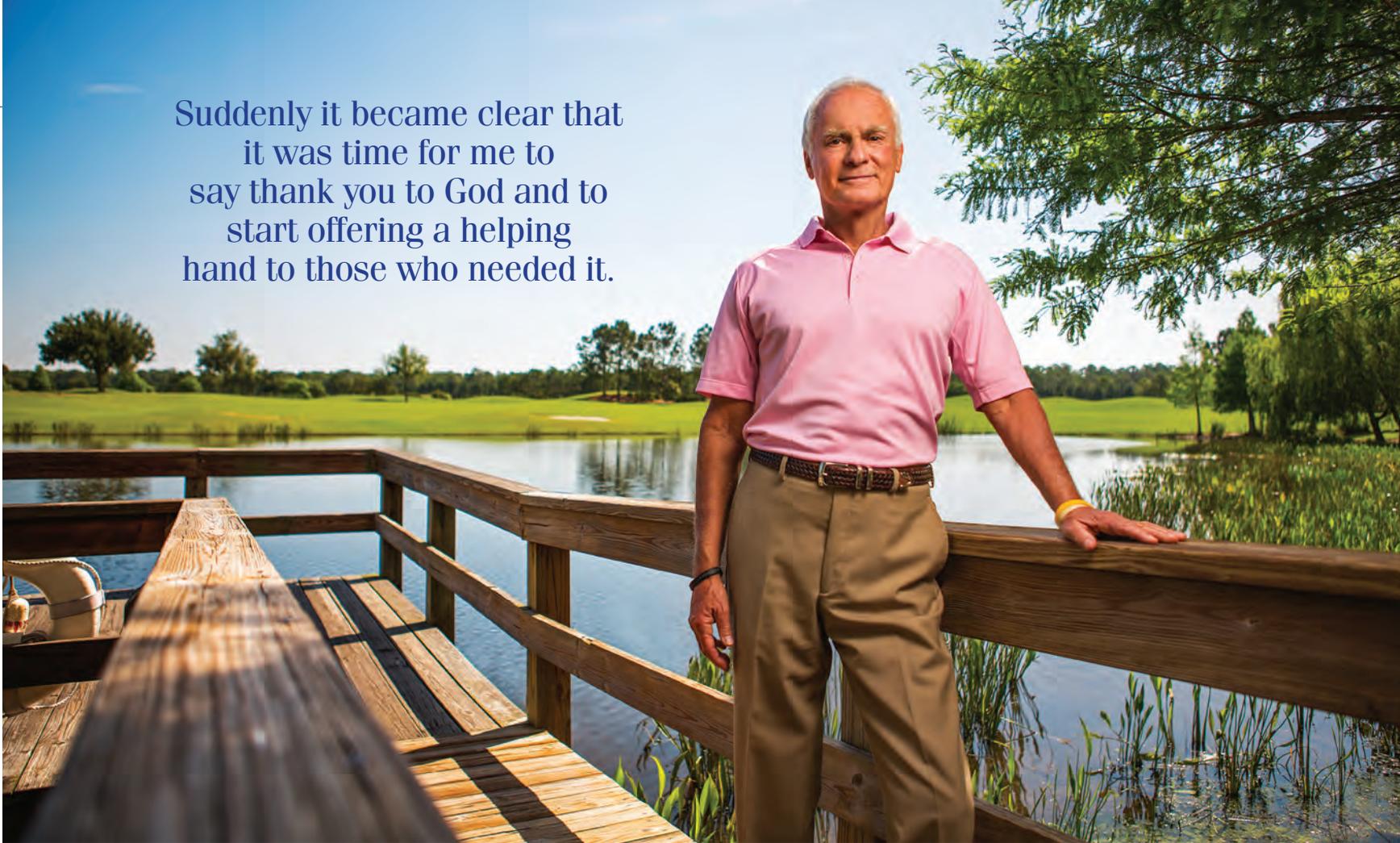
building even more hotels (I had five and was planning a sixth and dreaming of a seventh), when suddenly it became clear that it was time for me to say thank you to God and to start offering a helping hand to those who needed it. I enthusiastically created the Harris Rosen Foundation, an organization that provides funds for a multitude of philanthropic initiatives. One of these is the Rosen College of Hospitality Management at the University of Central Florida, where we donated 20 acres of land and \$10 million to help build the college—which opened in 2004 and is now one of the top three hospitality

the International Inn. And so in one year I went from a very sad person who believed he had just done the dumbest thing a human being could do, to an owner of two hotels, both doing quite well. Our little company continued to expand as we added rooms to existing hotels and built new properties; I was experiencing the American dream.

Life was wonderful. I met a beautiful young lady at the local YMCA, married and finally moved out of the hotel. We were blessed with four children (three boys and a girl) in six years and I finally had a private life, as well as a business life.

But something very important happened to me just about 24 years ago while sitting at my desk dreaming of

Suddenly it became clear that
it was time for me to
say thank you to God and to
start offering a helping
hand to those who needed it.



colleges in the world. We also created a \$5 million endowment fund that provides 100 to 150 scholarships every year. Shortly, we shall begin design work for a 40,000- to 50,000-square-foot building to accommodate much needed classrooms, offices and kitchen space as the college has grown from approximately 1,000 students to nearly 3,500.

We also created the Tangelo Park Program and adopted an underserved, high-crime neighborhood in Central Florida where, for the past 23 years, we have provided a free preschool education for every two-, three- and four-year-old in the neighborhood, by creating 10 little schools (six children per school) in the neighborhood. We also mentor our youngsters from kindergarten through high school, and provide parenting classes for moms and dads so that they are comfortable helping their youngsters with their schoolwork. We have recently committed to a new initiative in the Parramore neighborhood in downtown Orlando. This endeavor is reflective of the spirit of the Tangelo Park Program, however the scope of the effort is nearly five times as broad. Nonetheless, we do anticipate results similar to what we have witnessed in Tangelo Park.

Our program also provides students upon graduation from high school with a fully-paid vocational school, community college or a four-year Florida public college scholarship, to include tuition, room, board and books for every Tangelo Park youngster who graduates from high school and is accepted to college. Through the years, more than 200 have received college degrees. Today, we graduate close to 100 percent of our high school students. However, when we started

LIVING THE DREAM: (From left) Harris Rosen on a birthday skydive at Fort Bragg; ribbon-cutting near Port-au-Prince, Haiti, in 2016 for a new elementary school for 300 students cofounded by Harris Rosen and Food for the Poor nonprofit; on the grounds of Rosen Shingle Creek, 2015.

the program, that number was closer to 60 percent. Crime in the neighborhood has also declined by more than 60 percent.

It is now our dream to encourage others to replicate our program throughout America. We firmly believe that our Tangelo Park Program has the power to dramatically change our society, primarily because it offers hope for a better future for the young men and women living in our nation's underserved neighborhoods.

Our philanthropic work continues. We recently built the Jack and Lee Rosen Southwest Orlando Jewish Community Center, which has an Early Childhood Learning Center and an after-school program with approximately 100 students and is regarded as one of the best early-childhood centers in Central Florida. Just recently, we completed a theater which can accommodate more than 300 people for special events.

We have also been involved in Haiti for the past 20 years, providing our Haitian brothers and sisters with food, educational materials, healthcare supplies and more than 200 water filtration systems. Most recently, in partnership with Food for the Poor nonprofit, we opened a new elementary school near Port-au-Prince complete with new desks, chairs and school supplies for 300 children.

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



ROSEN CARES

Building America One Community at a Time®

By Mary Deatrack

“Our community lacked hope. That’s about to change.”

—Stevenson Bassy, Jones High School senior

JONES HIGH SCHOOL SENIOR Stevenson Bassy said he now sees a bright future for both himself and the underserved Parramore community thanks to Orlando hotelier and philanthropist Harris Rosen. In spring 2016, Rosen announced that he would provide a free college education to every child who successfully graduates from Jones High School, beginning with the 14 students in Bassy’s 2016 graduating class.

All graduates now receive a free educational scholarship to the vocational school, community college or four-year public university of their choice. The full scholarships include tuition, room and board, meals, books and transportation. For seniors Angelina Tomlinson and her brother, Travius, Rosen’s promise means they will be the first in their family to go to college.

“I had no idea how I was going to pay for college, but I kept at it because I knew I wanted to be somebody,” said Angelina Tomlinson. “I encourage everyone to stay in school because good stuff like this can happen to you, too.”

The community educational initiative includes a partnership with Orange County Public Schools through which Rosen will offer a free

preschool program at Parramore’s new \$41.3 million PS8 school, slated to open in August 2017. The preschool will provide 24 classrooms of educational curriculum, breakfast, lunch and snacks for two-, three- and four-year-olds. The Harris Rosen Foundation will provide funding for all teachers’ and aides’ salaries.

Rosen estimates that his Harris Rosen Foundation will provide approximately \$4.5 million per year to support the Parramore program. Located just west of downtown Orlando, Parramore is the second

community to be adopted by the benefactor. Rosen implemented a similar program in Orlando’s Tangelo Park neighborhood in 1993.

To date, more than 200 college degrees have been awarded through the Tangelo Park Program to students who live in Tangelo Park and graduate high school. Rosen, who grew up in an underserved community in New York’s Lower East Side, began the program to give children like himself a better shot at achieving their dreams. “Providing our youth with hope for a future, especially in communities of strife and unrest, could be a game changer for our country,” said Rosen. “Since launching the Tangelo Park Program in 1993, high school graduation rates have soared from 60 percent to nearly 100 percent. This concept

works. Just think of how many communities could be turned around if companies implemented similar programs throughout the country.”

Kamilla Crawford is one such example of Rosen’s vision. Through the Tangelo Park Program, Crawford was able to attend the Univer-



(Opposite page) Orange County School Board member Kat Gordon (third from left), Harris Rosen and other county officials break ground on the new PS8 (preschool through eighth grade school) in Orlando’s Parramore District. Jones High School students celebrate graduation in June 2016.

sity of Central Florida, where in April 2016 she earned the highest-achievable honor for a student, Order of Pegasus. She received her commission to the U.S. Air Force at her graduation in May 2016.

Bassy, who is attending the University of Florida, said he wants to further Rosen’s message of hope after he graduates. The computer engineering major plans to return to the Parramore area with a STEM (science, technology, engineering and mathematics) educational outreach to help increase students’ math and science scores.

SHARING HOPE FORWARD

“At one of the Rosen property tours, I was amazed to see a very large convention of individuals with disabilities, and the staff at Rosen were all over the place, to facilitate the attendees getting to where they needed to be, and feeling safe and comfortable.”

—Deb Daly, Senior Director, Global Accounts, HelmsBriscoe

WHILE ROSEN ASSOCIATES impart daily the company’s “Pillars of Our Strength”—including a commitment to excellence, friendly, positive attitude, outstanding service, the golden rule—it’s their passion for helping people in general that sets them apart. Numerous associates are, like Bassy, inspired by Harris Rosen’s example to be there for others, including those less fortunate. It’s the heartbeat of the company.

Most every weekend, there is a race, a run, a Habitat Home build or something unexpected like a clothes drive for hurricane victims where Rosen associates—from GMs and housekeepers to bartenders and sales associates—come together as family for the betterment of others. Several sit on committees of fundraising galas, many of which the company sponsors.

“We’re fortunate to have latitude in charitable giving,” said Jonni Kimberly, HR Director, Rosen Hotels & Resorts. “This could be one reason why the company enjoys one of the lowest turnover rates in the hospitality industry. Our associates are proud to be with a company that is so supportive of those in need.”

In support of the approximately one-third of associates who are Haitian, Rosen Hotels & Resorts collects unused soap from its guestrooms which Eldine Magnan, Director of Housekeeping, Rosen Centre, and a small team deliver periodically to Haiti, along with clothing and other much-needed supplies.

In September 2016, the Harris Rosen Foundation in partnership with Food for the Poor nonprofit opened a new elementary school, L’Institution Mixte St. Jean de Jonc L’Abeille, in the city of Les Cayes, Haiti. When 300 students were introduced to their new comfortable, weather-resistant school, complete with updated, comfortable desks and chairs, Magnan was there to help cut the ribbon.

“Many of us are from Haiti,” said Magnan. “You can’t imagine how good we feel that the company we work for is willing to provide ongoing assistance to our Haitian friends and family who are not as fortunate as we are.”

BUILDING AMERICA ONE COMMUNITY AT A TIME

“Can I have a dream also? My dream is that every underserved community in America has a Tangelo Park Program. My dream is for these programs to build America one community at a time.”

—Harris Rosen, President & COO, Rosen Hotels & Resorts, accepting the 2015 Coretta Scott King A.N.G.E.L. Award

IN A LETTER TO ROSEN referencing a June 2015 New York Times profile of the Tangelo Park Program, former President Bill Clinton offered his “appreciation for the tremendous work you’ve been doing at Tangelo Park. By harnessing the support of the community, and offering even the youngest residents a vision for an inspiring future and a viable path to get there, you have shown that hope and high expectations can go a long way towards changing lives.”

When Harris Rosen accepted the 2015 Coretta Scott King A.N.G.E.L. (Advancing Nonviolence through Generations of Exceptional Leadership) Award at the 32nd Annual Salute to Greatness at the King Center in Atlanta, he shared his dream. His dream is that one day soon, companies throughout America will implement programs similar to his Tangelo Park Program in underserved neighborhoods in their own backyards.

To Rosen, this could change the landscape of our country. It would keep hope alive.



(This page) Tangelo Park preschool students graduate to kindergarten. (Opposite page, clockwise from top left) Harris Rosen accepts the Coretta Scott King A.N.G.E.L. Award. Rosen Hotels & Resorts leadership team at a Habitat for Humanity group build. Adam Rosen dresses to impress, escorting a stylish Runway to Hope model. Tangelo Park Elementary students during a performance thanking Harris Rosen. Shayna Rosen follows in her father’s charitable footsteps, volunteering her time with rescue dogs. Jack Rosen escorts fashionistas at Runway to Hope. At Runway to Hope, Josh Rosen escorts two of the charity’s models. Harris Rosen enjoys the ride with children at Give Kids the World.

(THIS SPREAD) COURTESY ROSEN HOTELS & RESORTS (8); PHOTO OF SHAYNA ROSEN ©ALBERTA MASMOUDI





The Road to Wellness

Redefining Healthcare

ROSEN HOTELS & RESORTS continues to receive national recognition for being among the most innovative and progressive in-house healthcare providers. The Rosen healthcare model, also known as RosenCare, has served to raise the bar in this category and as a result has been featured not once, but twice, in Forbes magazine and on national news shows.

According to a 2015 Forbes article titled “8 Steps That Could Save Employers \$500 Billion Dollars and Help Education,” contributor

Dave Chase states, “Rosen Hotels & Resorts has shown that much smaller organizations can also be creative. If one extended their actions to all employers, we could conservatively remove \$500 billion of healthcare waste from our economy. Imagine the stimulus this would provide to the private sector if these dollars were shifted to more productive sectors of the economy.”

Launched in 1991, this revolutionary wellness program is the vision of Harris Rosen, President and COO of Rosen Hotels & Resorts.



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His sense early on was that by self-insuring his associates he could simultaneously reduce company costs on healthcare and provide superior service and care to the people who matter most, his family of associates. As a comparison, Rosen's costs have remained relatively steady, averaging approximately \$4,600 per covered life for the past five years versus the national average of approximately \$11,000. Premiums for most Rosen associates, for example, are just \$16.23 per week, while family coverage is \$53.08 per week. Dental coverage is included in these costs. Primary-care visits are only \$5, specialist co-pays are only \$20 and associates pay a maximum of \$750 for a single in-network hospital admission.

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

One key to this success is the 12,000-square-foot Rosen Medical Center, A Place for Healing and Wellness. The center, a patient-central medical home (PCMH), includes a multilingual staff of four full-time medical doctors, three nurse practitioners, one physician assistant, one social worker and one chiropractor. A dietician, a physical therapist, a podiatrist and other contracted specialists support the center. The Rosen health plan offers 5,700 Rosen associates and their families low premiums, no deductibles, minimal co-payments for office visits and free or low co-pay prescriptions. Through an innovative partnership, associates also can pick up free generic prescriptions at Walmart stores. As an added bonus, Rosen associates can visit the medical center "on the clock," with free transportation if needed.

"Each time I interact with the Rosen Medical Center, I get more and more impressed," said Carolyn Grant, Group Benefits Service Manager, ProvInsure. "My doctor and staff know me by name and always seem excited to see me. I have the ability to email them with questions. They even send interoffice recipes I might like. The ability to obtain supple-

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



ments and vitamins on-site is such a great value—value of my time and wallet."

"The Rosen Medical Center has been my choice for comprehensive medical care for over 13 years," said Roberta Prusinowski, Lite Bite Manager, Rosen Plaza. "The medical staff delivers expert knowledge with ease and thoroughly takes the time to explain medical terminology so that the patient can understand. Over the years more services have been introduced to our care, which I rely on regularly to ensure I am on a continual path to wellness."

Rosen Hotels & Resorts has established a strong partnership with a hospitalist group to care for associates who are admitted to the hospital. This relationship closes the loop between inpatient care and the continuation of care, offered at the medical center, for patients released from the hospital. In addition to the hospitalist, a Rosen Medical Center provider visits patients admitted to the hospital to evaluate the patient's service, answer questions and to show a familiar face. The company has also created a home-care component which provides care for associates who need home-care services.

"You really don't need a medical degree to put a program like this together," said Rosen, who for many years has promoted and readily shared his model for employee healthcare with other business and community leaders. "Companies with 1,000 covered lives or more can cost-effectively build an in-house program, and those with lesser numbers can easily combine their efforts with other businesses."

In fact, in 2010, to help others reap similar benefits, Harris Rosen launched Rosen Healthcare Solutions, which assists companies in either setting up their own primary-care medical centers or establishing and operating their own facility on a turnkey basis. In his Forbes article, Chase encourages, "If you are a shareholder or

employee, send this article to the CEO asking them when they will take actions similar to Rosen Hotels & Resorts." With Rosen Healthcare Solutions, there's no reason why they can't.

Contact Ashley Bacot, abacot@provinsure.com, or visit rosenhealthcaresolutions.com.

(Previous page) Harris Rosen, who swims an hour five times weekly, enjoys Rosen Shingle Creek's lap pool. (This page, from top) Rosen Hotels & Resorts associates exercise in the gym at the Rosen Medical Center. Associates participate in the annual Cooking Challenge in celebration of National Eat Healthy Day in November. Director of Sales Katie Bellas measures her blood pressure at a Rosen Health Station; a health station is located at each hotel.



Harris Rosen, Kenneth Aldridge, Director of Health Services, and DeeDee Baggitt, Rosen Hotels & Resorts Director of Engineering, proudly display the facility's LEED green building certification.

FIT TO BE FABULOUS

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

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

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PLAY BY DESIGN

Arnold Palmer & the New Shingle Creek

The legendary golfer's design firm brings
a new look to the course.

By **Scott Kauffman**



EDITOR'S NOTE: This story was written shortly before Arnold Palmer passed away on September 25, 2016.

ROSEN SHINGLE CREEK hotel revels in the fact it sits alongside historic Shingle Creek, the headwaters of the Florida Everglades. As it turns out, the AAA Four Diamond destination also happens to be at the headwaters of some world-class golf.

Nestled next to its namesake tributary, top-rated Shingle Creek Golf Club is one of the main reasons the luxury hotel is a true oasis in the heart of Orlando's congested tourist and convention-center corridor. This

year, there's even more reason to revel in Rosen Shingle Creek with the newly redesigned golf course by Arnold Palmer Design Company.

For decades, Palmer and noted hotelier Harris Rosen reshaped their respective industries. Along the way, the two Orlando residents have also literally changed the Central Florida landscape.

Palmer, of course, put Orlando on the map with his personal Bay Hill Club & Lodge, which annually hosts the prestigious PGA Tour Arnold Palmer Invitational presented by MasterCard and benefits the Arnold Palmer Medical Center. Meanwhile, Rosen created one of the biggest and most respected independent hotel networks in the world's most visited city and helped establish the University of Central Florida's renowned Rosen College of Hospitality Management after making a donation of \$10 million and 20 acres of land at the foot of Rosen Shingle Creek.

Fittingly, Rosen and Palmer are now associated with the new Shingle Creek Golf Course, further accentuating an already-strong connection between the Orlando icons and their respective signature properties. For starters, the golf and hospitality icons almost share the same birthday (Rosen was born on Sept. 9; Palmer, 10 years his senior, who was born on Sept. 10).

Indeed, there are a number of other parallels between Palmer and Rosen's new championship course, situated just a few miles from Palmer's part-time home at Bay Hill. For instance, Shingle Creek's longtime director of golf Dave Scott started his career working for Palmer at Bay Hill. And acclaimed golf instructor Brad Brewer, who opened his namesake Brad Brewer Golf Academy at Shingle Creek Golf Club soon after it first opened 13 years ago, was a longtime Palmer associate as the co-founder of the Arnold Palmer Golf Academies.

Scott, who opened the former Shingle Creek course designed by the late Dave Harman, another former Palmer golf prodigy and one-time neighbor of Harris Rosen, can't wait to start showing off the hotel's new course.

"What's so exciting for me is we have had thousands who have played here before," Scott says. "And when they come back and play the new course, it's going to be an entirely new experience. That was our goal. We wanted to make sure it was different when you see it and play it. But at the same time, you're going to be comfortable knowing you're still going to enjoy that same high level of course conditions and guest services we've always had."

To be sure, the course is unlike anything before. For instance, Palmer's senior golf course architect Thad Layton designed three totally new holes on a new 25-acre parcel of land owned by Rosen on the northern end of the hotel, re-created numerous other holes to accommodate a future hotel expansion with a new luxury tower, and updated the balance of the golf course with new design features while preserving the pristine beauty of the course's mosaic of Florida plant life.

Some of the most noticeable changes made to the course were changing Shingle Creek's traditional green complexes protected by bunkers and thick rough for that of fairway-cut surrounds or runoff areas, giving golfers of all levels more forgiveness and recovery options.

According to Layton, his team's philosophy was putting strategy and variety at the center of the golf experience with design features that "hearken back to the golden age of golf course design." In other words, Shingle Creek golfers will now experience an eclectic assortment

of putting surfaces ranging from small and subtle to massive and, shall we say, not so subtle. The newly configured bunker scheme, like those strategically placed in the landing area on the par-5, 567-yard second hole or the pot bunker short of the horseshoe shaped green on the drivable fourteenth, will require sound strategy and precision to score well but plenty of fairway width for alternate routes of play.

The latter hole is followed up by a newly designed 151-yard, par-3, which is now the shortest par-3 hole on the course, but by no means the easiest. That's because a challenging, much smaller green now awaits golfers, precariously positioned and pitched toward the adjacent wetland that borders the entire left side of the green.



ONE-OF-A-KIND

We are incredibly honored to have worked with Arnold Palmer and his exceptional team on our recent golf course redesign. In addition to his world-renowned status as a golf champion, Mr. Palmer is revered in our Orlando community as a local resident and businessman who cares about others. A thoughtful philanthropist, he has dedicated the same passion he has for his sport to charity. We are proud to honor his legacy with our beautiful newly redesigned course and humbled to be a part of his lasting impact on our Central Florida community.



"What's so exciting for me is we have had thousands who have played here before. And when they come back and play the new course, it's going to be an entirely new experience. That was our goal."

This is also where the Brad Brewer Golf Academy studio showcases some exciting new features at the back of the hotel's driving range. Perhaps the biggest change is the greatly enhanced short-game practice area that doubles in size Brewer's previous putting, chipping and bunker areas adjacent to the academy's private driving area. Brewer also integrated some new state-of-the-art swing analysis and game improvement technology at his indoor hitting bays.

For Shingle Creek golfers looking to further hone their short games, a new 15,000-square-foot putting green with courageous contours was built at the footsteps of the clubhouse, including never-before chipping and bunker areas. This new "break" in the course routing is also where Scott's staff has a valuable new 2,000-square-foot event pavilion to host special events and parties, further enhancing the Shingle Creek golf experience.

Then, for one of the more memorable challenges at the new layout, the par-5 eighth hole (formerly the playing corridor for holes 10-11) now stretches to unreachable status, weighing in at 606 yards from the back tees. This type of variety is yet another reason Scott and the Palmer Design team are so excited about the new-look Shingle Creek Golf Course.

"With everything we've done with the new greens and strategic bunkers to the mix of drivable par-4s and super long par-4s and par-5s, there are just so many more decisions to make," says Scott, whose esteemed property regularly plays host to U.S. Open and Amateur qualifiers. "Whether you're an average golfer to the professional, it gives them more options and strategy to think about."

Another way to put it is Shingle Creek is now a far cry from the banal "hotel golf" marketing term that has become synonymous for that predictably ordinary golf course experience associated with so many hotels these days. In other words, play one hotel and you've played them all.

"We set out to do something resolutely different at Shingle Creek," Layton adds. "Orlando is a golf town and our backyard. As such, we sought to build a golf course that would inspire and challenge every type of golfer. Through a hands-on approach and countless hours on site, we handcrafted a golf course with design features reminiscent of some of the finest classic golf courses in the world."

In the end, Rosen Shingle Creek guests have a course that even the King of Golf would be proud to play.



Strategic. Sustainable. Sublime.



Arnold Palmer, Thad Layton and Brandon Johnson review plans for the new Signature Course at Castle Stuart, Scotland.

Inspired Golf Course Architecture

ArnoldPalmerDesign.com

THE KING'S LEGEND CONTINUES.



Shingle Creek Golf Club has been redesigned by Arnold Palmer Design Company and will be an entirely new experience unlike anything before. The 18-hole, par-72 championship course will feature new green complexes and bunkers, and will inspire and challenge every type of golfer. Expect strategy, variety, the same high-level course conditions and renowned Rosen Hotels & Resorts guest service from the very first tee time to the 19th hole.

For more information, please visit ShingleCreekGolf.com

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AN EPICURE'S JOURNEY

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

By Joseph Hayes



FOR MOST PEOPLE coming to Orlando, Florida means sunshine, theme parks and family fun. Guests and visitors to the Rosen family of luxury hotels—**Rosen Shingle Creek**, **Rosen Plaza** and the **Rosen Centre**—can add a focus on great food in sublime restaurants, with inspirations from Italian trattorias, Mexican taquerias, New York steakhouses, Indonesian food stalls, Lower East Side delis and the heart of Old Florida.

So while the surroundings may be pure Americana, the flavors—the accents, you might say—are from all around the world. And, there's something to be said for being able to go right from your hotel room downstairs to an authentic Italian gourmet dining experience or to nosh on New York deli-style fare without hailing a cab or getting in your car.



ROSEN PLAZA

rosenplaza.com

Jack's Place. Walking into Jack's Place is like meeting an old friend. Many old friends, actually, in a collection amassed by Harris Rosen's father, Jack, who in his 30 years of working in the Waldorf Astoria New York drew an astounding number of caricatures of the



Jack's Place

famous and infamous as they passed through the hotel's halls. Autographed and displayed along the restaurant's walls, they serve as a historical backdrop to some of the finest plates in Orlando. The renovated restaurant, done in subdued greys and golds, is home to a sophisticated and updated menu. Famous for steaks and seafood, there are new touches of Latin cuisine and

sustainable ingredients. Executive Chef Michael McMullen points to the seafood caldero, a Spanish entrée that is made in a cast-iron pot loaded with lobster, snapper, shrimp, scallops and Spanish chorizo, as a highlight.

"Everything fresh to order," he says. "We do what we do for the guests." As you enjoy panko herb-crusted rack of lamb or an immaculate New York strip

steak, smile back at the Dalai Lama, Salvador Dalí, Queen Elizabeth and the Apollo astronauts gracing the walls.

In a fundraising partnership, Jack's Place has a special offer benefitting the Edgewood Children's Ranch: a portion of the price of three entrées made with locally sourced ingredients grown at the Ranch goes to help the residents and families of the nonprofit facility.

ROSEN PLAZA *continued*

'39 Poolside Bar & Grill. Hopping hotspot at night, relaxing poolside eatery for lunch, brunch and after, '39 Poolside Bar & Grill is an oasis in the bustle of I-Drive. Chef McMullen raves about the chicken and waffles for Sunday brunch (“We have maple syrup

aged in a bourbon cask—this is not your usual chicken and waffles”) and new street-style food truck items such as shrimp tacos, Chinese duck bao sandwiches and arepas. And he’s proud of the “fire rescue burger,” a flame-grilled Angus beef delight with habañero pepper, ghost pepper jack cheese and chipotle aioli. “You can sweat,” he says, “but no crying, please.”

ROSEN CENTRE

rosencentre.com

Foodies are spoiled by the wealth of choice at the impressive Rosen Centre. It’s a massive edifice with 1,334 rooms in the heart of the convention hub-bub—and dotted with remarkable food discoveries. Visitors could happily spend mealtimes without leaving the lobby, but they’d miss out on some truly superb experiences.

Everglades. Everglades Restaurant is both a celebration of the natural beauty of Florida and a place for culinary inventiveness. Inspired by the vast Florida wetlands to the south, the menu, crafted by award-winning Executive Chef Michael Rumplik and Orlando Magazine Hall of Fame inductee Chef Fred Vlachos, makes good use of indigenous ingredients like Florida grouper and alligator (try the famous gator chowder). The tropical atmosphere of Florida is echoed by Caribbean crab cake and local rock shrimp appetizers. Amid dioramas of Florida panthers and manatees and a vibrant mural of life in the Everglades wetlands, dishes like tapenade-crust sea bass, a beautiful Thai curry seafood plate and the surprising buffalo tenderloin with peppercorn crust and blueberry onion jam are particular pleasures.

Harry’s Poolside Bar & Grill. Far more than a pool bar, Harry’s offers an unexpected full-service experience with lunch and dinner menus crafted by Chef Emeterio “Tello” Luna. The island theme becomes clear with Key West conch fritters, a satisfying Jamaican jerk turkey burger topped with grilled pineapple and orange chipotle mayon-



'39 Poolside Bar & Grill



naise, and the delicious guava-stuffed Caribbean pork chop topped with caramelized mangoes. It's as good as it sounds.

Casual Riches. The additional temptations await at Rosen Centre. 98Forty Tapas & Tequila offers ceviches, quesadillas and rustic guacamoles, as well as 40 different premium tequilas. At Banshoo Sushi, try Chef Yoshi's to-die-for Banshoo Signature roll of lobster, crab and scallops topped with tuna and salmon. Dishes from both restaurants' menus are served in the lobby lounge, Sam & Bubbe's, named after Harris Rosen's grandparents. Here, you'll also find house-made New York deli delights like pastrami, corned beef and perhaps the best Reuben sandwich in town.

(PREVIOUS SPREAD) ©ISAAC ARJONILLA. (THIS SPREAD, CLOCKWISE FROM LEFT) ©COURTESY ROSEN HOTELS & RESORTS (2); ©RICHARD PABIS



Harry's Poolside Bar & Grill



Everglades Restaurant

ROSEN SHINGLE CREEK

rosenshinglecreek.com

Talk about escaping the ordinary. Surrounded by 255 acres of lawns and waterways, Rosen Shingle Creek celebrates the natural Florida rivulet that is the northernmost headwaters of the Everglades, lined with cypress trees that

early settlers used to make roof shingles.

Within its Spanish Revival-themed walls are the AAA Four Diamond treasures of A Land Remembered and Cala Bella, two of Orlando's finest restaurants.

AAA ◆◆◆◆

A Land Remembered Executive Chef Jorge Oliveira celebrates the work of Mr. Rosen's friend the late novelist Patrick



Cala Bella Lounge



A Land Remembered



(From left) Rosen Shingle Creek Executive Chef Jorge Oliveira, Rosen Centre Executive Chef Michael Rumpalik and Rosen Plaza Executive Chef Michael McMullen



(CLOCKWISE FROM LEFT) ©COURTESY ROSEN HOTELS & RESORTS;
©RICHARD PABIS

Smith who wrote of the land and the people who first settled in Florida, by crafting a “casual fine dining” menu at A Land Remembered of the best Prime Black Angus beef and meticulously prepared seafood. Start off a meal with appetizers unique to A Land Remembered: fried oysters with Indian long pepper aioli, seared diver scallops or the irresistible “Boca Grande” crab cake. New additions include the seafood sampler with sea bass, shrimp, scallops, clams and Maine lobster tail, all served on a copper cataplana. Other

favorites include Premium Creekstone all natural bone-in filet, bone-in ribeye and New York strip steak; the Punta Rassa filet and sausage skewer; and classic Chateaubriand. Cap it all off with the ultimate dessert: chocolate mousse cake layered with pecan nougatine.

AAA ♦♦♦♦

Cala Bella At Cala Bella, regional Italian cuisine from Neapolitan, Tuscan and Sicilian locales is presented in a homey family style along with classic Italian-American favorites in a lush Continen-

tal setting. Perfectly al dente pasta, signature herb-roasted lamb chops, seafood enlivened by rich Italian spices, and innovative interpretations of Italian desserts, such as the deconstructed tiramisu, join exciting picks like the Cala Bella sampler platter of calamari fritte, antipasto and mozzarella-stuffed meatballs. Imagine a starter of butter-poached lobster and smoked mozzarella flatbread, or fried zucchini blossom and eggplant caponata—but you don’t have to imagine it, just sit back and enjoy. New items like salmon agrodolce

ROSEN SHINGLE CREEK *continued*



Mi Casa Tequila Taqueria

in a tart-sweet sauce continue the grand tradition. Cala Bella was featured on Emeril Lagasse’s Cooking Channel show, “Emeril’s Florida,” where Rosen resident pastry chef David Ramirez displayed his magic—the results of which can be enjoyed on your plate.

Mi Casa Tequila Taqueria Unassuming in a gallery of shops, Mi Casa hits the mark with outstanding Mexican dishes like Lima guacamole, prepared tableside in a lava stone pestle. Soon to double in size, the eatery is alive with eager diners enjoying tacos de camarones, carne asada con chilaquiles and the impressive flounder Vera Cruz. Its menu of pan-Mexican delicacies makes Mr. Rosen proclaim Mi Casa as being “perhaps the most successful restaurant per square foot in Florida.”

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

But it’s the pocket restaurants, nestled in lobbies and down hallways, that make for surprising casual snackery and a culinary treat.

For a quick but delectable bite or an evening’s feast, sushi, soba and superb



Banrai Sushi

sake are the provenance of Chef Sato Minoru at Banrai Sushi, where fresh fish is king and the Rainbow Roll of tuna, salmon, whitefish, flying fish eggs and lump crab meat is an all-inclusive treasure. Tobias’ Flats & Watering Hole, known for its elevated bar food offerings like Indian spiced tikka masala and Greek steak flatbreads, adds hand-crafted burgers, specialty local beer and a curated selection of fine whiskeys to the casual fare.

With flavors of Europe and Asia, homages to Florida history and its unique culinary landscape, dining experiences from poolside casual to sophisticated white linen table settings provide such a wide range of choices that it might be possible to spend an entire vacation of dining without ever leaving a Rosen hotel.

ROSEN INN

roseninn.com

SHOGUN Back 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 Mr. Rosen so much that it is still there: Shogun. Skilled teppanyaki 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 and clanging knives accompanying the Japanese specialties and local fresh seafood and a fascinating craft cocktail assortment.

Sakura Sushi recently opened to complement Shogun and features freshly prepared sushi rolls, authentic nigiri and sashimi served in an intimate setting.



RELISH IN O^WLANDO

Rosen Hotels & Resorts offers a delicious variety of culinary experiences that are sure to satisfy. From Caribbean to Italian, from whimsical fun to sophisticated elegance, from poolside to nightclub, there are delightful choices for every taste. **For more information, please visit RosenHotels.com**



9840 International Dr.
407.996.8551



Prime steaks and fresh Florida seafood in a fine-dining ambiance inspired by the Everglades.



Feast on a fusion of Cuban and Caribbean flavors in a tropical indoor-outdoor poolside atmosphere.



9939 Universal Blvd.
407.996.3663



Our signature steakhouse offering the finest all-natural Five Diamond Black Angus beef from Harris Ranch.



Escape to Tuscany at our Italian bistro with a piano bar, serving perfect pastas and fresh seafood.



9700 International Dr.
407.996.1787



Sizzling prime steaks and fresh seafood among the world's largest collection of celebrity caricatures.



A state-of-the-art entertainment venue with dancing, dining, two full-service bars, VIP lounge and an adjacent pool deck.



6327 International Dr.
407.352.1607



Catch dinner and a show as our Teppanyaki chefs play with fire right before your eyes for a deliciously fresh and fun culinary experience.



GATHERING FOR SUCCESS

Rosen Hotels & Resorts are Orlando's premier meeting destinations

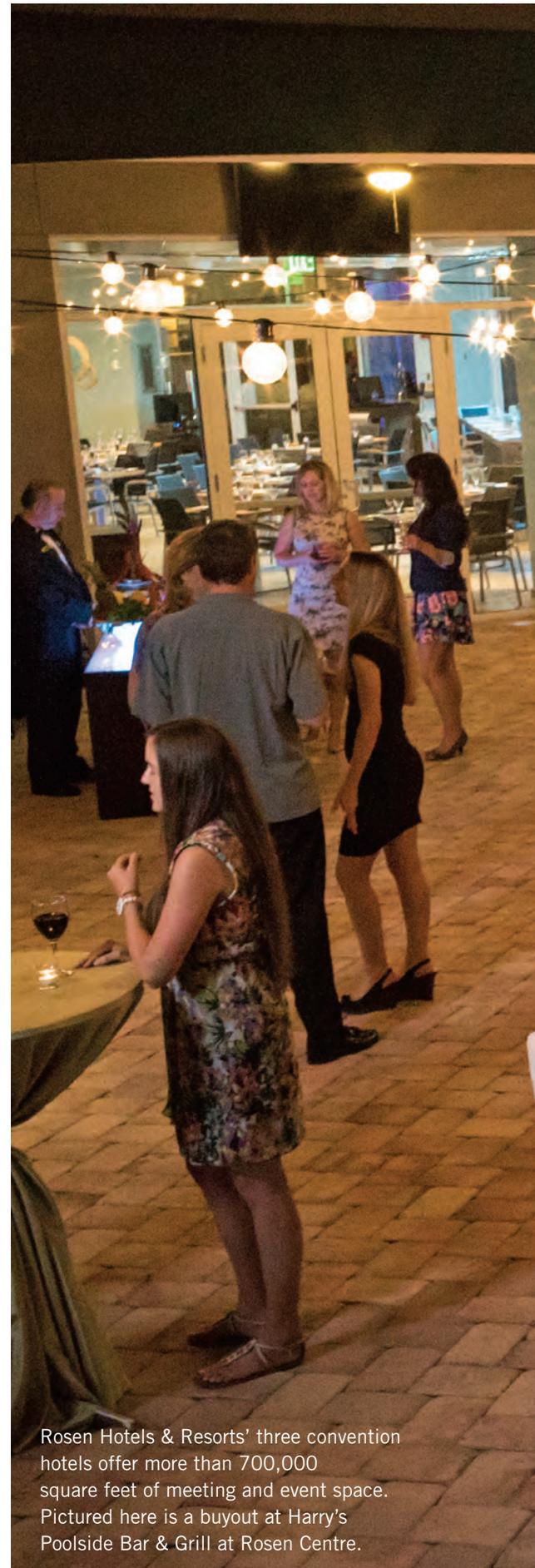


“MR. ROSEN’S COMMITMENT and great leadership are the foundation of this amazing brand and the key to its continued success,” said Steven J. Scatino, Executive Vice President, Sales, HPN Global, LLC. “The relationships have been built with true professionalism, a willingness to negotiate and an eagerness to work together and accomplish shared industry goals. We truly value doing business with them.”

To the majority of planners like Scatino, the value is not only in the relationships and shared vision, but also in the affordability and return on the investment planner’s experience when hosting a conference or event at a Rosen Hotels & Resorts’ convention property.

According to Leslie Menichini, Vice President of Sales & Marketing, Rosen Hotels & Resorts, Convention Properties, “Harris Rosen has a passion for this business and is committed to the guest experience. He attends site visits when possible and often follows up with a personal phone call. As a debt-free company, there’s no red tape. He allows us complete autonomy to make decisions to the benefit of our groups on behalf of the company.”

This forward-thinking vision and commitment to service is reflected in Rosen’s award-winning hotels—Rosen Plaza, Rosen Centre and Rosen Shingle Creek—which were designed to exceed every need of a meeting planner and convention attendee. Maintaining a debt-free company, Rosen has been able to invest millions in renovations and enhancements to ensure his three convention hotels remain Orlando’s premier meeting destinations.



Rosen Hotels & Resorts’ three convention hotels offer more than 700,000 square feet of meeting and event space. Pictured here is a buyout at Harry’s Poolside Bar & Grill at Rosen Centre.



ROSEN CENTRE HOTEL

Stylish and sophisticated, Rosen Centre Hotel opened on Halloween, October 31, 1995, and is abundant with treats and always a trick up its sleeve to go above and beyond for meeting planners. The versatile, 1,334-room hotel is a favorite for Orlando citywide conventions, as well as association and corporate conventions and meetings, for its sleek modern stylings, top-shelf amenities including The Spa at Rosen Centre, nine creative dining outlets and incredible location. The hotel is at the “Centre” of it all on International Drive, minutes to the area’s best shopping, dining, nightlife and theme parks and—best of all—is connected to the Orange County Convention Center’s West Building with a covered pedestrian skywalk.

Heidi Pascale, Director, Corporate Events, ASSA ABLOY, recently hosted her company’s annual convention at Rosen Centre. “The Rosen Centre is the ONLY venue we will come back to time and time again,” said Pascale. “It goes without saying that the proximity to the airport and convention center is a huge benefit, but it goes way beyond that for us. The hotel itself is equipped with just the

“The Rosen Centre is the ONLY venue we will come back to time and time again.”

right amenities and dining outlets, has more than ample meeting space, is sustainably conscious, and let’s not forget the AWESOME poolside bar and 24-hour deli!”

Praise like this is common for the award-winning convention hotel, which was named a 2015 Top 75 U.S. Meeting Hotel by Cvent and has earned a M&C Gold Platter for its culinary excellence, among numerous honors. More than 150,000 square feet of meeting and event space, including a 35,000-square-foot Grand Ballroom, 18,000-square-foot Executive Ballroom, 14,375-square-foot Junior Ballroom and 35 breakout rooms, accommodate a range of meeting needs. After a refresh of Rosen Centre’s 20 expansive Executive Suites, business executives have a new space where they can balance work and play in style. Each 2,300-square-foot suite is perfectly suited for more intimate gatherings and comes with its own parlor and connecting king and queen guestrooms that exude a sophisticated yet relaxed style with new flooring, fixtures, rich fabrics and artful accessories to make the atmosphere lively yet professional.

With an elegant Caribbean ambiance and indoor and outdoor seating overlooking an outdoor tropical swimming pool, Harry’s Poolside Bar & Grill is a top choice for a poolside gathering with built-in theming, with space for 70 at a seated event and up to 1,700 when including the scenic pool deck. For a true taste of Florida that will leave a lasting impression, consider hosting a private event at the Everglades Restaurant, where guests dine under the watchful eye of tropical fish and manatee sculptures.

“Whether you’re hosting 10 guests or 3,000, our staff treats each event with the highest level of excellence in presentation and service,” said Todd Frappier, Director of Sales & Marketing, Rosen Centre. “We’re proud of our consistency, versatility and a team that is dedicated to exceeding our clients’ needs and expectations.”

“The staff is incredible. The team’s attention to detail and eagerness to please (even with our insane requests) are the sole reasons we continue to use Rosen Centre. They never let us see them sweat. They never say no and always pull out all the stops to make sure our programs are as turnkey as possible,” said Pascale.

ROSEN PLAZA HOTEL

Rosen Plaza’s chic surroundings make it the perfect venue for any meeting. The recent multimillion-dollar, floor-to-ceiling refurbishment of its 800 guestrooms and suites features the finest furnishings providing contemporary comfort with the best in technology for accomplishing work on the road—all ideally located just steps from the Pointe Orlando entertainment complex and minutes from the Orlando 360 Complex, outlet shopping, area theme parks and more.

Opened in 1991, Rosen Plaza features 60,000 square feet of meeting and event space conveniently connected by the Gary Sain Memorial Skybridge to the Orange County Convention Center’s West Building and now features expanded flexible indoor/outdoor event space with 3NINE, the hotel’s 5,000-square-foot, state-of-the-art entertainment venue. 3NINE can accommodate 500 people indoors or 1,500 guests when the event is extended to the patio and pool deck of ’39 Poolside Bar & Grill. Groups can enjoy a dedicated, on-site daytime or evening event space outfitted with audiovisual equipment, fully decorated and themed, with no build-outs or expensive rentals needed.

“We’re an ideal destination for association and corporate meetings,” said Victoria Hall, Director of Sales & Marketing, Rosen Plaza. “With many enhancements and additions, we’re a comfortable home away from home, whether for work or for play.”

Meeting planners agree. According to Christine Pauley, CEM, CMP, Director of Event Planning, American Society of Radiologic Technologists, “We had nothing but positive feedback and wonderful compliments about ASRT’s 2014 conference at Rosen Plaza. We’re looking forward to coming back in 2017!”

Rosen Plaza recently opened Zayde’s Kosher Catering, a service providing world-class American and international kosher cuisine to banquets and meetings from 25 to 800 guests. The multimillion-dollar

“We had nothing but positive feedback and wonderful compliments.”

brainchild of owner Harris Rosen was created to fill a niche market not readily available in Central Florida of groups requiring catering services that meet the kosher requirements of kashrut, or Jewish dietary



Zayde's Kosher Catering



Harry's Poolside Bar & Grill



Rosen Centre



Rosen Plaza



Rosen Plaza

law. The catering service is available for guests of Rosen Plaza, as well as those of all Rosen Hotels & Resorts, the Orange County Convention Center and requests within greater Central Florida.

Steve Faskowitz, Majestic Retreats, hosted a Passover group at Rosen Plaza utilizing Zayde's K kosher Catering for several events. "The feedback from the group across the board was that this event had exceeded their expectations beyond wherever they'd been. And they've been all over the world—Paris, Milan, the finest places," said Faskowitz. "From the back of the house to the front, every piece was unbelievable. Due to the hotel's professionalism, I didn't worry about a thing."

ROSEN SHINGLE CREEK

What many refer to as the company's "crown jewel" is literally Harris Rosen's dream come true. His dedicated staff knew this and pushed deadlines to open the majestic AAA Four Diamond Rosen Shingle Creek on Rosen's September 9 birthday to honor what he has called one of his greatest professional accomplishments: building a large full-service, luxury convention property complete with world-class amenities.

With a dedicated and seasoned staff, the hotel has earned numerous industry honors since it opened 10 years ago, including a Top 25 U.S. Meeting Hotel by Cvent.

"It's not surprising that everyone at Rosen Shingle Creek is so focused," said Mark McDonald, Director, Customer Relations & Events, Goodyear Tire and Rubber Company. "It starts from the top down. From convention services to housekeeping, everyone is focused on making guests comfortable. When evaluating each meeting, Rosen Shingle Creek always brings top results."

Most recently, a floor-to-ceiling refresh has taken place, transforming its 1,501 guestrooms, several of its 15 dining and lounging options, retail store, lobby and more in a modern Spanish Revival-style design. A new golden palette with jewel tones of honeycomb yellow

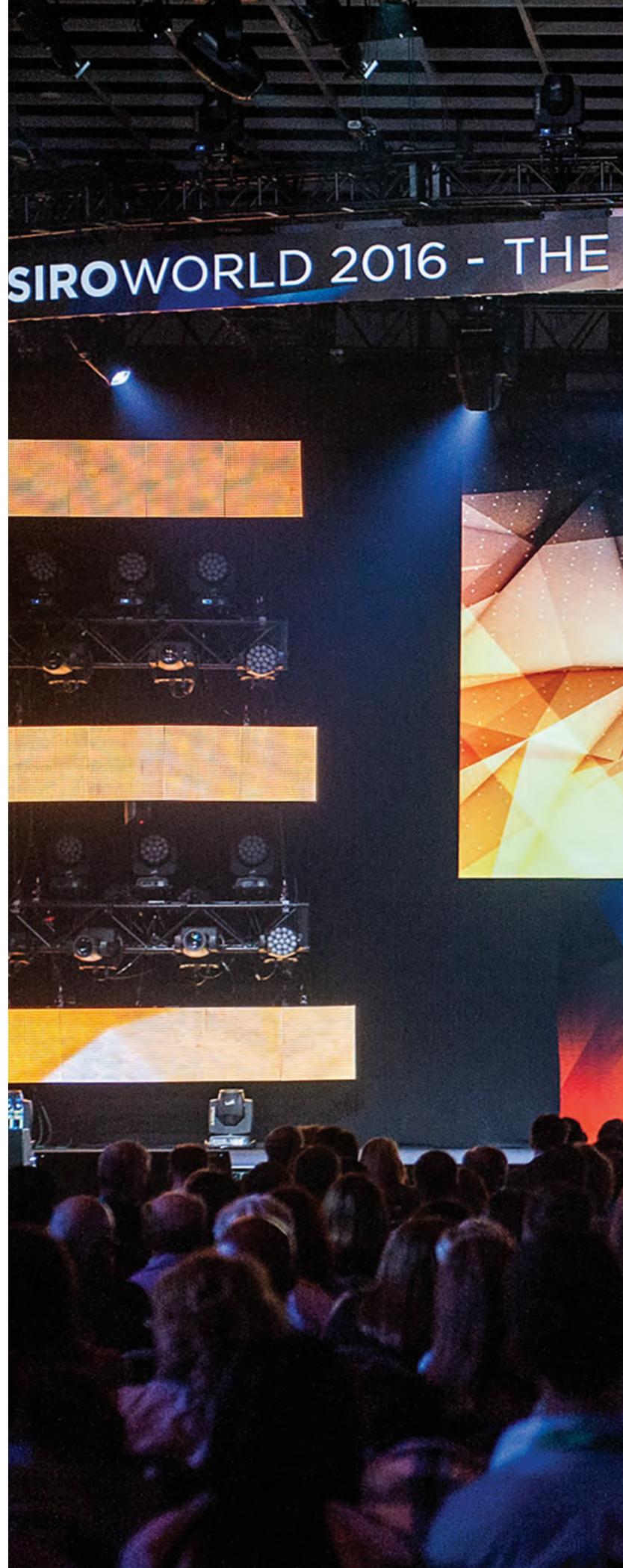
"I'm always thrilled when I get to present Rosen Shingle Creek to my clients."

and orange-tangerine perfectly accent the natural settings. Expanded seating throughout the lobby and dining venues provides ideal communal areas to enjoy magnificent views of the manicured Shingle Creek Golf Club and tree

line of historic Shingle Creek, headwaters of the Florida Everglades.

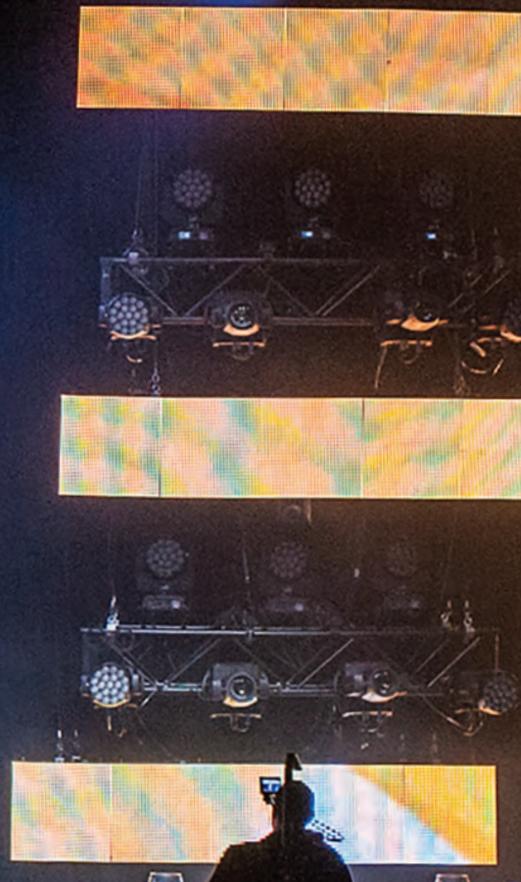
The 255-acre property also recently unveiled a redesign of its 18-hole championship golf course in partnership with the Arnold Palmer Design Company. The course features Four Star Tournament Service, while the on-site Brad Brewer Golf Academy offers creative activities to get attendees up and moving between sessions.

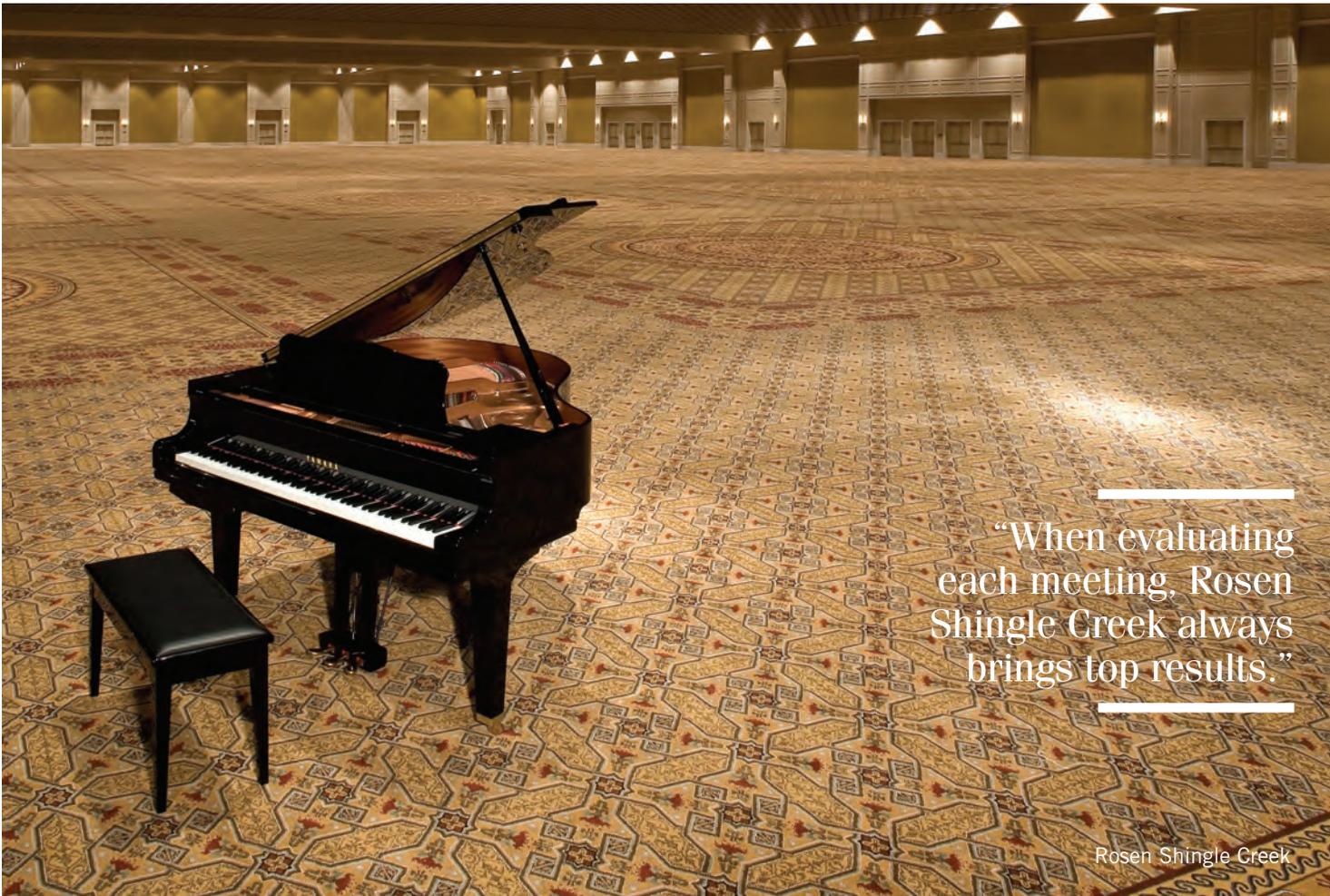
To Rosen Hotels & Resorts' Vice President of Sales & Marketing, Leslie Menichini, the luxury hotel is an exceptional choice for hosting



COURTESY ROSEN HOTELS & RESORTS

ULTIMATE DENTAL MEETING - SIROWORLD 2016





“When evaluating each meeting, Rosen Shingle Creek always brings top results.”

Rosen Shingle Creek

high-end corporate and association meetings, as well as for pharmaceutical, medical, insurance and automotive, franchise food service chains and more. “With close to half-a-million square feet of indoor and outdoor venues, including three column-free ballrooms and 99 breakout rooms, we can accommodate every need.”

Recently, SIROWORLD: The Ultimate Dental Meeting, hosted by Dentsply Sirona, Inc., The Dental Solutions Company™, welcomed more than 4,000 event attendees to the hotel for a weekend filled with comprehensive educational content, a robust trade show and live entertainment. Approximately 200 breakout sessions were held with more than 150 speakers. According to Caitlin Couillard, Clinical CAD/CAM Marketing

Coordinator, Dentsply Sirona, Inc., “Rosen Shingle Creek provided a stunning venue and was the perfect fit for our company to host the inaugural SIROWORLD: The Ultimate Dental Meeting in August of 2016. Rosen Shingle Creek provided ample meeting space for our

smaller breakout sessions containing 50 to 100 people per room as well as our large general sessions, which seated more than 2,000 people. The amenities, restaurants, catering and customer service were nothing short of phenomenal, and the luxury hotel staff was more than accommodating and willing to help our team with any task. Completely satisfied and pleased with our experience, we recommend Rosen Shingle Creek to any group, large or small, looking to host a fantastic event!”



Rosen Shingle Creek



SAVOR IN O^hLANDO

Rosen Hotels & Resorts offers a mouthwatering variety of culinary experiences perfect for private dining events and exclusive buyouts. From Caribbean to Italian, from whimsical fun to sophisticated elegance, from poolside to nightclub, restaurants to stunning ballrooms and meeting spaces, there are delightful choices for every taste. To inquire about capabilities and availability or for additional buyout information, please visit RosenHotels.com or call the phone numbers listed below.

 ROSEN
CENTRE™
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A Land Remembered
RESTAURANT


CALLA BELLA
SHINGLE CREEK



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3NINE is a state-of-the-art entertainment venue and restaurant perfect for entertaining groups large and small. Or if you prefer, choose the whimsical atmosphere of Jack's Place, offering the world's largest collection of autographed celebrity caricatures, prime steaks and fresh seafood.

3NINE™

Jack's
PLACE





Rosen Shingle Creek

Menichini adds, “The layout of our conference space and hotel fits well for the largest program to the most intimate meeting. We offer unique and innovative indoor/outdoor venues for use by the savviest of planners. More than 10 outdoor venues are ideal for intimate gatherings up to 9,500 guests.”

With its unique location and charming Florida-themed ambiance, Rosen Shingle Creek seems to have become every meeting planner’s dream. “I’m always thrilled when I get to present Rosen Shingle Creek to my clients,” said Deb Daly, Senior Director Global Accounts, HelmsBriscoe, “because I never have any doubts that they will have a wonderful experience there.”

At the end of the day, no matter which of the three hotels a planner may choose, it all comes down to exceeding expectations.

“We have utilized some of the best—from the Four Seasons, to the St. Regis, to the Ritz Carlton,” said Pascale. “I can tell you we have gotten our BEST attention and service from the Rosen properties. Any event planner would be lucky to experience your excellent customer service!”



THE LEGEND CONTINUES

Rosen Shingle Creek celebrated its 10th anniversary on September 9, 2016. Situated on grounds contiguous to the headwaters of the Florida Everglades, the property remains one of the premier convention facilities in Orlando. Shingle Creek Golf Course has undergone a complete redesign under the auspices of the Arnold Palmer Design Company, and in the process a 25-acre parcel on the northernmost perimeter of the property was acquired to fuel growth and expansion. Plans call for a Rosen Hotels & Resorts central office complex that would incorporate all support functions and wholly-owned subsidiaries including Millennium Technology Group and ProvInsure. New structured covered parking and The Reserve at Shingle Creek, a 640-key, full-service addition to the existing 1,501-guestroom facility, are on the horizon. This exciting enhancement will feature additional restaurants, lounges, pools and renewed multipurpose function space. A connected walkway from the hotel’s current convention complex that features 490,000 square feet of event space will provide guests with ease of access.

COURTESY ROSEN HOTELS & RESORTS

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Private events. Corporate buyouts. Signature menus. Who says doing business has to be boring? Come experience the vibe, the energy, the exotic flavors of the only indoor-outdoor entertainment venue located in the heart of it all at Rosen Plaza and connected to the Orange County Convention Center via Skybridge.

3NINE offers:

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Orlando Spree

A three-day itinerary for getting the most from your shopping adventure

By Kristen Manieri

SHOPPERS, START YOUR ENGINES. The world's top theme parks lure millions to Orlando, but a fabulous shopping scene is what really gets them smiling. Scores of malls and outlets plus several neighborhood boutique districts all within a 15-mile radius have made Orlando one of the most popular shopping destinations in the country. Pack the malls, designer department stores, one-off boutiques and galleries into one place and you'd need 900 American football fields to accommodate them. To tackle it all, you'll need a tried-and-tested strategy.

DAY ONE Fashionistas with Iron Man stamina will want to set aside an entire day to tackle Orlando International Premium Outlets and Orlando Vineland Premium Outlets, which are located about 10 miles apart and together house a total of 340 designer and name-brand stores offering incredible discounts of 25 to 65 percent every day.

While most of the popular brands are

found at both locations, the selection, sales and some stores vary, making a trip to both outlets worthwhile. At International Drive, find everything from Michael Kors sunglasses to BCBG dresses, shoes at Cole Haan and Kenneth Cole, handbags at Coach and hundreds of stellar finds at Last Call by Neiman Marcus. A triumphant day at Vineland Avenue might include a great buy on True

Religion jeans, a classic trench coat from Burberry or swimwear from Vilebrequin. At Vineland you'll also find Ted Baker, Prada, Salvatore Ferragamo and many more.

By the way, the I-Drive Trolley connects these two gargantuan shopping hubs and for a \$4 round-trip fee can serve as a good option on those days when you'd rather not give up your plum parking spot.

DAY TWO Save those tender tootsies from a parking lot walk and instead valet park when you arrive at The Mall at Millenia, a 1.2-million-square-foot luxury shopping mall housing an assortment of more than 150 stores. The unequalled collection of haute haunts offers millionaire gear at astonishing prices.

Wander into Tiffany & Co. to see the latest ways to spend thousands on a diamond heart-shaped pendant. Check out Gucci, where handbags like this season's Soho leather shoulder bag pop with vibrant colors. Browse Chanel, Jimmy Choo and David Yurman, packing your purchases into a classic Louis Vuitton trunk available at the French icon's 5,040-square-foot store.

In the afternoon, wander over to The Florida Mall, the area's biggest mall, boasting over one million square feet with more than 250 stores and restaurants. Don't miss



M&M's World featuring nearly 50 colors and flavors of M&M's, the 15,000-square-foot American Girl store (complete with a bistro and doll hair salon) and the Crayola Experience, which opened in summer 2015, and the Build-A-Bear Workshop.



SIDE TRIPS

Even more opportunities for great shopping await at these popular Orlando locations.

> POINTE ORLANDO

This open-air shopping and dining district on International Drive bursts at the seams with everything from casual to haute fashion finds. Besides several great restaurants and bars, Pointe Orlando also houses about a dozen shops including Armani Exchange, Tommy Hilfiger, Hollister, Tommy Bahama and Victoria's Secret.

> WINTER PARK VILLAGE

Located just north of Orlando, this dining, nightlife and shopping hub offers a sizable collection of retailers in an open-air setting that's very walkable. Shops include LOFT, J.Jill, Jos. A Bank and Adjectives Market where shoppers squeal over the whimsical collection of antiques as well as upcycled and new home décor items.

> DISNEY SPRINGS

This Walt Disney World Resort shopping and dining district is the place to score souvenirs, particularly at the 50,000-square-foot World of Disney

Store, the largest Disney merchandise location of its kind. This Mickey mecca has every sort of Disney paraphernalia including 10 different types of autograph books and matching pens, still the park's best-selling souvenir. Also check out Disney Days of Christmas, where you'll find more than 300 different varieties of holiday ornaments available 365 days a year.

> CITYWALK While you're bound to find lots of kitschy memorabilia like Thing 1 and Thing 2 t-shirts, you'll also find a surprising number of fashionista gems at this always-bustling entertainment center at Universal Orlando. Dozens of stores selling everything from collectibles to beach apparel make their home at CityWalk, including Element (great for skateboarding apparel), Fresh Produce (snag some comfy and colorful clothes here) and Quiet Flight Surf Shop, a huge store devoted to all things beachy.

TRAVEL TO THE AIRPORT LUGGAGE-FREE!



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Winter Park

DAY THREE Orlando's version of Rodeo Drive, Winter Park's brick-lined boulevard known as Park Avenue boasts a compilation of more than 100 luxury boutiques, one-off shops and excellent eateries. Here's where well-heeled locals go to fill their closets with fashions from such favorites as Tuni, Alex and Ani, Lilly Pulitzer and John Craig.

Park Avenue boasts a compilation of more than 100 luxury boutiques.

In this quaint, upscale neighborhood north of downtown, you'll also find gourmet cheese shops, spice boutiques, croissant cafes and the Sassafras Sweet Shoppe, a vintage candy store delighting Charleston Chew and Lemonheads fanatics. Be sure to stop in at The Wine Room to enjoy a cheese plate along with one of their 150 wines that you serve yourself from their Enomatic self-dispensing system.

© JIAN DAGNALL/ALAMY STOCK PHOTO

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, available 24 hours. No shuttle. **NOTE:** Prices are one way unless otherwise indicated. Travel times are approximate.

> ROSEN SHINGLE CREEK

Pointe Orlando

5 min. travel time

- Town car/SUV: \$10
- Approx. taxi fare: \$13

The Florida Mall

15 min. travel time

- Town car/SUV: \$30
- Approx. taxi fare: \$22

The Mall at Millenia

20 min. travel time

- Town car/SUV: \$33
- Approx. taxi fare: \$27

Premium Outlets: I-Drive

10 min. travel time

- Town car/SUV: \$30
- Approx. taxi fare: \$25

Premium Outlets –

Vineland

15–20 min. travel time

- Town car/SUV: \$30
- Approx. taxi fare: \$25

Winter Park/Park Avenue

35–40 min. travel time

- Town car/SUV: \$65
- Approx. taxi fare: \$55

> ROSEN CENTRE

Pointe Orlando

2 min. travel time

- Town car/SUV: \$10
- Approx. taxi fare: \$6
- I-RIDE trolley: \$2 per ride or \$5 a day, daily from 8:00 a.m. to 10:30 p.m.

The Florida Mall

15 min. travel time

- Town car/SUV: \$30
- Approx. taxi fare: \$26

The Mall at Millenia

20 min. travel time

- Town car/SUV: \$33
- Approx. taxi fare: \$30

Premium Outlets: I-Drive

10 min. travel time

- Town car/SUV: \$30
- Approx. taxi fare: \$21
- I-RIDE trolley: \$2 per ride or \$5 per day, 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/SUV: \$30
- Approx. taxi fare: \$21
- I-RIDE trolley: \$2 per ride or \$5 per day, daily from 8:00 a.m. to 10:30 p.m.

Winter Park/Park Avenue

35–40 min. travel time

- Town car/SUV: \$65
- Approx. taxi fare: \$60

> ROSEN PLAZA

Pointe Orlando

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

The Florida Mall

15 min. travel time

- Town car: \$25
- Approx. taxi fare: \$26

The Mall at Millenia

20 min. travel time

- Town car: \$25
- Approx. taxi fare: \$26

Premium Outlets: I-Drive

10 min. travel time

- Town car: \$22
- Approx. taxi fare: \$20

Premium Outlets:

Vineland

12–15 min. travel time

- Town car \$25
- Approx. taxi fare: \$23

Winter Park/Park Avenue

30–40 min. travel time

- Town car: \$65
- Approx. taxi fare: \$60

WE'RE RIGHT UP
YOUR ALLEY.
AND JUST DOWN
THE ROAD.



At Pointe Orlando, you can fill your itinerary with the area's best dining, shopping and entertainment, including The Capital Grille, Victoria's Secret, The Oceanaire Seafood Room, Bath & Body Works, A|X Armani Exchange, Maggiano's Little Italy, Taverna Opa, Regal Cinemas Pointe Orlando Stadium 20 + IMAX, Improv Comedy Club & Dinner Theater, WonderWorks, B.B. King's Blues Club, Ben & Jerry's, Hollister Co., Marlow's Tavern, Charming Charlie, Cuba Libre Restaurant & Rum Bar, Johnny Rockets, Minus5° Ice Bar, Chico's, Tharoo & Co. Jewelry Boutique, Copper Canyon Grill, Tommy Hilfiger, and The Pub. With more than 40 hot spots in all at Pointe Orlando, we know you'll enjoy your stay. And be sure to visit our newest addition, Blue Martini with happy hour daily.

CHECK OUT ALL OUR RESTAURANTS AT
POINTEORLANDO.COM.

I-Drive, across from the Convention Center. Open daily.

Pointe
orlando

Orlando: Where the Fun Never Ends

Attractions, activities and amusements galore

By Nancy DeVault

WE ALL KNOW that Orlando is one of the most popular destinations in the country, if not the world. With exciting theme parks, renowned arts and culture and other top-notch attractions, it offers something for everyone. The only question is, where to start?



Excitement Central

One Orlando area in particular is contributing to the city's reputation as a travel mecca. The International Drive (or I-Drive) resort area boasts no fewer than six theme parks and more than 30 attractions.

Start by immersing yourself in the amazing attractions at SeaWorld Orlando. Experience Mako, the park's newest thrill ride and Orlando's tallest, fastest and longest hyper coaster, reaching speeds of up to 73 mph along 4,760 feet of steel track and dropping 200 feet. Kraken is Orlando's only floorless roller coaster, while Manta lets you fly headfirst through inverted nosedives and one crazy corkscrew. The entire family will enjoy Antarctica: Empire of the Penguins, which takes you on a "mild" or "wild" (your choice) adventure to the South Pole in this motion-based simulator ride. Fascinating and entertaining exhibits and shows teach us about the ocean's inhabitants. One Ocean, a new Shamu show, features majestic killer whales accompanied by dancing fountains. TurtleTrek, in a 3D, 360-degree theater, lets us experience the life cycle of the sea turtle, while the Manatee Rehabilitation





(This page) The new Mako roller coaster at SeaWorld Orlando.
(Opposite) The Coca-Cola Orlando Eye.



(This page, clockwise from top left) Colorful fun at Crayola Experience; bowling, one of many activities at Kings Bowl Orlando; Tassie's Twisters waterslide at Aquatica, SeaWorld Orlando's water park. (Opposite) The Incredible Hulk Coaster at Universal's Islands of Adventure.



Area offers a behind-the-scenes look at SeaWorld Orlando's efforts to rescue and rehabilitate injured, orphaned or ill manatees.

With Steven Spielberg as a creative consultant, Universal Studios Florida amps up attractions based on pop culture and blockbuster films, as with TRANSFORMERS: The Ride—3D, E.T. Adventure and Terminator 2: 3-D. Be tickled pink when beloved yellow friends tell a new hysterical 3D tale on Despicable Me Minion Mayhem.

Animated fun continues with The Simpsons Ride and Krusty Burger.

Then embark on a magical, multipark expedition (with a park-to-park admission ticket) to the Wizarding World of Harry Potter aboard the Hogwarts Express. At Diagon Alley, experience Harry Potter and the Escape from Gringotts, a multidimensional, 3D ride through the underground vaults of Gringotts bank. At Hogsmeade, at Islands of Adventure, take a tour of the castle then fly

above it on the Harry Potter and the Forbidden Journey ride.

While at Islands of Adventure, mingle with whimsical characters at Seuss Landing, bravely raft past dinosaurs on the Jurassic Park River Adventure and conquer a mysterious mission on Skull Island: Reign of Kong. Feel the power of the big green super hero on the park's newest ride, The Incredible Hulk Coaster, where you'll be hurtled along a track at 67 mph and experience a zero-gravity roll.

Get Wet!

With Orlando's great weather year-round, there's never a bad time go for a swim. Dive right in at Aquatica, SeaWorld Orlando's water park, where you can free fall on Ihu's Breakaway Falls, Orlando's tallest, steepest and only multidrop tower slide of its kind. Then, go crazy on Tassie's Twisters, which starts off as a lazy river ride to an island where you climb a tower. From its top you're plunged through superfast tubes into a huge bowl as you spin around, ending back in the river where you began. And don't miss the park's most popular attraction, Dolphin Plunge, where you slide along an enclosed tube past a pod of Commerson's Dolphins.

Want to swim with dolphins? You can at Dolphin Lagoon at SeaWorld Orlando's Discovery Cove. Accompanied by a trainer, you'll spend 30 minutes in the water with bottlenose dolphins. At the end of the adventure, take hold of a dolphin's dorsal fin for a tow back to shore. Discovery Cove's newest attraction is Freshwater Oasis. Explore the water-filled trails and encounter otters, marmosets and other creatures.

Visionary Entertainment

More fun awaits at I-Drive 360, a grand entertainment hub in the heart of International Drive, with dynamic attractions, restaurants and shops. Take excitement to new heights on the Coca-Cola Orlando Eye, a 400-foot observation wheel overlooking Orlando's skyline. See incredible wax figures of the world's most famous people at the legendary Madame Tussauds, view an astounding array of ocean creatures at SEA LIFE Aquarium or see the fascinating and educational SKEL-ETONS: Animals Unveiled! located under the Orlando Eye and displaying more than 400 real skeletons. Also near the Eye is

(PREVIOUS SPREAD) © ISAAC ARJONILLA (2); (THIS PAGE, CLOCKWISE FROM TOP) © IMAGES-USA/ALAMY STOCK PHOTO; COURTESY KINGS BOWL AMERICA; © ISAAC ARJONILLA; (OPPOSITE PAGE) © PER ANDERSEN/ALAMY STOCK PHOTO





(Clockwise from left) “Star,” a metal sculpture by Albert Paley on the grounds of the Mennello Museum of American Art; Pitbull poses next to a wax figure of himself at Madame Tussauds; a Saturn V rocket on display at the Kennedy Space Center, which features some 60 exhibits highlighting space history and technology.



Kings Bowl Orlando, a 30,000-square-foot entertainment extravaganza with bowling, billiards, bocce ball, ping-pong, shuffleboard, dining and cocktails. Unlock more excitement at Escapology, an escape room encounter daring participants to cleverly decode clues.

Pointe Orlando, another all-in-one destination, offers an array of eateries, clubs

and gaming spots, including Monkey Joe’s wall-to-wall inflatable zone, Regal IMAX theater and Main Event, a state-of-the-art facility with bowling, high-ropes course and billiards.

Convenient transportation options, such as the I-RIDE Trolley and uberFAMILY, and a pedestrian bridge are part of area accessibility improvements.

Learning Made Fun

Children will find plenty of opportunities to blend fun and learning in Orlando.

Hands-on artists will love Crayola Experience, located in The Florida Mall. The 70,000-square-foot attraction features 25 hands-on activities designed to engage and inspire artists of all ages for hours.

Embark on far-out adventures at the Kennedy Space Center Visitor Complex. Take flight with space simulators, astronaut encounters, views of Space Shuttle Atlantis and 60 exhibits highlighting space history and technology.

For six decades, the Orlando Science Center has stimulated imaginations through highly-interactive displays, hands-on dinosaur digs and 3D movies and planetarium shows showcasing all things science, from weather to engineering.

World-Class Wonders

Orlando has a wealth of cultural offerings. Dr. Phillips Center for the Performing Arts is home to the Orlando Ballet Company and also presents Broadway shows, famed performers and other events. Just a short stroll away in Orlando’s Church Street District, the Mad Cow Theatre offers intimate spaces with an array of productions.

The Orlando Museum of Art, situated beside a charming park just north of downtown, features exceptional visiting exhibitions, as well as collections of African and American art and contemporary works and graphics. Cross the street to the Mennello Museum of American Art, a Smithsonian affiliate which draws from the City of Orlando’s permanent collection, the largest public art assembly in Florida. Tour the sculpture garden beside Lake Formosa to find “The Mayor,” a 350-year-plus sprawling live oak tree draped with Spanish moss.

In nearby Winter Park, visit the Charles Hosmer Morse Museum of American Art with its collection by Louis Comfort Tiffany; the Albin Polasek Museum & Sculpture Gardens for woodcarvings and sculptures by 19th-century artist Polasek; and the Cornell Fine Arts Museum at Rollins College to relish 5,000 works, including paintings from the 14th through 20th centuries, archeological fragments and artifacts.

With so much to see and do, you’ll want to return to Orlando again and again.

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Rosen by the Numbers

What does it take to keep Rosen Hotels & Resorts humming?

Probably more than you could possibly imagine.

Here are some behind-the-scenes facts and figures.

WELLNESS

The number
of annual company-
sponsored walks:

12

Miles logged annually
by associates through their
participation in company-
sponsored community walks:

1,043



The number
of chair massages
that were given
to our associates
during National
Massage Week:

206

Hours of exercise logged by associates
in internal fitness classes:

3,640

FUN FOOD FACTS



Rosen Plaza's '39 Poolside
Bar & Grill sells

300 burgers per mo.

Rosen Hotels & Resorts uses

**96,672 pints
of strawberries**

in its desserts, including the
to-die-for chocolate dipped
strawberries with Champagne.



In 2015, all seven
Rosen Hotels & Resorts
served up over
1,000,000 OZ.
of the company's own
signature Alligator
Drool craft beer and
**81,748 Rosen's
Perfect Pizzas,**
created by Harris Rosen
and Executive Chef
Jorge Oliveira.

BATH TIME

How many of
each item are
purchased by
Rosen Hotels
& Resorts
in a year?

Rolls of bath
tissue:

749,280



Bars of soap
for guestrooms:

991,700

GOING FOR THE GREEN

ENLIGHTENED THINKING

Since going green, the
company has replaced **54,230**
guestroom light bulbs with LED,
saving over
850,000 kwh in one year.

Companywide, **over 5,720 tons of
trash** and **over 100 tons of food
waste** has been recycled through
our organics program.



Partnering with the Forest Stew-
ardship Council (FSC), Rosen
Hotels & Resorts has created
these eco-products for meeting
groups: **1,265,000 key packets/
envelopes,* 297,891 guestroom
notepads,* 324,179 meeting room
notepads,* 1,100,000 sheets
of folio paper* and 569,000 RHR
custom recycled-material pens.**

*Printed on FSC certified paper



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