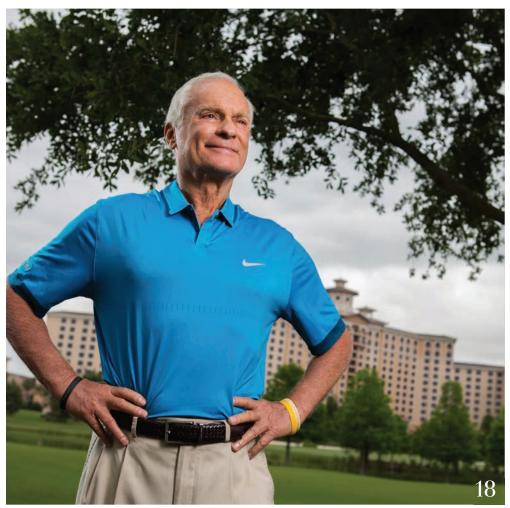






## Contents 2017-2018







WELCOME

#### 6 Owner's Letter

A letter from Harris Rosen.

IN THE SPOTLIGHT

#### 10 Famous Encounters

Leaders and luminaries convene at Rosen Hotels & Resorts.

SPECIAL EVENTS

#### 12 Rosen Revealed

Rosen Hotels & Resorts creates an award-winning and intriguing marketing campaign.

#### NEWS

#### 14 What's New?

Discover all the exciting changes happening throughout our hotels.

#### PROFILE

#### 18 Building a Dream

Harris Rosen reflects on his rise to the top of the hotel industry ladder and discusses why philanthropy is the key to meaningful success.

#### **GIVING BACK**

#### 26 Rosen Cares

Corporate social responsibility is alive and well.

#### **TEAMWORK**

#### 32 The Rosen Difference

The staff at Rosen Hotels & Resorts has delivered unsurpassed service for more than 43 years.

#### HEALTHY LIVING

#### 35 Road to Wellness

The Rosen Medical Center is a model for the future of healthcare.

#### ON THE COVER

Photographer Roberto Gonzalez captures Harris Rosen, owner of Rosen Hotels & Resorts, at Harry's Poolside Bar & Grill at Rosen Centre.



#### Beautiful locations. Beautiful floors. Beautiful memories.

The partnership between Shaw Floors and Rosen Hotels & Resorts carries a long-standing legacy for collaboration aiming for nothing short of exceptional experiences.

For 50 years, Shaw Floors has remained dedicated to providing exceptional floors that enhance your space and fit your lifestyle - whether at home or away from home.



#### **Contents**



#### 38 A Little R&R

Pamper yourself at The Spa at Rosen Centre or The Spa at Shingle Creek.

GOLF

#### 40 Enduring Legacy

Arnold Palmer's new design gives fresh life to the jewel of Rosen Shingle Creek.

SHOPPING

#### 44 Orlando Spree

Orlando is a shopper's paradise, and our three-day itinerary will help you make the most of your retail adventure.

ON THE TABLE

#### All in the Family

Harris Rosen draws inspiration from generations past to create some of the finest restaurants in Florida.

#### **MEETINGS**

#### 58 Gathering for Success

Rosen Hotels & Resorts' three convention hotels are the premier meeting destinations in Orlando.

VISION

#### 66 I-Drive Evolution

International Drive's southern strip will become a work-liveplay destination by 2040.

THINGS TO DO

#### 68 Where the Fun Never Ends

Orlando offers a diverse array of nonstop attractions.

BEHIND THE SCENES

#### 72 By the Numbers

Figures and fun facts.

#### ROSENREVEAL

#### **ROSEN HOTELS** & RESORTS

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Vice President/CFO Frank Santos Vice President.

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Dan Giordano **Director of Sales** 

Katie Bellas Rosen Centre

General Manager Phil Caronia

**Director of Sales** & Marketing

Todd Frappier Rosen Plaza

**General Manager** Derek Baum

**Director of Sales** & Marketing

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Leslie Menichini 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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### EXPERIENCE THE NEW ORANGE!

The award-winning Orange County Convention Center (OCCC) located in the heart of the Convention District and only fifteen minutes from the Orlando International Airport provides a multitude of event options in two beautiful buildings - the West and North/South. Connect by covered pedestrian bridges from the West Concourse to Rosen Plaza and Rosen Centre for easier walkability to events. The OCCC is consistently rated a top tier convention center with incredible spaces, including the multipurpose Tangerine Ballroom, the Valencia Ballroom, Sunburst signature meeting room with outdoor terrace, along with the all-new Destination Lounge. **To learn more, visit www.occc.net.** 



#### A LETTER FROM THE PRESIDENT

WHETHER THIS is your first visit to Rosen Hotels & Resorts or if we have had the privilege of previously hosting you, we sincerely thank you for selecting us as your home away from home during your Orlando stay. Our primary goal 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 some information about our company through our annual magazine, Rosen Reveal.

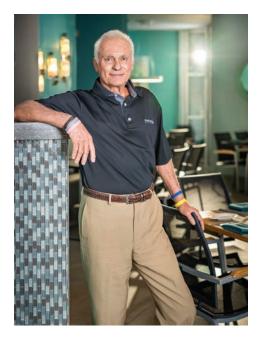
In this issue, we recognize our Rosen family and The Rosen Difference. Having recently celebrated our 43rd anniversary, one of my proudest achievements is that while we have grown to more than 5,000 associates, we operate much like we did when we started, as a small company that worked together as a great team. In fact, many of our associates have been with us for more than 20 years! When guests arrive, they are welcomed with opened arms and warmly embraced as extended members of

our family. Our associates are empowered to provide the highest level of service and hospitality to create for our guests a most engaging and enjoyable stay. We have heard on occasion that this makes us different than other hotel companies.

You will discover that we are a company that isn't comfortable resting on our laurels. We are continuously dreaming up new ideas in an effort to exceed even your highest expectations. As such, we'll look behind the scenes at some of the inventive handiwork of our culinary masters that seem to continuously "wow" our guests. And we'll share more about our self-insured healthcare plan, created 26 years ago as an innovative solution to better meet our associates' and their families' healthcare needs.

We also will take a peek at the Rosen family history where I hope you will enjoy reading my personal story. Growing up in New York City's Lower East Side, 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 hopes to accomplish much in life, the ability to dream is absolutely essential.

We will tour our restaurants, the majority of which pay homage to my family members as a thank you for their courage, kindness and tenacity. Sam & Bubbe's and Harry's Poolside Bar & Grill at the Rosen



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

Centre are named in honor of my grandparents who dreamed of and struggled mightily for a better life in America for themselves and their children. 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 restaurant Jack's Place at the Rosen Plaza. We'll introduce you to 3NINE, our new entertainment venue, and '39 Poolside Bar & Grill, also at the Rosen Plaza, themed by my son Joshua for his dad's birth year.

Throughout the magazine you will see mentions of the Tangelo Park Program, an educational scholarship initiative created 25 years ago, of which I am most passionate. 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 col-

lege or vocational/trade school and now Rollins College.

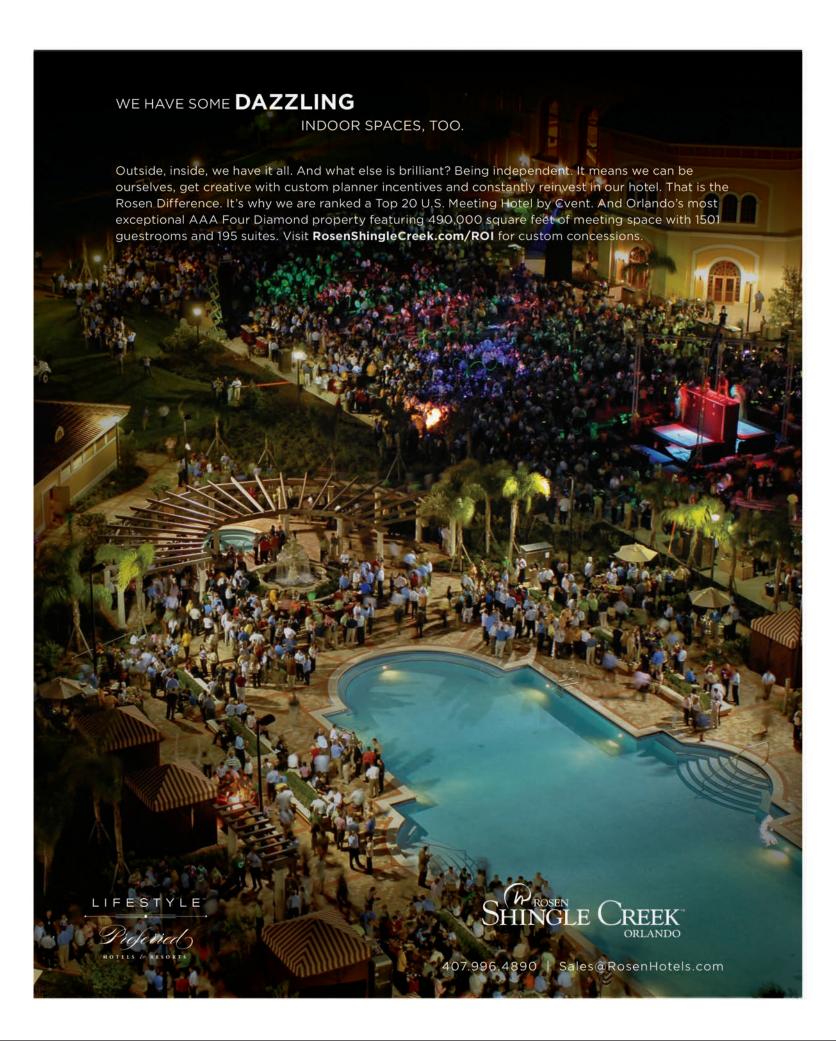
In the meantime, it is with tremendous excitement that I share that we have implemented a similar program in another underserved Orlando neighborhood, the downtown Orlando Parramore District. Since the spring of 2016, we have awarded 26 college scholarships to Jones High School graduates. We also are now funding the 24-classroom Rosen Preschool, which opened in August 2017. It is our hope that others will witness the extraordinary success both initiatives have achieved and will consider replicating a similar program in their own city.

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 comments to <a href="https://hrosen@rosenhotels.com">hrosen@rosenhotels.com</a>.

Sincerely,

Harris Rosen,
President & COO

Rosen Hotels & Resorts





HERE, YOU'RE ALWAYS THE STAR.

Minutes from Orlando International
Airport, connected to the convention
center and across from Pointe
Orlando, there's no outshining our
stellar location and boutique vibe.
Enjoy famous Rosen service from
meetings to dinner to after-hours:

- 800 guestrooms
- 60,000 sq. ft. of meeting space
- 7 on-site restaurants and lounges including Jack's Place for steaks and seafood amongst a giant collection of celebrity caricatures

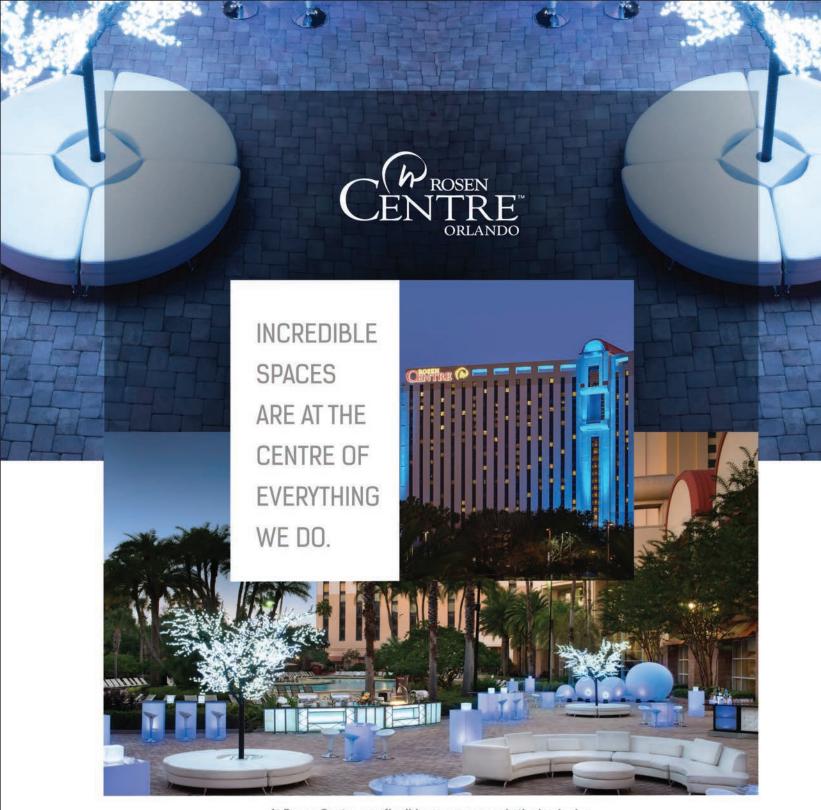
Plus, we're independently owned.

Which means we're free to work with planners to develop engaging events, with tailored offers. That's the Rosen Difference.



407.996.4890 | RosenPlaza.com/ROI Submit RFPs to Sales@RosenHotels.com Contact us for hot dates and custom concessions. No Resort Fee • RFID Key Locking System Complimentary In-Room Wi-Fi





At Rosen Centre, our flexible spaces are only the beginning.

- · Ranked a Top 75 U.S. Meeting Hotel by Cvent
- 150,000 sq. ft. of event space, with spacious ballrooms, meeting rooms and poolside courtyard to accommodate any event
- 9 exceptional restaurants and lounges
- · Renowned Rosen world-class service

- Updated high-end atmosphere with 1,334 new, ultramodern guestrooms and 80 deluxe suites
- · Connected via skybridge to the Orange County Convention Center
- Located on I–Drive and minutes to Orlando's world–famous entertainment and attractions

Contact us for custom concessions | 407.996.4890 | RosenCentre.com/ROI | Sales@RosenHotels.com

No Resort Fee • Complimentary In-Room Wi-Fi • RFID Key Locking System



## Famous Encounters

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



#### Laughing All the Way

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



**PERFECT PAIRING** Associated Luxury Hotels International (ALHI) new executive team tours Rosen Shingle Creek with the ALHI member hotel's top sales executives. Left to right: Josh Lesnick, President/CEO, ALHI, Katie Bellas, Director of Sales, Rosen Shingle Creek, Leslie Menichini, VP, Sales & Marketing, Rosen Hotels & Resorts, and Mark Sergot, Chief Sales Officer, ALHI.

#### **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.



#### Hole in One

The ribbon cutting to officially unveil **Shingle Creek Golf** Course's new innovative redesign spearheaded by Arnold Palmer Design Company. Left to right: Dave Scott, former Director of Golf, Dan Giordano, General Manager, Harris Rosen, Owner, Leslie Menichini, Vice President, Sales & Marketing, Thad Layton, Sr. Golf Course Architect/Vice President, **Arnold Palmer Design** Company, Mitchell Leininger, Golf Course Superintendent. (Not shown, Ryan Hosford, new Director of Golf.)

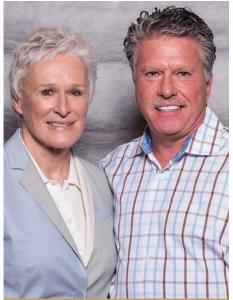




#### **PREFERRED PARTNERS**

Preferred Hotels Pineapple GIFTTS Awards: Lindsey Ueberroth, President/CEO, Preferred Hotels & Resorts, Derek Baum, General Manager, Rosen Plaza Hotel,

Jennifer Rice-Palmer, Director, Guest Contact, Rosen Hotels & Resorts, Josh Rosen, James E. Bina, Corporate Controller, Rosen Hotels & Resorts, Leslie Menichini, VP, Sales & Marketing, Rosen Hotels & Resorts, Victoria Hall, Director, Sales & Marketing, Rosen Plaza Hotel, Janice Abrew-Coriano, Communications & Community Manager, Human Resources, Rosen Hotels & Resorts, Todd Frappier, Director, Sales & Marketing, Rosen Centre Hotel, and Jada Jackson, Vice President Strategic Development, Preferred Hotel Group.



#### **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.



ROSEN HOTELS & RESORTS traded in its magnifying glass and invisible ink for silver and gold as its spy-themed Rosen Revealed campaign took home three awards for advertising and public relations excellence. The marketing campaign, targeted to event planners, won two Gold 2017 Orlando Chapter American Advertising Awards (ADDYs) in the categories of cross-platform and sales and marketing. The Rosen Reveal magazine was awarded a 2016 Silver National Adrian Award by the Hospitality Sales & Marketing Association International (HSMAI) in the category of public relations.

Rosen Revealed broke through the marketing clutter by playing on the intrigue of the spy world, effectively capturing the attention of decision makers in the competitive event planning industry. The independent hotelier unveiled his three convention properties through an invisible ink mailer, decodable only with a Rosen-branded black light. Confirmed attendees were then sent an official video message and intel in a briefcase disguised as a typical direct mail piece, where 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 three Rosen Hotels & Resorts convention properties—Rosen Plaza, Rosen Centre and Rosen Shingle Creek.

The Rosen Revealed events were held at modern-day speakeasy locations throughout the country. The events featured a cocktail reception, presentations by the Rosen Hotels sales team, a showcase of the new features at Rosen Hotels' three convention properties and

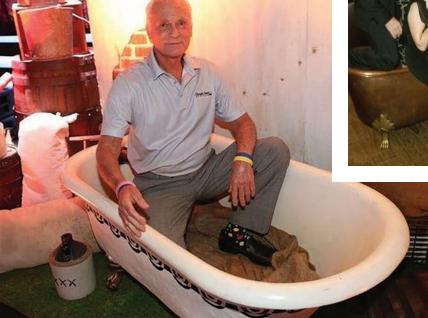
special giveaways. In keeping with the opinion that all good spies take their martinis "shaken, not stirred," all attendees took home a unique travel bar keepsake, stocked with local spirits and signature drink recipe cards from the three Rosen properties.

"Everything was first-class and fun," said Linda Adams, FCHP, COO of the Florida Nursery, Growers & Landscape Association, who attended the Rosen Revealed final event in Orlando at Rosen Plaza. "The high-tech invitations were intriguing. The event décor was engaging with the costumed hosts and hostesses, photo ops and especially the virtual reality experience, seeing the hotels in 3D. Of course, 3NINE is an incredible venue and the food is always superb. The entire event was creative and memorable."

The campaign was created as a spinoff to the success of the Rosen Reveal magazine, an in-house publication distributed in each of the 3,635 guestrooms at the three convention hotels. The magazine features personal stories of founder Harris Rosen's background and hands-on business approach as well as feature stories of the best of Orlando to help planners educate and excite their attendees. The piece quickly became the most important sales tool in the Rosen toolbox and one that Harris Rosen himself deemed "the best thing this company has ever produced."

Leslie Menichini, Vice President, Sales & Marketing, Rosen Convention Hotels, launched the Rosen Revealed campaign to highlight that, as Florida's largest independent hotel company, Rosen Hotels & Resorts convention properties can deliver an event experience like no other.





"Our goal is always to exceed our meeting and event planners' expectations at every turn, by creating experiences that are each more memorable than the last," said Menichini. "We are thrilled to accept these awards on behalf of the entire Rosen team for the creative solutions we strive to bring to the table every day."

Menichini worked with the Orlando-based advertising firm &Barr to execute the Rosen Revealed sales events and with public relations firm Deatrick PR to develop the Rosen Reveal magazine.

"We took our Rosen Revealed show on the road and were so honored with the incredible turnout by our meeting planners and long-time friends," said Menichini. "We're now excited to invite these guests to our hotels and let them experience all three of our convention hotels including recent refurbishments, new guestrooms and restaurants and the versatility of our award-winning catering—all of the elements of The Rosen Difference."

The American Advertising Awards are sponsored by the American Advertising Federation (AAF) to honor excellence and creativity in advertising. Recipients are scored by a panel of judges composed of accomplished advertising creative professionals.

The HSMAI presents its annual Adrian Awards in recognition of excellence in travel advertising, digital marketing and public relations,



(Opposite page, from left) Todd Frappier, Director of Sales & Marketing, Rosen Centre, Jeff Olszewski, President, LAT Conference Services, Harris Rosen, Julie Ryczak, Associate Sales Director, Rosen Hotels & Resorts, and Javier Araya enjoy the final Rosen Revealed event at 3NINE at Rosen Plaza. (This page, clockwise from top left) from left, Treena Winkler, Experient, Linda Wiman, Rosen Hotels & Resorts, Dawn McClure, Experient, Victoria Hall, Director of Sales & Marketing, Rosen Plaza, Katie Bellas, Director of Sales, Rosen Shingle Creek, Meeting planners attend the final Rosen Revealed event at 3NINE at Rosen Plaza, September 2017, The Rosen Hotels & Resorts sales team greets guests at the Rosen Revealed event, Rosen Plaza Executive Chef Michael McMullen is flanked by (from left) the three Rosen Hotels' GMs, owner Harris Rosen and Leslie Menichini at the Rosen Revealed event at 3NINE, Harris Rosen gets in the speakeasy spirit of the Rosen Revealed event at 3NINE at Rosen Plaza, (center) the good times roll at one of the first Rosen Revealed events, this one in New York.

and the leaders behind the work. The Adrian Awards are in their 60th year of celebrating marketing achievements in the hospitality industry. Winners are selected from more than 1,200 applicants throughout the country by nationally recognized senior industry and media experts in each of its three main divisions.

# Rosen Shingle Creek Bringing the outside in is the mantra of the hotel's new décor







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 artwork, lighting and fabrics—including new window treatments that frame each guestroom's magnificent view—are soft coppers, sky blues, teals and chocolate tones. This new modern feel is enhanced with all the upscale amenities one would expect to find in an award-winning AAA Four Diamond 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 Burgers & Brews' refresh is inspired by the craft beer and bourbon phenomenon with warm hues of camel, copper and rich earth tones.

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

HOTEL FACTS

Total **Guestrooms** and **Suites**:

1.501

 $\begin{array}{c} \text{Meeting \& Event} \\ \text{Space in sq. ft.:} \\ \hline 524,000 \end{array}$ 

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:

Recently renovated guestrooms offer magnificent views of the hotel's scenic surroundings including the championship, 18-hole golf course redesigned by Arnold Palmer Design Company.

#### **LUXURIOUS COMFORT:**

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

## Rosen Centre

New contemporary guestrooms combine comfort and style







GUESTS OF ROSEN CENTRE now experience the future of comfort. A stunning refresh of the luxury hotel's guestrooms reflects sleek and polished new furnishings, a calming color palette and tech-friendly integrations to keep business travelers and families rested and recharged. Reflecting the ultimate in spa-like calm and serenity, the rooms are rich in soft touches of gray, crisp white and teal complemented with brushed nickel to create a contemporary feel.

Business travelers, tech-savvy families and millennials alike will enjoy the new, easy-to-access technological integrations. A new streamlined, quartz-topped dresser desk offers plenty of room to spread out and use with multiple laptops, electronic devices and more. They can charge all their devices at once on the multi-outlet connectivity bar located below a new wall-mounted 50" flat screen TV.

In addition to the renovation, Rosen Centre has upgraded its guestrooms to double queens and has increased king guestrooms by 24. New pillowtop mattresses have been customized with extra quilting for Rosen Centre guests to provide unsurpassed comfort and support for a superior night's sleep. Guestrooms come with the comforts of home, including mini refrigerators, coffee makers and complimentary Wi-Fi.

Rosen Centre features the best in pre-themed spaces with the new Harry's Poolside Bar & Grill. 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 hosting everything from a 70-person board of directors reception to a special event of 1,700 (when combined with the adjacent pool deck), 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 **Guestrooms** 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:

A stunning refresh of the hotel's guestrooms reflect sleek new furnishings.

#### STANDOUT DINING:

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

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

## 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 from 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 the Gary Sain Memorial 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 drink in 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 **Guestrooms** and **Suites**:

800

 $\begin{array}{c} \text{Meeting \& Event} \\ \text{Space in sq. ft.:} \\ \hline 60.000 \end{array}$ 

Number of **Meeting Rooms:** 

22

Largest Theater-Style Capacity: 3.000

Banquet Seating Capacity:

1.800

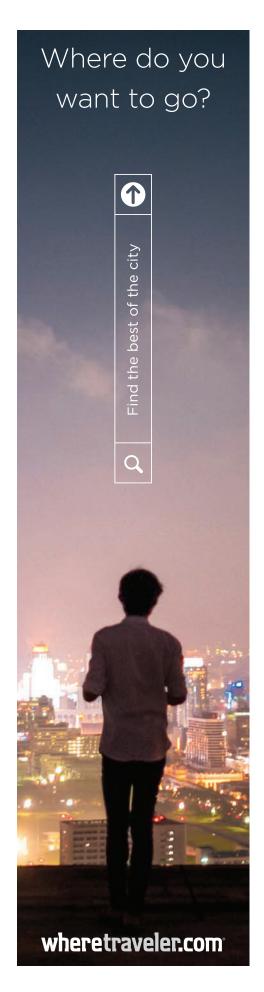
#### HIP NEW LOBBY BAR:

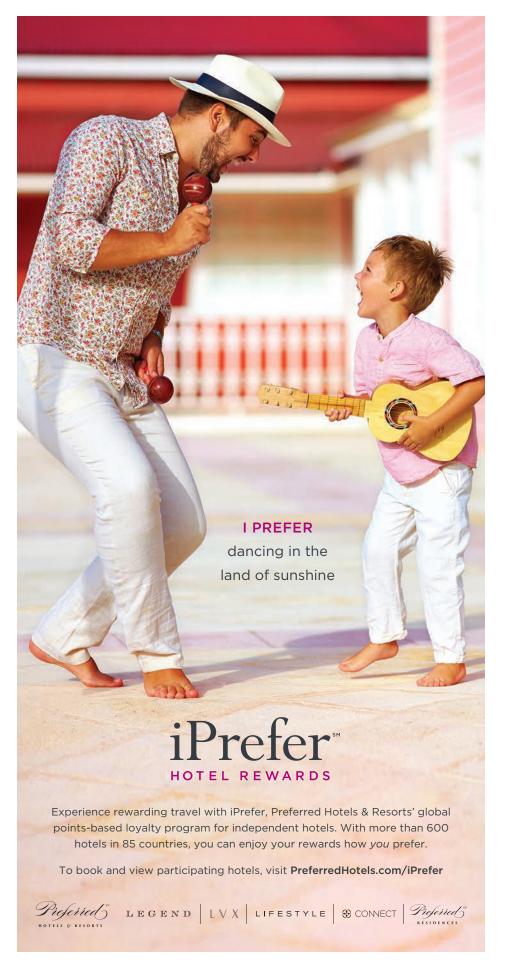
Communal seating and flat-screen TVs create a comfortable hub for socializing.

#### 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.









# 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 Rosenovsky, 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.

After several years, Harry eventually rented a storefront on Hester Street and opened a small, 25-seat restaurant. And with the help of his wife and sons, he performed virtually all of the restaurant's duties, 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 special handwritten 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; it was the former Ambassador to Great Britain, Joseph Kennedy (Ted, Bobby and John Kennedy's dad). He then introduced me to the beautiful blond lady when 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 my dad's artistic ability and was contemplating a career as an artist, I began to believe that perhaps a career in the hotel industry just might be a bit more interesting.

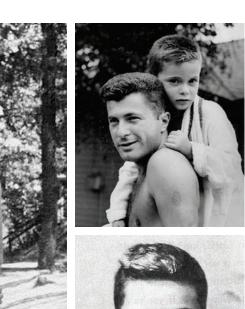
After middle school, I went to Music & Art High School in the Bronx and aspired to be a successful commercial artist. However, I remembered my experience working with Dad—and, yes, meeting Marilyn Monroe—and I decided to not only apply to several fine arts colleges (Pratt, Cooper Union and Carnegie Tech), but to also apply to Cornell's famous school of hotel management. 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, of course, 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.

After spending three years and several months overseas in Korea and Germany, I left the army and started my career at my fa-



A drawing by Harris at 10 years old of the Bowery.





vorite 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 (now Human Resources) 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 a particular application if I had an interest in the job!

One day, while helping to set up a meeting room, I met the director of sales at the Waldorf Astoria, Mr. Xavier Lividini. After a lengthy conversation, he expressed surprise that I was a graduate of Cornell University's Hotel School and that I 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 salesperson in the department, which I would accomplish 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

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. Shavna. Jack (holding Apple) and Joshua and (front row from left) Samson, Hanna, Gabbana, Holly and Dolce.

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.

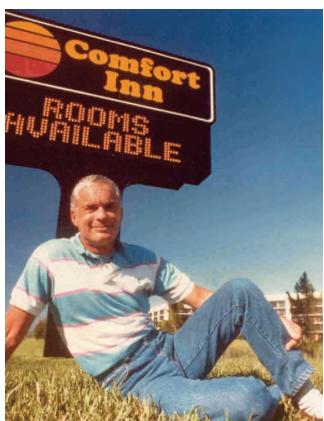
Torn between this fantastic opportunity and being loyal to Hilton, after much thought, I accepted the position in Acapulco and spent one incredible year there. However, shortly after my arrival in Mexico, a new president was elected, and strict new laws were put into place stipulating that only Mexican nationals could own more than 49 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









If I was going

to be happy and

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myself.



drive to Disney headquarters in Burbank, California, and apply for a job. Amazingly, I was hired as the 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 we 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 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 of the hotel, 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."

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. Buses were





still able to purchase gas and were indeed still making trips 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 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

**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.

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 continued to visit us until about 20 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. In the security department, I must confess that 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. It was one year to the day I purchased the Quality Inn that I acquired the Solage Hotel, also on International Drive,





which is now the Rosen Inn International. 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; no doubt I was experiencing the American dream.

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

But something very important happened to me just about 25 years ago while sitting at my desk dreaming of building even more hotels (I had five and was planning a sixth and dreaming of a seventh), when suddenly it became clear that it was time for me to say thank you to God for all the blessings I had received and to start offering a helping hand to those in need. I enthusiastically created the Harris Rosen Foundation, an organization that provides funds for a multitude of philanthropic initiatives. One



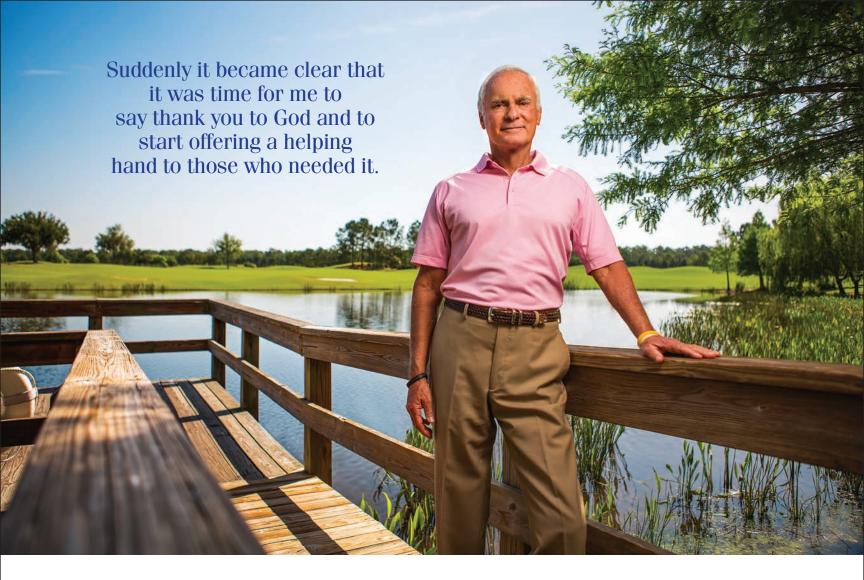
SENATOR BOB GRAHAM: Harris Rosen, President and COO of Rosen Hotels & Resorts, was awarded the 2016 Citizen of the Year Award by the University of Florida's Bob Graham Center. Here, he is seen with former Senator Bob Graham (center) and Chester Spellman, CEO of Volunteer Florida. The year 2016 was a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

4,000 students today.

We also created the Tangelo Park Program when we adopted an underserved, high-crime neighborhood in Central Florida where, for the past 24 years, we have provided a free preschool education for every two-, three- and four-year-old in the neighborhood, by creating 10 little schools in neighborhood homes (six children per school). We also mentor our youngsters from kindergarten through

of these is the Rosen College of Hospitality Management at the University of Central Florida, where we donated \$18 million to purchase the land at the foot of Rosen Shingle Creek and to help build the college—which opened in 2004 and which I am proud to say is now one of the top two hospitality colleges in the world. We also created a \$5 million endowment fund that provides 100 to 150 scholarships annually, more than all of the other colleges at the University of Central Florida combined. Shortly, we shall begin design work for an up 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 in 2004 to nearly





high school, and provide parenting classes for moms and dads so that they are comfortable helping their youngsters with their schoolwork.

In April 2016, we announced our second similar initiative to benefit the Parramore neighborhood in downtown Orlando. The new Rosen Preschool opened at the new OCPS Academic Center for Excellence (preschool through eighth grade) in Parramore in August 2017. In the Par-

ramore community, the school is the first of its kind in Florida and may one day become a prototype for other communities in America to replicate. 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.

Both programs provide 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. 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 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 these initiatives have the power to dramatically change our society, primarily

LIVING THE DREAM: (From left)
Harris Rosen on a birthday skydive at
Fort Bragg; ribbon-cutting near Portau-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.

because they offer 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 one of the top Early Childhood Learning Centers in Orlando and an after-school program with approximately 100 students. Just recently, we completed a theater

(event center) which can accommodate more than 300 people for special events.

We have also been involved in Haiti for the past 22 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, a nonprofit organization, we opened a new elementary school in Les Cayes, near Port-au-Prince, complete with new desks, chairs and school supplies for 300 children. We are currently engaged with Food for the Poor in a major rebuilding effort to repair and replace more than 100 homes in Les Cayes that were badly damaged by Hurricane Matthew.

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

#### The motivating force behind the Rosen

#### **By Mary Deatrick**

"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 and another 15 students in 2017.

All Jones High School graduates and who live in Parramore 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, Travious, 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 and the Academic Center for Excellence where Rosen recently opened a new preschool. The Rosen Preschool includes 24 classrooms of educational curriculum, breakfast, lunch and snacks for two-, three- and four-year-olds. The Harris Rosen Foundation is providing funding for all teachers' and aides' salaries, as well as supplying two computers per classroom and all other classroom supplies.

Rosen estimates that his Harris Rosen Foundation is providing approximately \$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 University 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 supply 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

(Opposite) Harris Rosen visits children at Tangelo Park Elementary School.

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 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.

"I've been given so much, it's only right I give back. It's with enormous gratitude I created the Harris Rosen Foundation 25 years ago. My greatest hope is to instill hope in others."—Harris Rosen

#### A Day in the Life of Harris Rosen

**IT IS 6 A.M.** The bedside phone rings. The night auditor calls, sharing the final revenue numbers for the previous day's business at nine hotels, more than 24 restaurants, two spas and an 18-hole golf club. The start of another "ordinary" day in the disciplined life of Orlando's everyman, Harris Rosen.

If you thought the life of Florida's largest independent hotelier Harris Rosen, whose portfolio includes the AAA Four Diamond Rosen Shingle Creek, might be more like those in the "Lifestyles of the Rich and Famous," you may be sadly disappointed. Or depending upon your social values, incredibly impressed and appreciative.

While Rosen, founder and owner of Rosen Hotels & Resorts, is arguably a hotelier of great stature and means (owning all nine of his Orlando hotels outright due to his staunch belief in running a debt-free company), his typical day-to-day lifestyle is unlike anything you might expect.

He opts to contain his hotels within Orlando so he is easily accessible to guests and clients, not to mention available to his staff and for impromptu inspections of his hotels (an activity relished by his fastidious Virgo nature). One general manager tells the story of returning to his office after a meeting to find four cigarette butts in a napkin on his desk, a clear message from his boss. While some hotel companies might be ecstatic if this were the sole blemish on their grounds, at a Rosen Hotel, perfection is the only option.

The razor-like dedication Rosen invests in his business and the guest experience is mirrored in an unbridled philanthropic passion donating millions of dollars annually to pave the way for others to succeed. "I've been given so much, it's only right I give back," said Rosen, a self-made man with humble beginnings in New York City's Bowery district. "It's with enormous gratitude I created the Harris Rosen Foundation 25 years ago. My greatest hope is to instill hope in others."

Communities throughout Orlando and globally (such as Haiti and Japan) have benefited from Rosen's philanthropy. He has provided preschool and college scholarships to youth and their families in the community of Tangelo Park, funded the Rosen College of Hospitality Management at UCF and annual scholarships for its students, built the Jack and Lee Rosen Jewish Community Center, and launched his largest initiative to date—providing college scholarships and 24 preschool classrooms for Orlando's Parramore residents. Additionally, Rosen's own associates and their dependents can receive full college scholarships and incredibly affordable health insurance, which he underwrites.

Rosen's carefully-timed wake-up call starts a day largely about routine, something he is quite comfortable with, and also sprinkled with the unexpected, something he says he is attuned to expect as a hotelier. The call is followed by an hour of stretching in front of the TV catching up on the overnight news and a breakfast of steel cut oatmeal with fresh strawberries. Rosen then grabs his clipberry (his staff's affectionate term for their techno-phobic leader's clipboard

(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. Jones High School students celebrate graduation in June 2016. A young Tangelo Park preschool student is excited to share her latest lesson. At Runway to Hope, Josh Rosen escorts three of the charity's models.





that holds a printout of his day's schedule) and heads out into the Orlando sunshine to continue his day.

**8:00 a.m.** Tangelo Park YMCA for the monthly Tangelo Park Board Meeting. The Tangelo Park Program holds a special place in his heart as one of his first annual charitable commitments started 25 years ago. Early on, Rosen assembled a board—everyone from the local police chief, elementary school principal, Tangelo Baptist Church minister and others—committed to the program's success. Today, several of the program's more than 200 college grads—who all received full scholarships including room, board, books and tuition—attend to share their success stories with visiting Cornell University students (hosted by Rosen). A few grateful tears are shed.

**9:15 a.m.** A site inspection at Rosen Plaza Hotel on International Drive. There is nothing Rosen seems to enjoy more than engaging directly with hotel guests and joining his sales staff to greet meeting planners, much to their surprise and delight. With this enthusiasm, Rosen is prone to being sidelined, such as on this day when a young mother from Sacramento approaches, recognizing him from the hotel's in-room magazine Rosen Reveal. Rosen generously chats with her, asking questions about her family and their stay. The hotel's general manager, Derek Baum, gently intercedes to maintain timeliness. As they continue to the site, Rosen eyes a housekeeper in a hallway pulling towels from her cart. "Sak pase," ("What's up" in Haitian Creole) he says, while extending his hand. She smiles and shakes Rosen's hand while responding "N'ap boule" ("I'm good").

Finally completing the original site inspection, Baum asks Rosen if he can step into a "pop-up" unplanned site with a group who may book Zayde's Kosher Catering. A handshake with Rosen seals the deal, securing a Passover group for 2018.

**10:00 a.m.** Rosen averages three speeches weekly at his hotels. A natural introvert, he is happy to share the stage today with UCF's Chuck Dziuban, Dr. Bob Allen and Sheriff Jerry Demings to speak to the National Conference on Preventing Crime in Black Communities at the Rosen Centre. While he is soft-spoken, it is not difficult for the audience to detect Rosen's passion and excitement for the Tangelo Park Program, which is met with rousing applause as he shares stats on how high school graduation rates have increased from 45 to 99 percent and how there has been a 60 percent decrease in crime.

Rosen shares that soon he will be paying the annual salaries for 48 teachers and a director for 24 preschool classrooms at the new Orange County Public Schools Academic Center for Excellence in Parramore ... not to mention providing Parramore youth the same college opportunities he extends to the Tangelo community. The Parramore initiative alone is a \$5 million annual commitment, all to provide hope for future generations.

As Rosen departs the stage, he is met with a rock star-worthy standing ovation and a line of attendees hoping to chat, several of whom request selfies.

**11:00 a.m.** A revered block of time for physical fitness and unfettered reflection, Rosen arrives for his daily one-hour, 1 ½ mile swim.

**Noon** Behind the wheel of his 2015 white Nissan, Rosen arrives at the Rosen Inn International and his office—which is actually three conjoined second-floor guest rooms, purposely lost among the hotel's 728 guest rooms. The space doubled as living quarters for his first 15 years in business until he was married.

**12:15 p.m.** Numerous phone messages, requests and the day's associate birthday list are gathered throughout the morning and now delivered to Rosen by his 25-year-plus right-hand executive assistant, Alberta Masmoudi, who also helped raise Rosen's four children. (The company truly is one big family.) Rosen tackles the pile, beginning with calls to each associate to extend birthday greetings. A few are so surprised you can almost see them "beaming" through the phone as they thank him for the unexpected call. Room service delivers the daily antioxidant-rich lunch—a salad of salmon, blueberries, strawberries, broccoli, cauliflower, carrots and nuts. Rosen attempts a small break to eat lunch, read his many magazines and the Wall Street Journal and grab some sun on the small deck outside his office.

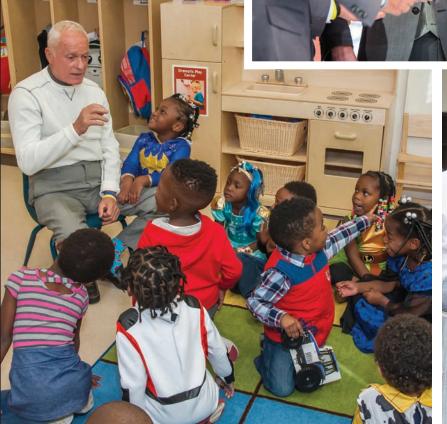
1:00 p.m. A full afternoon includes conference calls with potential clients fielded by another valued executive assistant, Marie Lowe, and drafting a thank you letter for a recent VIP Costco tour. Meetings include a discussion to develop a documentary about the company's innovative healthcare program and Rosen Medical Center; a meeting with human resources to discuss rebuilding more than 110 homes in Haiti, which was devastated in 2016 by Hurricane Matthew; and a gathering with his engineering team to review some of the final buildout plans for the Parramore preschool; all capped with a brief profit and loss update with the company's 30-year-plus CFO Frank Santos.

**6:00 p.m.** Rosen completes the day's correspondence, then grabs his clipberry containing tomorrow's freshly-printed schedule. He heads to his car with the brisk step of a man half his age, content in knowing his inbox is now a clean slate for the following day.

**7:00 p.m.** Rosen has a family of four young adults with whom he spends a considerable amount of time—often for dinner. Ultimately, each day ends as it starts, with an hour of stretching and TV news. Then off to bed. No need to set an alarm. An informative wake-up call has been scheduled for years.

(Opposite page, clockwise from top left) Opening of the Rosen Preschool; Rosen Associates lend a hand at Give Kids the World; Jack Rosen escorts fashionistas at Runway to Hope; Harris Rosen, Rosen Hotels & Resorts associates and Nemours Children's Hospital representatives cook up fun to benefit the hospital's Ronald McDonald House; Harris Rosen visits children at the new Rosen Preschool at the new OCPS Academic Center for Excellence (ACE) in the Parramore District in Orlando; Maria Triscari, Director, I-Drive Chamber, presents the first annual Harris Rosen Philanthropic Award to Harris Rosen; (center photo) Adam Rosen honors his father with the first Adam Rosen Children's Hope Award, joined by his mother Trisha and sister Shayna, at Runway to Hope.









# THE ROSEN DIFFERENCE

With experience, comes knowledge.
With knowledge, comes power.
With Rosen Hotels & Resorts,
you get all three.

"I PERSONALLY FEEL like coming back to a Rosen Hotel is like 'coming home,'" said Kedran Whitten, CMO, CSI, who recently hosted her second of three conferences at Rosen Shingle Creek. "Everything about it just works. Your culture is strong and prevalent through every employee's actions. That is a rare and exceptional thing to accomplish. I applaud Mr. Rosen for employing a culture that empowers your employees. Their loyalty and pride in the company resonates through their actions and service levels."

The staff at Rosen Hotels & Resorts is unlike any other, delivering unsurpassed service for more than 43 years. With a longevity that is unheard of in the industry, Rosen associates are experienced, knowledgeable and empowered to offer valuable, on-the-spot solutions to meeting planners in a way that typical corporate hotels can't match. Couple this with the award-winning hotels' expansive offerings and you have the formula for what has made the company Florida's largest independent hotel chain. It is The Rosen Difference.







#### "The company works as a cohesive team. It's more than a well-oiled machine; they function as one body."

-Jack Fiechter, Meeting Planner with Blue Star, Inc.

"The company works as a cohesive team. It's more than a well-oiled machine; they function as one body," said Jack Fiechter, meeting planner with Blue Star, Inc., who recently held his company's annual conference at Rosen Shingle Creek. "I can talk to any team member here and know that everything will be taken care of. This is the way all hotels should operate. It makes a meeting planner's job so easy and allows me to thoroughly enjoy what I do. I don't have any of the angst I've had when working with other hotels."

Founder and owner Harris Rosen said the company's independent status also allows each of the individual hotels the freedom to consistently refresh the properties with new venues, upgrades and enhancements.

"We are always working from the top down—and from the bottom up—to ensure we are exceeding expectations at every level. Every improvement is tailored to create the ultimate experience for our guests and offer solutions to their unique needs," said Rosen.

All three hotels—including Rosen Plaza and Rosen Centre—have recently unveiled new enhancements, from refreshed guestrooms to new event spaces. Planners seem to appreciate these enhancements and aspects of The Rosen Difference.

"I had so many attendees tell me that it was one of the best venues we've been to!" said Robert W. Lipscomb, CEO, Williams Company Southeast, who hosted his company at 3NINE. "Many of my guests stayed inside 3NINE and ate and drank and danced, while others were able to enjoy watching the football game at the outside adjoining quieter bar area."

Rosen Shingle Creek recently completed extensive décor and technology upgrades in their guestrooms, common areas and restaurants, and the on-site Shingle Creek Golf Club received a redesign from the

Arnold Palmer Design Company, which included the addition of a new outdoor pavilion.

"There's nothing you can't do here," said Fiechter. "Everything is under one roof. There are numerous restaurants and incredible catering. Our attendees raved about the food!"

Rave reviews are exactly what planners can expect when they trust in Rosen Hotels & Resorts.

"We are free to say 'yes,'" said Leslie Menichini, Vice President, Sales & Marketing, Rosen Hotels & Resorts. "We are able to create engaging, memorable meetings that provide real value. We have the knowledge and are afforded the power to deliver an elevated level of service, and an unbeatable meeting planning formula."

"The experience was flawless," said Dean Villegas, Director of Corporate Services, Dealix Corporation, about his event at Rosen Centre. "The catering staff were very prompt and accurate with orders. In our experience with over 50 events at various hotels around the United States, which includes the Four Seasons and the Ritz-Carlton, we have never been treated so much like royalty as at the Rosen Centre."

Rosen Hotel's three convention properties—Rosen Plaza, Rosen Centre and Rosen Shingle Creek—provide more than 700,000 square feet of impressive meeting and event space and 3,635 guestrooms and suites to accommodate from dozens to thousands of attendees. Their premier executive and sales team members ease the planning process and expand planners' abilities to deliver exciting, affordable and notable meetings.

"It was our first year here, but it won't be our last," said Fiechter. Experience The Rosen Difference for yourself and see what independence can do for you.

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 &

THIS PAGE) COURTESY ROSEN HOTELS & RESORTS (3); (OPPOSITE) @TIMOTHY WARCHOKI

Resorts. 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 \$4,900 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

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







supplements 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 rosenbealthcaresolutions.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



### A Little R&R

#### Indulge at The Spa at Rosen Centre or The Spa at Shingle Creek

AFTER A LONG DAY of sightseeing or being sequestered in meetings, indulge in the most pleasurable experience of your trip waiting to be discovered right at your hotel.

Quietly tucked away on the lobby floors of Rosen Centre and Rosen Shingle Creek, The Spa at Rosen Centre and The Spa at Shingle Creek are award-winning, full-service spas whose only objectives are to service guests with the ultimate in hedonistic pampering. These hidden gems have been known to revive and renew even the most harried theme park-goer or event attendee.

Both luxury spas feature chic salons with full hair, make-up and nail services for everything from party-ready touch-ups to complete a plush spa robe, prepare for a tranquil massage or invigorating facial featuring the latest, most sophisticated rejuvenating techniques. Bask in one of seven softly lit, aroma-therapy-infused treatment rooms as your customized service begins.

On your way to total calm, further renew in the well-appointed private men's and women's lounges. Each features posh lounge seating, complimentary light snacks, flat-screen TVs and steam rooms.

The Spa at Rosen Centre features private access to the hotel's palm-tree lined pool for a tropical Caribbean escape. Sink into a poolside lounge chair, soak up the sun, then order cocktails and Caribbean-Cuban fusion dishes from Harry's Poolside Bar

& Grill. Spa guests are invited to enjoy the pool and spa facilities throughout the day for an extended, sensuous escape!

To book, please call 407-996-1248 or visit SpaatRosenCentre.com.

#### The Spa at Shingle Creek

When seeking the finest quality and pure indulgence, look no further than The Spa at Shingle Creek, located at the exquisite AAA Four Diamond Rosen Shingle Creek. Selected by Trip-Advisor's worldwide audience as a Top Ten Spa in Orlando, the plush nine-treatment room retreat uniquely reflects the hotel's rich Florida history and picturesque location aside historic Shingle Creek. An extensive menu

of sumptuous services beckons, from citrus-infused facials to the lusciously enveloping Everglades' wrap, all sure to soothe your soul.

A deluxe private men's lounge and a recently expanded and impeccably refurbished women's relaxation lounge welcome spa guests for a day's departure from reality. Each offers fully equipped whirlpool, sauna and steam rooms, luxe seating and healthful refreshments. Satiated guests can relish the hotel's four inviting, lushly landscaped outdoor pools.

Thought spa nirvana was an unattainable myth? Insiders claim "serenity now" blissfully awaits with a decadent, expertly performed treatment in an intimate private cabana overlooking the tranquil waters of the hotel's quiet pool. For ultra-relaxation, add a catered lunch as you luxuriate in your peaceful sanctuary—ideal for couples to enjoy together!

To book, please call 407-996-9772 or visit SpaatShingleCreek.com.



#### Indulge in the most pleasurable experience of your trip

makeovers. Both also feature state-of-the-art fitness centers, including private instruction at The Spa at Shingle Creek. Complement your experience with catered items such as Champagne to toast a luxurious new look! For individuals and groups—whether for a girl-friends getaway, wedding party, spouse program or VIP gift—each spa offers packages and the spectacular service standard expected at Rosen Hotels & Resorts.

Staying at Rosen Plaza? No worries! Your hotel will whisk you away with complimentary transportation to your spa of choice as your tranquil journey begins.

#### The Spa at Rosen Centre

Voted by Orlando Style magazine as Orlando's top spa, The Spa at Rosen Centre features a sleek, contemporary entrance that reflects an experience perfectly envisioned for the modern spa-goer. Wrapped in







### **Enduring Legacy**

Arnold Palmer's new design gives fresh life to the jewel of Rosen Shingle Creek

By Scott Kauffman

THE KING OF GOLF LIVES ON. Arnold Palmer's legacy is stronger than ever at Rosen Shingle Creek. Indeed, just one year after the golf legend and Orlando neighbor passed away in September 2016, the AAA Four Diamond hotel is celebrating the inaugural year of its newly redesigned Palmer-inspired Shingle Creek Golf Course.

The redesign of Rosen Shingle Creek's championship course, a project finished by Palmer's namesake golf course design firm during his final days, might very well be remembered as one of his best-ever courses. Indeed, it is a fitting homage to the American icon's illustrious career, synonymous with his Orlando home of nearly 50 years, longtime PGA Tour-venue Bay Hill Club & Lodge.

To be sure, Shingle Creek Golf Club's course was always a favorite destination for avid local golfers and visitors seeking a top-notch golf escape amidst Orlando's congested tourist and convention-center corridor. Now, there's even more reason to revel

"The redesign of Rosen Shingle Creek's championship course might very well be remembered as one of Arnold Palmer's best-ever courses." in the renowned Rosen golf experience.

In fact, the newly reimagined layout enhanced and redefined the original David Harman-designed course that opened 14 years ago on a 230-acre footprint alongside the historic headwaters of the famed Florida Everglades.

For instance, Arnold Palmer Design Company's vice president and senior golf

course architect Thad Layton designed three totally new holes on a new 25-acre parcel of land on the northern end of the hotel, re-created numerous other holes to accommodate a future hotel expansion and updated Shingle Creek's aging greens and infrastructure, all without compromising the property's eco-conscious landscape.

Perhaps the most noticeable changes made to the course were Shingle Creek's traditional "resort-style" green complexes, formerly protected by ubiquitous bunkers and thick rough on the perimeter of the holes. Now, the new Palmer layout features green complexes that

#### THE KING'S LEGEND CONTINUES.

Shingle Creek Golf Club has been redesigned by Arnold Palmer Design Company and is an entirely new experience unlike anything before. Located at Rosen Shingle Creek, the 18-hole, par-72 championship course features new green complexes and bunkers to inspire and challenge every type of golfer. Expect variety, natural beauty and renowned Rosen Hotels & Resorts guest services from the very first tee to the 19th hole.

For more information, please visit ShingleCreekGolf.com or call 866.996.9933.





have fairway-cut surrounds or runoff areas, giving golfers of all levels more forgiveness and entertaining strategic options.

According to Layton, whose firm is based at Palmer-owned Bay Hill Club just 20 minutes from the hotel, his philosophy was putting strategy and variety at the center of the new course with features that "hearken back to the golden age of golf course design."

In other words, Shingle Creek golfers will now notice elevated greens (featured on the

opening hole) or newly designed cross bunkers strategically placed in the middle of fairways, such as the pot bunkers on the par-5, 567-yard second hole. And then there is the brand new 14th hole, an exciting 307-yard reachable par-4 that wraps around a newly created lake.

For Ryan Hosford, longtime Orlando golf professional and Shingle Creek's new director of golf, the new course and "special



Palmer Design firm partnership," took what was already a high-profile U.S. Open and Amateur qualifying venue to a whole new level.

"Nobody has greens likes we do ... the combination of unique shapes, variable sizes and strategic undulation is unparalleled in Central Florida," said Hosford.

As Layton put it, when the Palmer team embarked on the hometown project, they set out to "do something resolutely different at Shingle Creek."

"Orlando is a golf town and

our backyard," Layton adds. "As such, we sought to design and build a golf course that would inspire and challenge every type of golfer—handcrafting a golf course with design features reminiscent of some of the finest classic golf courses in the world."

In that respect, it's the perfect tribute to Palmer, who inspired generations of golfers and sports fans alike.

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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 Salvatore Ferragamo, 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, Ann Taylor 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 would 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 unequaled 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, make the short trek



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





#### 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 openair 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.



#### **LOCATED AT THE VALET STAND**

Guests can now conveniently check-in luggage to their flight from the hotel, save valuable time, and avoid lines at the airport.





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store (complete with a bistro and doll hair salon) and the Crayola Experience, which opened in summer 2015, and the Build-A-Bear Workshop.

**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 will also find gourmet cheese shops, croissant cafés and the Peterbrooke Chocolatier, home to fantastic candy and gelato. 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.

Readv to shop?

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. Prices subject to change. Travel times are approximate.

#### > ROSEN SHINGLE CREEK

#### Pointe Orlando

- 5 min. travel time
- Town car/SUV: \$10
- Approx. taxi fare: \$11

#### The Florida Mall

15 min. travel time

- Town car/SUV: \$30
- Approx. taxi fare: \$19

#### The Mall at Millenia

20 min, travel time

- Town car/SUV: \$33
- Approx. taxi fare: \$25 **Premium Outlets: I-Drive**

10 min. travel time

- Town car/SUV: \$30
- Approx. taxi fare: \$21 **Premium Outlets: Vineland**

15-20 min. travel time

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

#### Winter Park/Park Avenue

35-40 min. travel time

- Town car/SUV: \$65
- Approx. taxi fare: \$45

#### > ROSEN CENTRE

#### Pointe Orlando

- 2 min. travel time
- Town car/SUV: \$10
- Approx. taxi fare: \$5
- *I-RIDE Trolley:* \$2 per ride or \$5 a day

#### 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: \$24

#### **Premium Outlets: I-Drive**

- 10 min. travel time • Town car/SUV: \$30
- Approx. taxi fare: \$19
- I-RIDE Trolley: \$2

per ride or \$5 per day • City buses (Lynx) pick

up in front of the hotel or a short walk away. Maps available in lobby.

#### **Premium Outlets: Vineland**

15-20 min. travel time

- Town car/SUV: \$30
- Approx. taxi fare: \$20
- I-RIDE Trolley: \$2

#### per ride or \$5 per day Winter Park/Park Avenue

35-40 min. travel time

- Town car/SUV: \$65
- Approx. taxi fare: \$52

#### > 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: \$30
- Approx. taxi fare: \$26

#### The Mall at Millenia

20 min, travel time

- Town car: \$33
- Approx. taxi fare: \$26

#### Premium Outlets: I-Drive

10 min, travel time

- Town car: \$30
- Approx. taxi fare: \$20
- I-RIDE Trolley: \$2

per ride or \$5 per day, daily from 8:00 a.m. to 10:30 p.m.

#### **Premium Outlets: Vineland**

12-15 min, travel time

• Town car \$30

10:30 p.m.

- Approx. taxi fare: \$23
- I-RIDE Trolley: \$2 per ride or \$5 per day, daily from 8:00 a.m. to

#### Winter Park/Park Avenue 30-40 min. travel time

- Town car: \$65
- Approx. taxi fare: \$53









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, Main Event Entertainment, Maggiano's Little Italy, Taverna Opa, Regal Cinemas Pointe Orlando Stadium 20 + IMAX + 4DX, Blue Martini Lounge, Funky Monkey Bistro & Bar, Hard Knocks, Monkey Joe's, Giano Caffe, Itta Bena, Tommy Bahama Restaurant & Store, 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, Minus 5° Ice Bar, 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.

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

**Pointe** 

# ALL IN THE FAMILY

Harris Rosen draws inspiration from generations past to create some of Florida's finest restaurants

By Joseph Hayes



FAMILY CONNECTIONS and memories run through the restaurants of the hotels owned by Harris Rosen. There is a story behind every name—which he would be glad to tell you—and a family member recalled in every place.

The most apparent dedication is at Jack's Place at the Rosen Plaza. To walk into the hotel's signature restaurant and see the hundreds of autographed caricatures made by Rosen's father during 30 years of working in the Waldorf Astoria Hotel in New York is breathtaking. The restaurant combines his passion for food ("I love to eat," he says) and a showcase for Jack Rosen's unique caricature style. Harris' childhood experience of watching his father make rapid-fire sketches (when he wasn't making his rounds as a security engineer) inspired him to enter the hotel business himself. Young Harris took up the artistic passion, going to an arts high school, and he still possesses sketches and paintings made when he was 10.

Tucked inside the Rosen Centre is Sam & Bubbe's, named for Rosen's maternal grandparents, Samuel Rosenhaus, an Austrian barrel maker and his wife Rose, affectionately called "bubbe" (grandmother). The lobby bar can be found just outside Harry's Poolside Bar & Grill, named not for the famous hotspot in Venice, but Rosen's other grandfather, restaurant owner Harry Rosenovsky, from Belarus.

The 24-hour Red's Deli at the Rosen Centre (there's a deli in every Rosen Hotel) is in honor of Harris Rosen's mother, Lee, who his dad called "Red." Rosen's passion for food and hospitality even passed down to his children, who have attended the UCF Rosen College of Hospitality Management (which he funded), the country's largest program of its kind. 18 Monroe Street Market at Rosen Shingle Creek comes out of Harris Rosen's childhood address book; it is where he grew up in New York's Bowery district.

Surrounded by his family, it is no wonder Harris Rosen feels so connected to his hotels and is so welcoming to guests.



#### **ROSEN PLAZA**

Jack's Place. This is a restaurant where every wall is graced with history. The hundreds of pen and ink drawings that adorn Jack's Place were created by Harris Rosen's father during his 30 years of working in the Waldorf Astoria Hotel in New York. Jack Rosen took every spare moment to sketch the famous and infamous who walked through the grand hotel, and



images of Picasso, Gershwin and Queen Elizabeth now line the restaurant. Salvador Dalí hangs by the Dalai Lama, Frank Lloyd Wright decorates a wall near Charlie Chaplin and Apollo astronauts gaze across the room at Albert Einstein.

You might be forgiven for imagining that the famous faces are looking with longing at what's on the plate ... the food is that good. Three- and four-course menus take advantage of the vast pairing knowledge in the kitchen, but the real fun is in exploring

the menu bit by bit. Here you'll find one of the best crab cakes in Orlando, classically seasoned with Old Bay and topped with a Caribbean mango salsa and Key lime sauce for a taste of Florida—or take advantage of the appetizer platter, adding spicy shrimp and grits and sautéed steak bites. About that steak ... this is a world-class steakhouse, serving houseaged beef from prime New York strip to a fork-tender filet mignon. For fish lovers, sustainable Skuna Bay salmon raised off

the coast of Vancouver Island makes for a sweet and flavorful dish, and local seafood caught in the Florida Gulf or off the Atlantic shores is always on the menu. (Michael McMullen, the Executive Chef of Rosen Plaza, says his favorite item at the hotel is the cedar plank roasted sea bass with bourbon maple sweet potato mash.)

To enhance the art experience, the Jack's Place website (JacksPlaceRestaurant .com) has a floor plan and biographies of every caricature on each wall. And on

#### **ROSEN PLAZA** continued

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

Little known fact: Those wanting a more casual experience without missing an exemplary meal can find much of the Jack's Place menu in the Lobby Bar or Lounge just outside.

Café Matisse. Harris Rosen has been a believer in the value of buffet dining since his first hotel more than 43 years ago. He continues that practice with Café Osceola at Rosen Shingle Creek and Café Gauguin at the Rosen Centre, where even the pickiest of kids can find something exciting to eat. At Rosen Plaza it is Café Matisse that epitomizes this love of buffets, while adding full-service breakfast, lunch and dinner menus of an artistic nature. Korean egg rolls, hummus salads, Florida Red Snapper and Mediterranean vegetarian flat bread are just some of the offerings available.

'39 Poolside Bar & Grill. Nothing says Florida quite like a poolside meal. Sure, you can consider '39 Poolside a place for a quick snack (and drink) between swims, but it is so much more. For a touch of the tropics, the very popular guacamole

specialty is made both poolside and tableside. Smoked brisket nachos add savory beef, black bean chili and house special chile con queso to jack and cheddar cheese baked tortilla chips. Wings, burgers and a particularly well-liked Skuna Bay salmon salad are available during the week and alongside the Sunday brunch, which runs from 11 a.m. to 3 p.m. It offers a decadent French Toast Stack, hearty chicken and waffles sliders and the '39 Benny, a crab cake Benedict served on crispy potato pancakes. And don't overlook the 39-ingredient, make-your-own Absolut Bloody Mary station. Don't miss Happy Hour specials and live music daily from 4-7 p.m.





#### **ROSEN CENTRE**

The culinary specialties of Mexico, Japan, Southern Florida and Eastern Europe are just steps away from each other at Rosen Centre, all under the seasoned eye of Executive Chef Michael Rumplik.

Harry's Poolside Bar & Grill. Across the lobby and outside, Harry's is a sleeper: a great restaurant disguised as a pool bar. Alive with Caribbean flavors, Harry's serves breakfast, lunch and dinner—and what a dinner: toothsome Key West conch fritters, roast pork Havana sliders and Cuban black bean soup are just the beginning. The mojito glazed salmon, grilled chimichurri marinated sirloin topped with grapefruit, mushroom and habañero pepper relish or Cuban ropa vieja are so good it might be worth staying an extra day.

**Banshoo.** Chef Yoshi Kohazame brings decades of experience and a master's focus to sushi at the lobby side Banshoo, with skills as sharp as the sword-steel knife he uses. "Banshoo" means sunset, with no better way to start the evening than with Yoshi-san's creations such as Banshoo Ceviche Usuzukuri of citrusdressed tuna, white fish, salmon and octopus or a sunomono salad of lobster, scallop, crab and seaweed. It would be difficult to find a more appealing roll than the HaRo Surf & Turf of lobster, lump crab and sea scallops, topped with seared sirloin beef and sweet eel sauce.

**98Forty Tapas & Tequila.** There are few chefs as dedicated to the art of casual dining as Emeterio Luna. Chef "Tello" steers the kitchens at Harry's Poolside Bar & Grill and the potent lobby eatery, 98Forty, where ceviches, quesadillas and

rustic guacamoles join 40 different premium tequilas. The glow of back-lit tequila bottles accompanies a splendid menu of mahi mahi marinated in lime and Meyer lemon, roasted corn and black bean salsa and flavorful tacos, seafood and empanadillas. There's even a linguiça sausage and roasted jalapeño pizza.

Sam & Bubbe's Lobby Lounge. As it says on the menu, "From our family to yours." The Rosen family namesake Sam & Bubbe's hearkens back to the Lower East Side of New York with mini sandwiches—smoked salmon on a mini bagel; corned beef on rye; pastrami on pumpernickel rolls; and open-faced corn beef Reubens—so good just the thought makes you hungry. "A corned beef slider, with a little bit of cheese," Harris Rosen has said of his favorite. "It's delicious. My Bubbe would be proud."





#### **ROSEN SHINGLE CREEK**

The revered Automobile Club of America reviews more than 31,000 restaurants a year for their coveted Diamond ratings, and less than 3 percent in the entire country earn a Four Diamond rating. Rosen Shingle Creek has two of them: Cala Bella and A Land Remembered.

#### **AAA \*\*\***

A Land Remembered A Land Remembered, the superb AAA Four Diamond restaurant overlooking the manicured beauty of the Shingle Creek Golf Course, is inspired by the work of Rosen's friend, the late novelist Patrick Smith, who wrote with respect for the land and the people

Rosen Shingle Creek features two superb **AAA Four** Diamond Restaurants







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



meaning to the Italian word "abundanza": roasted lamb chops, braised osso buco or the abundantly exquisite Cala Bella Seafood Pescatore extravaganza of lobster, mussels, calamari, shrimp and scallops make the perfect entrée. And rounding out the evening is the award-winning creations of master chocolatier David Ramirez, who takes dessert to a fine art. Take time for a before-dinner aperitif or after-hours cocktail at Bella's Bar.

#### Banrai Sushi

For eclectic and casual style, you can't beat the creations of local legend Chef Minoru Sato at Banrai Sushi. His maki inventions pay tribute to the locale: the Rosen Roll combines lump crab, cucumber, avocado and fish eggs; the Shingle Creek even adds alligator to a traditional roll.



who first settled in Florida, a respect reflected in the look of the restaurant and its food. The level of dining is high, from starters such as Escargot Provençal and an award-winning jumbo lump crab cake (just order the appetizer sampler to avoid having to choose), to prime Angus beef from Kansas City's Creekstone Farms and California grown Harris Ranch. Lunch (Wagyu beef sliders, anyone?) is an appointment-worthy occasion.

#### **AAA \*\*\***

**Cala Bella** Executive Chef Jorge Oliveira, who oversees all restaurant operations at Rosen Shingle Creek, has worked at

several Rosen properties since 1991 and brings his training in Northern Italian cuisine to Cala Bella. The Tuscany-centric, AAA Four Diamond Cala Bella ("beautiful creek," in homage to Shingle Creek meandering right outside the hotel) offers guests hand-crafted dishes fresh out of the open kitchen and wood-fired oven for dinner. The prize-winning menu makes this restaurant a go-to for hotel guests and local diners alike, starting with inventive interpretations of classic antipasti: beautiful butter-poached lobster and smoked mozzarella flatbread; grilled octopus and warm potato salad; mozzarella-stuffed meatballs. The impressive entrees give

#### Café Osceola

Buffets are king at Rosen Hotels & Resorts, and Café Osceola earns its royal standing by offering the most extensive and grandest spread. From multi-ingredient, made-to-order omelets, eggs and breakfast sandwiches to carving buffets of roast turkey, ham, salads and soups, entrees and desserts, the Café caters to every breakfast, lunch and dinner need, with a floor to ceiling view of the Rosen Shingle Creek grounds.

#### **Tobias Burgers & Brews**

Named after a character in the beloved book "A Land Remembered", the newly

#### **ROSEN SHINGLE CREEK** continued

expanded Tobias combines an appealing menu of flatbreads (mushroom and onions is a go-to) and pub specialties (one of the better shrimp and sausage gumbos in town) with a killer burger list. The "Bourbon" of Black Angus beef, bourbon bacon and white cheddar is hard to resist. Bourbon, whiskey and craft beer make appearances all through the menu (even the spicy fried shrimp and strawberry shortcake have the distillers' touch), appropriate since Tobias is

quick snacks—a full range of tacos—and beautiful entrées, such as savory baked flautas, Angus filet tostadas and the superb flounder Vera Cruz of fried fish, crab and pickled vegetables.

When a quick snack or poolside relaxation is the order of the day, Cat-Tails Pool Bar & Grille references the native plants and natural beauty of Shingle Creek, offering everything from wings and peel-and-eat shrimp to Caribbean jerk chicken burgers and a delectable chimichurri tenderloin steak sandwich. The 24-hour 18 Monroe Street Market offers a quick soup, salad,



known for an extensive bourbon list and a select craft beer menu including ales from Florida's Funky Buddha and Hidden Springs breweries, and the Rosen Hotels exclusive Alligator Drool from Orlando Brewing.

#### Mi Casa Tequila Taquería

Mi Casa takes Mexican food seriously, and turns out amazing renditions of classic dishes. The overwhelmingly popular draw is the tableside-made "Lima" guacamole, hand-ground in lava rock molcajete pestle. The combination of avocado, tomato, fresh cilantro and lime looks enormous, but will disappear quickly. Be adventurous and try the lobster and crab version. There are both sandwich and pizza stop. Headwaters **Lounge** takes its name from the hotel's location on Shingle Creek, the headwaters of the Florida Everglades, and serves up a full drink menu, beautiful fish or shrimp tacos and some of the finest and freshest sushi in the area courtesy of Banrai Sushi.



#### **ROSEN INN**



#### **Shogun Japanese Steak House**

Inside the beautiful Rosen Inn closest to Universal is Harris Rosen's remembrance of his hotelier beginnings: Shogun. A popular family-owned restaurant when Rosen purchased the hotel in 1974, the serene Japanese interior and energetic teppanyakistyle cooking impressed him so much that the steakhouse, and the family, remained. The superb expanded sushi menu is just the beginning; and the culinary juggling show entertains while you dine. Skilled chefs flip food, clang knives and engage (there might even be a song) while cooking Japanese specialties and local fresh seafood (Gulf shrimp from the teppen table is unbeatable) to the accompaniment of a fascinating craft cocktail assortment.





9840 International Dr. 407.996.8551



Prime steaks and fresh Florida seafood in a finedining ambiance inspired by the Everglades.



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







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CALA BELLA

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







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fresh seafood among the world's largest collection of celebrity caricatures.

**3**NINE

A state-of-the-art entertainment venue with dancing, dining, two fullservice 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. What sets them apart?

The Rosen Difference.

By Mary Deatrick

"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 planners 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, it's all about something called The Rosen Difference.

"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. In my many years leading hotel sales from Las Vegas to Orlando, I can attest that it's unusual to find this extraordinary level of flexibility and commitment to service. This is what separates us from other hotel companies. The Rosen Difference."

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 is able to continuously invest millions in renovations and enhancements to ensure his three convention hotels remain Orlando's premier meeting destinations.





#### **ROSEN CENTRE HOTEL**

STYLISH AND SOPHISTICATED, the 1,334-guestroom 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. Most recently, the upscale hotel amped up its stature as one of Orlando's premier meetings properties with a stunning, ultramodern renovation of its guestrooms. Rosen Centre has upgraded its guestrooms to double queens and has increased king guestrooms by 24.

Guests now enjoy sleek and polished new furnishings, a calming color palette and tech-friendly integrations to keep them rested and recharged. Rosen Centre's spacious guestrooms truly epitomize the future of comfort with updates reflecting the ultimate in spa-like calm and serenity. The walls, painted a deep rich teal, provide a clean backdrop to the beds' horizontal-panel headboards, which feature a gray-blue ombre finish. Soft touches of gray, crisp white and teal lend themselves to the contemporary feel. A streamlined desk and dresser offer plenty of room to spread out and use with

"The Rosen Centre is the ONLY venue we will come back to time and time again." multiple laptops, electronic devices and more.

Business travelers, tech-savvy families and millennials alike will enjoy the new, easy-toaccess technological integrations. They can charge all their devices

at once on the multi-outlet connectivity bar located below a new wall-mounted 50" flat-screen TV. Additional outlets and USB ports are located on the desk lamps, headboard panels and nightstand lamps, providing plenty of recharging and connecting options for everyone.

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 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 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.

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 and ideal location at the intersection of fantastic and amazing make it the perfect venue for any meeting. The multimillion-dollar, floor-to-ceiling refurbishment of its 800 guestrooms and suites incorporated the finest furnishings, contemporary comfort and 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. A new planners' favorite is the hotel's recently expanded flexible indoor/outdoor event space with 3NINE, a 5,000-square-foot, state-of-the-art entertainment venue. 3NINE can accommodate

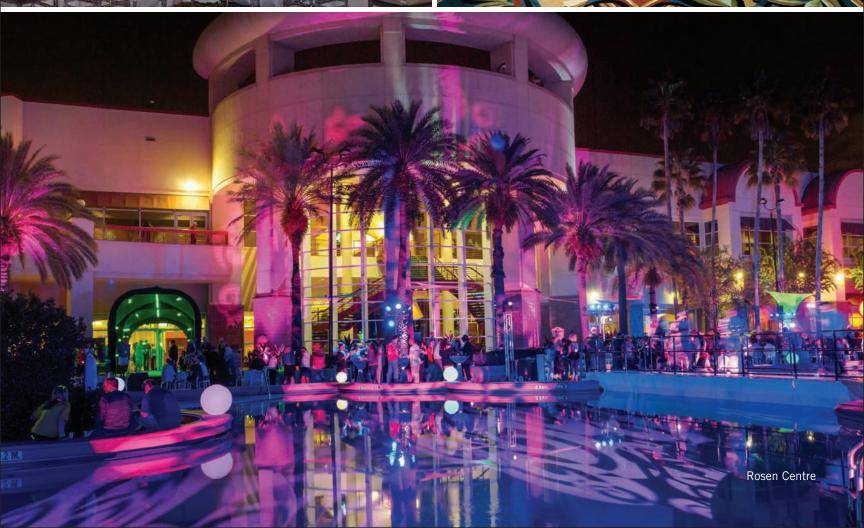
"We had nothing but positive feedback and wonderful compliments." 500 people indoors or 1,500 guests when the event is extended to the patio and pool deck of '39 Poolside Bar & Grill. Groups can enjoy a dedicated, on-site daytime or evening event space













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 Anne Hilton, Meeting Planner, Oliver Wright, "All I can say is 'Wow.' What an honor and a pleasure it was. You folks are all incredible; no surprise to me. I've worked with Rosen Plaza for a long time now, and you are, as we say, 'Class A.' Thank you all so much for your friendship and your hospitality during my visit, as well as your professionalism in everything we do together. I'm looking forward to many more years of courses there to provide our attendees with excellence in accommodations, food, and customer service through all of your hard work."

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 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 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.

With its numerous offerings, The Rosen Difference is woven throughout every guest experience.

"The attention to detail during the planning was unmatched. The meeting rooms were perfectly laid out. It was nice to walk in and see that everything was as we had discussed," said Mimi Michels, Director of Procurement, Habitat for Humanity of Greater Orlando. "The meals were well presented, ample and delicious! The ice cream break was very well received; the servers did a great job of making it fun! The audiovisual team responded quickly to our immediate need of wireless access and a screen for us. Honestly, I can't think of anything you could have done better; it was amazingly successful in every way."

#### 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—everything a planner could desire all under one roof.

Led by a seasoned team, the hotel has earned numerous industry honors since it opened 12 years ago, including a Top 20 U.S. Meeting Hotel by Cvent.



"From my perspective, Harris Rosen has put together the right formula for building a magnificent, well-run hotel," said Jack Fiechter, meeting planner for Blue Star, Inc., who recently hosted his company's annual conference at the hotel. "The service is second-to-none. All hotels have beds, rooms, TVs, etc. However, unlike other hotels, the minute you walk through these doors, you experience an incredible level of service. And it's the cleanest hotel I've ever been in. You could eat off the floors. The rooms, the meals, everything that goes on, it's great. It's a unique experience being here!"

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 and a new golden color palette reflective of the Orlando sunshine, bringing the outside in. Jewel tones of honeycomb yellow and orange-tangerine perfectly accent the hotel's 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 high-end corporate and association meetings, such as technology, pharmaceutical, medical, insurance, automotive, franchise food service chains and so many more. "With more than half-a-million square

#### THE LEGEND CONTINUES

Rosen Shingle Creek celebrates its 13th anniversary on September 9, 2018. 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 524,000 square feet of event space will provide guests with ease of access.

feet of indoor and outdoor venues, including but not limited to three column-free ballrooms at 95,000, 60,000 and 40,000 gross square feet inclusive of 99 breakout rooms, our capabilities are endless. Planners tell us our spaces are amazing. We truly can accommodate every need."

Recently, SIROWORLD: The Ultimate Dental Meeting, hosted by DENTSPLY Sirona, Inc., The Dental Solutions Company<sup>TM</sup>, 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. 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!"

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."

"This is the second of three scheduled conferences at the hotel. I personally feel like coming back to Rosen Shingle Creek is like 'coming home'," said Kedran Whitten, CMO, CSI. "I could go on and on about your staff. They are all incredible. I want to say congratulations and thank you for being such a phenomenal partner. Everything about your hotel just works!"

At the end of the day, no matter which of the three hotels a planner may choose, exceeding expectations is what each does best.

"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!"

#### ON THE ROAD

Please find us on the road at the following trade shows. We look forward to seeing you soon!

#### **DECEMBER 2017**

- Holiday Showcase / Chicago
- NCBMP (National Coalition of Black Meeting Planners) / Oakland, California

#### JANUARY 2018

- RCMA (Religious Conference Management Association) / Omaha
- PCMA (Professional Convention Management Association) / Nashville

#### **MARCH 2018**

- ITB / Germany
- CBI Summit / Washington, D.C.
- ConferenceDirect / Los Angeles

#### **APRIL 2018**

- HB ABC (HelmsBriscoe Annual Business Conference) / Orlando
- Markethub Americas (Hotel Beds) / TBD

#### **MAY 2018**

• IPW / Denver

#### **JUNE 2018**

- MPI WEC (Meeting Professionals International World Education Congress) / Indianapolis
- SGMP (Society of Government Meeting Planners) / Norfolk

#### **JULY 2018**

- FSAE (Florida Society of Association Executives) / Fort Lauderdale
- Cvent / Las Vegas

#### **AUGUST 2018**

- SYTA (Student Youth Travel Association) / Baltimore, MD
- Connect / Salt Lake City

#### **OCTOBER 2018**

- IMEX / Las Vegas
- Virginia Gold Cup / The Plains, Virginia

#### **NOVEMBER 2018**

- FICP (Financial Insurance Conference Planners) / Orlando
- WTM (World Travel Market) / London
- Connect Faith / Ontario

# SAVOR IN OWLANDO

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.



Caribbean and Cuban inspiration converges in a tropical indoor-outdoor poolside atmosphere for parties of 70 to 1,700 people. And for more intimate gatherings, enjoy an authentic Florida experience in Everglades' private dining room.









Surrounded by the property's stunning Spanish Revival architecture, the signature A Land Remembered steakhouse and Calla Bella Italian bistro are ideal for elegant events. Both offer buyouts and private dining rooms, with outdoor seating also available.



CALA BELLA





3NINE is a state-of-the-art entertainment venue and restaurant perfect for private buyouts of 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





### The Evolution of I-Drive

International Drive's southern strip will become a work-live-play destination by 2040 **By Rona Gindin** 

LOOK OUT YOUR HOTEL-ROOM WINDOW, take a mental snapshot of what you see, then close your eyes. Envision leafy green plazas, public art, bold signage, bicycle lanes, strolling pedestrians and a network of smaller streets linking residences, storefronts and sidewalk cafés with existing and new hotels and attractions.

Visit again in 2040, and that's what will be out that window. Once an ambitious plan called the I-Drive 2040 Strategic Vision is complete, the 2.5-mile strip of the International Drive (aka

I-Drive) corridor between Sand Lake Road and the Beachline Expressway will be bigger in terms of the number of businesses and residences, yet more manageable with gateway, pavement and neighborhood signage plus enhanced transportation.

"We'll be adding components to make I-Drive a more urban environment," explains Alberto Vargas, planning manager for Orange County, in which both Orlando and I-Drive are located. To evolve, he says, the area needs extras including urban plazas

("We have zero parks"), street parking, even the right "height to width ratio" for buildings. I-Drive 2040 documents spell out specifics to make every element of this come into being with a unified look—while allowing the area to preserve the identity defined by its "landscaping lushness."

The brainchild of Orange County mayor Theresa Jacobs, whose goal is a "walkable, livable and dynamic" entertainment district, the project involves 1,817 properties within 5.46 square miles of land. The district at large, including sections not part of the 2040 plan, contains the nation's second-largest convention center (connected to the Rosen Centre and Rosen Plaza hotels by skybridges), and within minutes of Rosen Shingle Creek, more than 120 hotels with 45,000-plus rooms, more than 35 attractions and four entertainment complexes.

"The whole flow of the destination will be enhanced," says Maria Triscari, president/CEO of I-Drive's chamber of commerce.

Here are the changes you are most likely to notice. They will be phased in gradually.

**SIGNAGE.** Four gateways, beginning with the intersection of I-Drive and Sand Lake Road, will spell out the district's name. Likewise, each of eight sub-districts including Rosen Plaza, Rosen Centre and Rosen Shingle Creek will be branded individually.

**WALKABILITY.** What Vargas calls the "new frontier" of the now-quiet Universal Boulevard will connect to I-Drive via several wide,

shaded sidewalks filled with tempting stores and restaurants. In addition, a pedestrian overpass may link all four corners of I-Drive and Sand Lake Road.



Several green areas will be built, preferably one three minutes from every doorfront. There will be public sculptures, too, throughout the area.

**TRANSPORTATION.** The popular and reasonably priced I-Ride Trolley might run more often, or "circulator" streetcars might transport visitors around the area. Buffered "urban

trails" for bicycles and pedicabs will be built, and bike-share stations installed. Light rail to the airport may come along, too.

**PARKING.** The I-Drive vision will involve lots more parking, but not near the street. "One acre of property near I-Drive costs \$2 million," Vargas notes, "so it makes more economic sense to put rentable square footage fronting the street, with parking in the back, especially since we have no limitation about how high buildings can be."

**HOUSING.** More multi-unit residential buildings will be added, such as apartments, condominiums and student housing for the Rosen College of Hospitality Management, bringing 24-hour living to the neighborhood.

Step by step, it seems the southern leg of I-Drive will, indeed, become what Vargas is working to create: "a more real authentic downtown for Orange County." It's a welcome development for Orlando at large, a city that's eager to embrace neighborhood living across its landcape.



ANYTHING BUT BUSINESS AS USUAL

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:**

- 3,300 SQUARE FEET
- STATE-OF-THE-ART SOUND AND LIGHTING
- 8 BRANDABLE TVS AND SCREENS THROUGHOUT
- PLUG-AND-PLAY TECHNOLOGY
- MULTIPLE DINING PACKAGES AVAILABLE
- ADJACENT POOL DECK
- TWO FULL-SERVICE BARS AND VIP LOUNGE



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AT THE ROSEN PLAZA HOTEL

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### Where the Fun Never Ends

Come to Orlando for attractions, activities and amusements galore

#### By Nancy DeVault

THERE'S no shortage of fun to be had in Orlando. As one of the world's most popular destinations, The City Beautiful offers world-class attractions and amusements at every turn. The only question is where to start?

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.

#### **Universally Appealing**

Universal Orlando Resort<sup>TM</sup> has upped the ante in 2017 for guests to enjoy a visit to Orlando filled with Universal excitement.

One of the newest additions is the opening of Race Through New York Starring Jimmy Fallon<sup>TM</sup> within the New York-themed area at Universal Studios Florida<sup>TM</sup>.

The theme park also continues to immerse guests in blockbuster films, as with TRANS-FORMERS: The Ride–3D, E.T. Adventure and Revenge of the Mummy. Become part of the crew with an all-new hysterical 3D tale on Despicable Me Minion Mayhem. Animated fun continues with The Simpsons Ride when you Crash Through Krustyland.

Then embark on a magical, multi-park 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 Escape from Gringotts, a multidimensional, 3D ride through the underground vaults of Gringotts Bank. In Hogsmeade, at Islands of Adventure, take a tour of Hogwarts, 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 Incredible Hulk Coaster, where you



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(This page, clockwise from top) Bowling, one of many activities at Kings Bowl Orlando; roaring around the track at Andretti Indoor Karting & Games; the Mako rollercoaster at SeaWorld Orlando. (Previous page) The Coca-Cola Orlando Eye.



will be hurtled along a track at 67 mph and experience a zero-gravity roll.

#### Thrills at SeaWorld Orlando

SeaWorld Orlando offers guests a plethora of opportunities to get up close and personal with an astounding array of sea creatures from all over the world. But did you know that you'll also find thrills galore here?

With the addition of Kraken Unleashed (a virtual reality experience) in summer 2017, and on the heels of Mako<sup>TM</sup>—Orlando's tallest, fastest and longest coaster (opened in 2016), SeaWorld now has more thrills than ever, as the two coasters join other thrill rides such as Manta and Journey to Atlantis.

#### Get Wet!

And don't forget—both SeaWorld Orlando and Universal Orlando Resort™ offer guests great ways to splash around and play in the water as well.

Dive right in at Aquatica, SeaWorld Orlando's water park, where you can free-fall on Ihu's Breakaway Falls and go crazy on Tassie's Twisters. Do not 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 SeaWorld Orlando's Discovery Cove. Accompanied by a trainer, you'll spend 30 minutes in the water with bottlenose dolphins.

Stick around for Discovery Cove's newest attraction, Freshwater Oasis, where you will explore water-filled trails and encounter otters, marmosets and other creatures.

Plan a fun-filled day at Volcano Bay, the newest park to open at Universal Orlando Resort™. You will swear you've traveled to the islands as you enjoy 18 attractions in four themed areas. Whether you're looking to relax and unwind on Kopiko Wai Winding River, or plummet breathlessly on Koʻokiri Body Plunge's 70-degree drop, there's something for everyone at Volcano Bay.

#### 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 SKELETONS: Animals Unveiled! located under the Orlando Eye and displaying more than 400 real skeletons.

Also near the Eye is 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.

If you're looking for a fun outing, check out the new Andretti Indoor Karting & Games experience now open near Rosen Shingle Creek. This more than 160,000-square-foot indoor facility will feature high-speed electric super karts on a two-level track, more than 120 arcade games, a rock wall, zip line and more.

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



With four affordable properties to choose from, Rosen Hotels & Resorts has the perfect hotel to fit your vacation and budget. Each one offers comfortable deluxe accommodations, delicious dining options and recreational amenities—all with complimentary Wi-Fi and no resort or parking fees. Combined, the four properties have 2,703 guestrooms, plus over 5,100 square feet of meeting and event space suitable for any occasion. No matter which Rosen hotel you choose, you'll be just steps away from Orlando's famous attractions and world-class shopping and dining hubs.

For reservations and more information, visit RosenHotels.com or call 866.33.ROSEN.









## 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 annual facts and figures.

#### FAMILIAR FACES

The Rosen Hotels & Resorts convention sales team has provided impeccable service for a combined total of

383 years

Divided by 36 sales managers, this is an average of 10.6 years of service

per manager. Nice to know you'll see the same familiar faces when you visit!



#### ROSEN'S OWN

80,884

Number of Rosen's Perfect Pizzas served up at the 9 Rosen Hotels & Resorts and created by Harris Rosen and Executive Chef Jorge Oliveira.



#### ALL IN THE FAMILY



More than 170

Autographed celebrity caricatures (like prominent surrealist artist Salvador Dalí, pictured above) penned by Harris Rosen's father, Jack, during his career at the Waldorf Astoria New York and gracing the walls of Jack's Place restaurant at Rosen Plaza.

#### GIVING IT OUR ALL



Company-sponsored charity galas annually. **335** associates ran in 5K charity runs sponsored by Rosen Hotels.

#### ROLLING ALONG

50,000

Number of retrieved golf
balls from Shingle Creek Golf
Course waterways!



264,379

Number of bagels served at all

Number of bagels served at a 9 Rosen Hotels.



318,720

Number of rolls of toilet paper used by 6 leisure Rosen Hotels.



#### FOODIES FRESH



Rosen Plaza guests jump-started the day with

3,650 gallons

of fresh Florida orange juice and **10,083** made-to-order omelets at Café Matisse.

900 pounds

Amount of gator meat devoured by Rosen Centre guests along with **650 pounds** of buffalo at Everglades restaurant.



Rosen Shingle Creek guests cooled off with **2,616 gallons** of Creek Ice Creamery frosty treats and **293,760** customlabel bottles of spring water.

CLOCKWISE FROM LEFT) ®KRISTEN HOOK; ®ISTOCK; ®TOPSELLER/SHUTTERSTOCK; ®MEGAPIXEL/SHUTTERSTOCK; ®TR3GIN/SHUTTERSTOCK





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