

CELEBRATING 45 YEARS OF HOSPITALITY

ROSEN REVEAL

HARRIS ROSEN

Visionary
Entrepreneur to
Philanthropist

WORLD-CLASS CUISINE

It's All in
the Family



**TRADE SHOWS AREN'T
ROCKET SCIENCE.**

**LET'S BUILD
SOMETHING TOGETHER.**



PROVIDING INDUSTRY-LEADING SERVICES FOR

TRADE
SHOWS

CORPORATE
EVENTS

EXHIBIT
SOLUTIONS

BRAND
EXPERIENCES

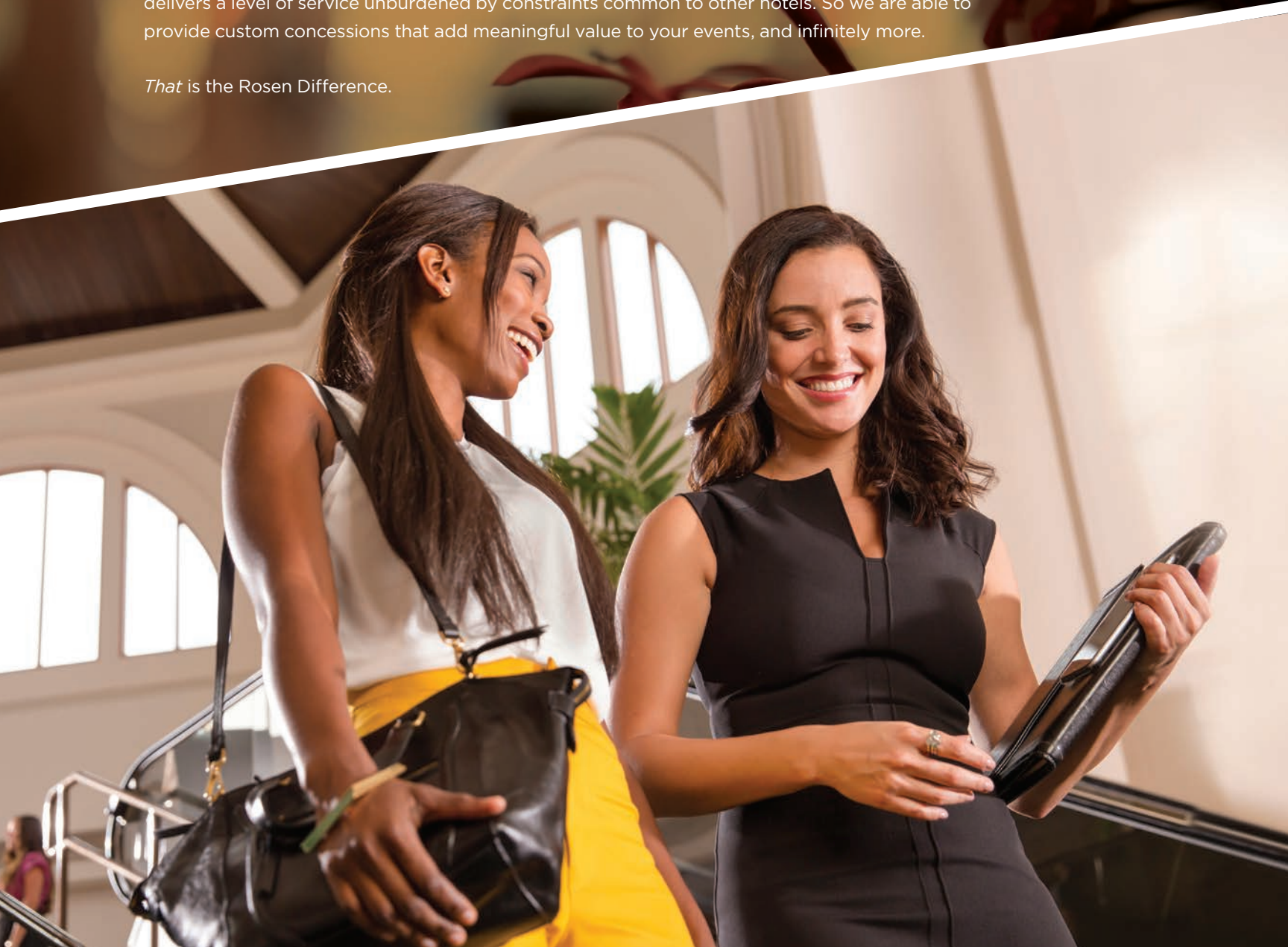
THE ROSEN DIFFERENCE. *DEFINED.*

*Preferred*SM
HOTELS & RESORTS

The freedom to cut red tape, not corners. The resources to minimize hassles and maximize opportunities. The expertise to know that *how* we achieve your goals is as important as *when*.

Independently owned and operated since 1974, each Rosen Hotels & Resorts property in Orlando delivers a level of service unburdened by constraints common to other hotels. So we are able to provide custom concessions that add meaningful value to your events, and infinitely more.

That is the Rosen Difference.



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

The logo for Rosen Centre, featuring a stylized 'h' inside a circle above the word 'ROSEN' and the word 'CENTRE' below it.

The logo for Rosen Shingle Creek, featuring a stylized 'h' inside a circle above the word 'ROSEN' and the words 'SHINGLE CREEK' below it.

The logo for Rosen Plaza, featuring a stylized 'h' inside a circle above the word 'ROSEN' and the word 'PLAZA' below it.

RosenHotels.com | Sales@RosenHotels.com

Contents

2018-2019



WELCOME

6 Owner's Letter

A letter from Harris Rosen.

IN THE SPOTLIGHT

10 Famous Encounters

Leaders and luminaries convene at Rosen Hotels & Resorts.

MAKING A DIFFERENCE

12 Rosen Associates

The associates of Rosen Hotels & Resorts are part of a caring and attentive family.

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 44 years.

HEALTHY LIVING

38 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 '39 Poolside Bar & Grill at Rosen Plaza.



Beautiful floors. Superior service.

Shaw Floors is dedicated to providing exceptional flooring that enhance your space and fit your lifestyle. Shaw Flooring Network members have partnered with Shaw and are committed to providing excellent service. With exclusive offers, products, and training, these retailers have the experience and expertise to help you select the perfect floor for your home. To find a Shaw Flooring Network Retailer near you, visit shawfloors.com/stores.



Carpet | Resilient | Hardwood | Tile & Stone | Laminate | shawfloors.com

Contents



SHOPPING

42 Orlando Spree

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

SPA

44 A Little R&R

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

GOLF

46 Enduring Legacy

Arnold Palmer's design highlights the jewel of Rosen Shingle Creek.

ON THE TABLE

48 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 The Legend Continues

Get a glimpse into what the future holds for Rosen Hotels & Resorts in 2019—and beyond.

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.

ROSEN REVEAL

ROSEN HOTELS & RESORTS

President & COO
Harris Rosen
Vice President & CFO
Frank Santos
Vice President, Sales & Marketing, Rosen Convention Properties
Leslie Menichini
Rosen Shingle Creek General Manager
Dan Giordano
Director of Sales & Marketing
Katie Bellas
Rosen Centre General Manager
Phil Caronia
Director of Sales & Marketing
Todd Frappier
Rosen Plaza General Manager
Derek Baum
Director of Sales & Marketing
Victoria Hall
Deatrick Public Relations
Mary Deatrick

CONTENT DIRECTION

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.

MVP CUSTOM PUBLICATIONS

EXECUTIVE

President
Donna W. Kessler
Vice President of Operations
Angela E. Allen

MVP | EDITORIAL & DESIGN

Editor
Brooke Fehr
Art Director
Jennifer Keller Vaz

ADVERTISING

JAMES G. ELLIOTT CO., INC.
Executive Director
Pat O'Donnell
Group Publisher
Mark Reid
Sales Executive
Brian Reher

MVP | CREATIVE

Chief Creative Officer
Haines Wilkerson
Editor In Chief
Margaret Martin
Director of Photography
Isaac Arjonilla
Contributing Writers
Nancy DeVault
Joseph Hayes
Scott Kauffman
Kristen Manieri
Contributing Photographers
Jason Brown
Roberto Gonzalez
Dan Higgins
Alberta Masmoudi
Yuko Matsuzaki
Richard Pabis
Timothy Warchocki

MVP | MANUFACTURING & PUBLICATION SERVICES

Director of Manufacturing
Donald Horton
Publication Services Director
Karen Fralick
Publication Services Manager
Cher Wheeler
Digital Imaging & Retouch
Erik Lewis

MORRIS COMMUNICATIONS

Chairman
William S. Morris III
President and CEO
William S. Morris IV

Rosen Reveal is produced by Morris Visitor Publications (MVP), a division of Morris Communications, Co., LLC, 725 Broad St., Augusta, GA 30901.

Copyright 2018-2019 by Morris Visitor Publications. All rights reserved. This publication may not be reproduced or transmitted in any form or by any means, in whole or in part, without the express prior written permission of the publisher. The publisher assumes no responsibility to any party for the content of any advertisement in this publication, including any errors and omissions therein. By placing an order for an advertisement, the advertiser agrees to indemnify the publisher against any claims relating to the advertisement.

Printed in the United States of America

Orlando's

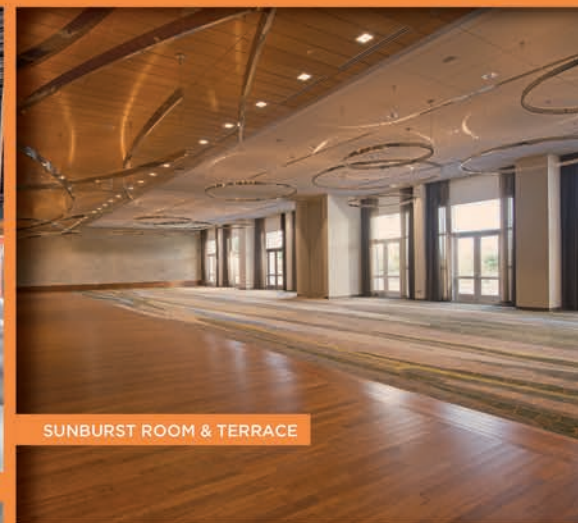
Orange County Convention Center



DESTINATION LOUNGE



CITRUS CAFÉ



SUNBURST ROOM & TERRACE

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.**

1-800-345-9845

 **Orange County Convention Center**
The Center of Hospitality

sales@occc.net
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. Celebrating our 45th anniversary on June 24, 2019, 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 25 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 from 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 will look behind the scenes at some of the inventive handiwork of our culinary masters that seem to continuously "wow" our guests. And we will share more about our highly regarded self-insured healthcare plan, created 28 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 (which we are) 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 and thank them for their courage, kindness and tenacity. Sam & Bubbe's and Harry's Poolside Bar & Grill at the



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

Rosen Centre are named in honor of my grandparents who dreamed of and struggled mightily for a better life in America for themselves and their 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 will introduce you to 3NINE, our 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 26 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 college or vocational/trade school and now Rollins College.

In the meantime, it is with tremendous excitement that I share with you 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 more than 35 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 hrosen@rosenhoteles.com.

Sincerely,

Harris Rosen,
President & COO
Rosen Hotels & Resorts

THE ROSEN DIFFERENCE IS
FLAWLESS.



At Rosen Shingle Creek, it is clear that perfection is the norm and outstanding service is the standard. Literally made for meetings, it is a hotel designed for success and to the most exacting standards. Yours.

Located in Orlando and independently owned since 1974, Rosen Hotels & Resorts is driven by possibilities and dedicated to assuring meaningful, measurable results. That is the Rosen Difference.

524,000 sq. ft. of flexible meeting and event space • 1,501 guestrooms, including 195 suites • Inspired catering • 15 tempting in-house dining and lounge options • Full-service spa • Championship golf course designed by Arnold Palmer Design Company • Ranked a Top 20 U.S. Meeting Hotel by Cvent • AAA Four Diamond Property

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

 **ROSEN**
SHINGLE CREEK™
ORLANDO

407.996.4890 | RosenShingleCreek.com/ROI

THE ROSEN DIFFERENCE IS CONFIDENT.



Ideally situated on International Drive, Rosen Plaza is perfectly outfitted with exceptional meeting spaces, as well as atypical amenities. All backed by the level of expertise you expect and the undeniable differences for you and unforgettable experiences for your attendees.

Located in Orlando and independently owned since 1974, Rosen Hotels & Resorts is driven by possibilities and dedicated to assuring meaningful, measurable results. That is the Rosen Difference.

60,000 sq. ft. of diverse meeting space, including a 26,000 sq. ft.
ballroom • 800 guestrooms and suites • 7 on-site restaurants and lounges
Connected via Skybridge to the Orange County Convention Center

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



407.996.4890 | RosenPlaza.com/ROI



THE ROSEN DIFFERENCE IS
SAVVY.

At its core, Rosen Centre is simply *smart*. Offering incomparable experiences alongside state-of-the-art, sought-after venues, it is where meetings are made better and events become settings for success.

Located in Orlando and independently owned since 1974, Rosen Hotels & Resorts is driven by possibilities and dedicated to assuring meaningful, measurable results. *That* is the Rosen Difference.

150,000 sq. ft. of flexible event space for groups of 10 to 4,000
1,334 new, ultramodern guestrooms and deluxe suites • Inviting poolside courtyard • 9 exceptional restaurants and lounges • Full-service spa
Connected via Skywalk to the Orange County Convention Center
Ranked a Top 75 U.S. Meeting Hotel by Cvent

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



407.996.4890 | RosenCentre.com/ROI

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 Lilliane Murr, National Sales Manager, Rosen Hotels & Resorts, and Fernando Ching, Resident Manager, Rosen Shingle Creek, before entertaining the crowds at the Florida Realtors Convention.



CLOSE ENCOUNTER

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



A FASHIONABLE CAUSE

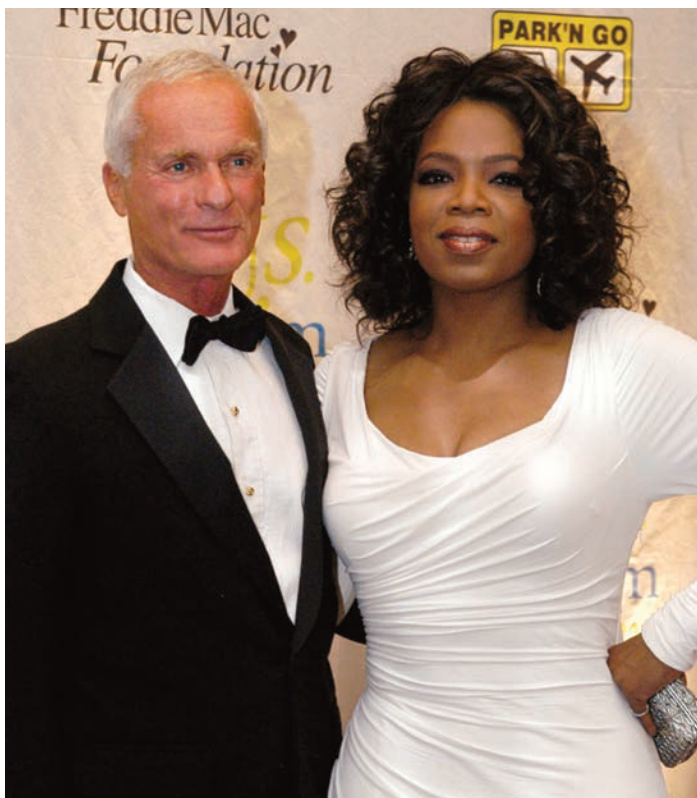
Runway to Hope's Spring Soiree supporting pediatric cancer programs at Rosen Shingle Creek. (Above) Adam Rosen (in stylish bow tie) with Anael Cohen and with (l to r) Robert Herjavec, Kim Herjavec and Joey Fatone. (Right) (l to r) Lisa Ling, Joey Fatone, Melissa Rivers and Rosen Hotels' Corporate Controller Jim Bina with Andrew Hoyle.



(THIS SPREAD) COURTESY ROSEN HOTELS & RESORTS (7)

STRIDES FOR MENTAL HEALTH AWARENESS

Actress and model Brooke Shields is joined by Rosen associates for the Mental Health Association of Central Florida annual luncheon at Rosen Centre.



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.

POWER PLAYERS

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





Celebrating 45 Years ...

...And the associates who helped to make it happen.

THROUGH THE YEARS, Harris Rosen has been referred to as a hospitality innovator, a generous philanthropist and an astute Orlando business leader. Rosen simply calls himself “grateful.”

“When I purchased my first hotel, the Quality Inn International (now the Rosen Inn International) on June 24, 1974, I never dreamed I would eventually own nine hotels,” said Rosen, reflecting on 45 years as president and COO of his company Rosen Hotels & Resorts. “I am incredibly grateful for those who have contributed toward this success, most importantly our loyal team of associates. Without the commitment of these thousands of associates who happily welcome and tend to our guests, we wouldn’t be where we are today.”

Becoming a Rosen associate means being welcomed into a caring, attentive family. Fiercely loyal and dedicated, many Rosen associates have been with the company for 20, 30, even 40 years. In fact, Rosen Hotels & Resorts enjoys one of the hospitality industry’s lowest turnover rates – in the low teens – as compared to the industry average of 60-70 percent.

Why do associates so tightly align? Maybe because Rosen doesn’t just *say* he’s grateful, he shows it.

- Rosen associates receive free higher education (including tuition and books) at a Florida state public college or university for their children after three years and for themselves after five years of employment.
- The healthcare is second to none, all self-funded by Rosen Hotels & Resorts through Rosen-owned ProvInsure. The most a plan participant pays for a hospital visit is \$750. Associates on the plan visit the on-site Rosen Medical Center, on the clock, with transportation provided if needed. (See pg. 38 “Road to Wellness” for more details.)
- Numerous opportunities to donate time and talent to charities are available. These include local non-profits and dedicating resources to our sisters and brothers in Haiti, the origin of about a third of Rosen associates.
- Family carnival, a holiday showcase, an annual health fair – fun, free events created for the enjoyment of associates and their families.

What started with a 240-room hotel has blossomed into a family affair. And always at the heart of the house, a happy, satisfied Rosen associate welcoming guests home.

Where do you
want to go?



Find the best of the city



wheretraveler.com



WE SPEAK EXPERIENCES

As the Rosen Hotels & Resorts' **in-house DMC**, our reputation has been built one **flawless** event at a time, whether it's an **intimate dinner** at the hottest new venue or a custom crafted spectacle for **thousands**.

Named a Top 25 DMC by Special Events Magazine for 9 consecutive years
Winner of 47 industry awards, with 37 additional award nominations
Trusted by top Third-Party Travel companies as Supplier of the Year



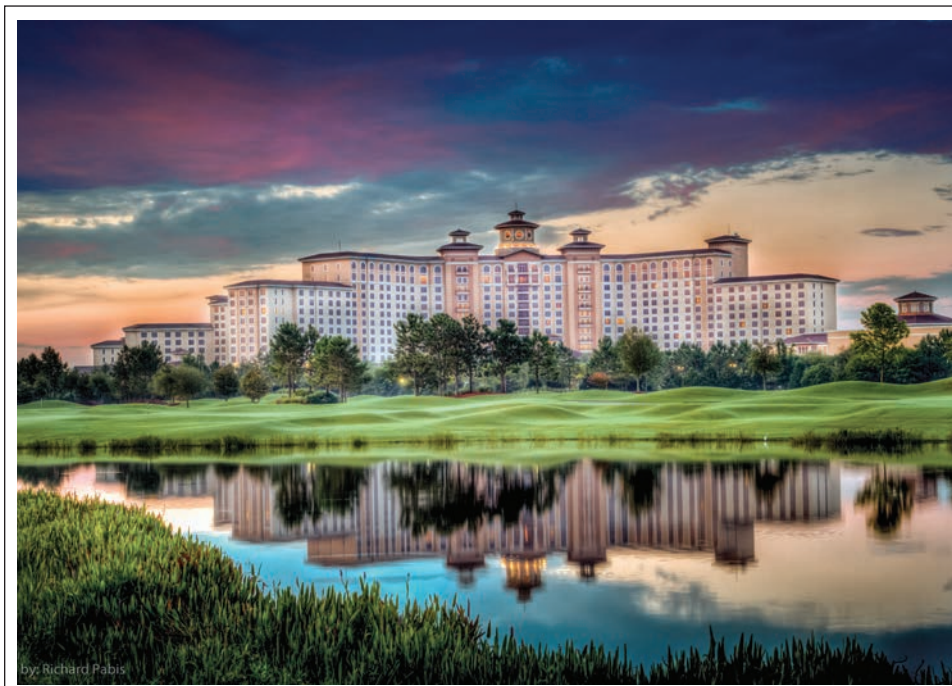
FLORIDA
DESTINATION MANAGEMENT

WWW.HELLO-DMC.COM

Arizona | California | Florida | Las Vegas | Nashville | Texas | Washington, D.C.

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 gorgeous views of the hotel's manicured gardens and pristine golf course designed 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

Meeting & Event Space in sq. ft.:
524,000

Number of **Meeting Rooms:**
99

Largest Theater-Style Capacity:
9,500

Banquet Seating Capacity:
6,800

Dining/Lounging Options:
15

MEETING SPACES

THAT AMAZE: Rosen Shingle Creek features 524,000 sq. ft. of meeting and event space with "everything under one roof."

INSPIRING CREATIVITY:

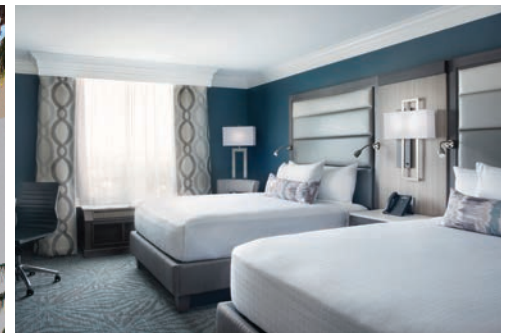
Recently renovated guestrooms offer magnificent views of the hotel's championship, 18-hole golf course designed by Arnold Palmer Design Company.

LET THE SUN SHINE:

New jewel-tone furnishings add a contemporary touch to the sun-filled 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 of 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 charming 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

Dining/Lounging Options:
9

MADE FOR MEETINGS:

Rosen Centre offers more than 150,000 square feet of meeting space connected to the Orange County Convention Center's additional 2.1 million sq. ft. of space.

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.

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 premier hotels. With one-of-a-kind amenities, recent enhancements and an 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 for easy access to additional meeting space.

Rosen Plaza recently unveiled chic new furnishings and stylish décor depicted in a soft white and light gray color palette for an elegant new look for its front desk and lobby to include guest services and the business center. The hotel's 60,000 sq. ft. of versatile indoor meeting and event space, including the 26,000 sq. ft. Grand Ballroom, is now adorned with new décor and contemporary carpeting in soothing hues of rich silver, gray and blue.

For special events or just an exhilarating night out, 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. The 5,000-square-foot 3NINE is ideal for private events providing a turn-key solution including built-in staging, state-of-the-art sound, lighting and AV and multiple customizable flat panel TVs. The venue accommodates 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

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

Number of **Meeting Rooms:**
22

Largest Theater-Style Capacity:
3,000

Banquet Seating Capacity:
1,800

Dining/Lounging Options:
7

ROSEN PLAZA: At the intersection of fantastic and amazing, Rosen Plaza is ideally connected to the Orange County Convention Center.

ELEGANT WELCOME: New stylish décor amid enhanced chic furnishings create a stunning welcome as guests enter the hotel's newly revitalized lobby.

MEET AND GREET: Contemporary new carpeting now enhances Rosen Plaza's 60,000 sq. ft. of meeting and event space.

here.

there.

every

where®

All the lowdown you
can download.

wheretraveler.com

The new city guide website
from the experts at
Where Magazine.

Info only the locals know.

wheretraveler.com™

I PREFERSM

HOTEL REWARDS

EXPERIENCE REWARDING TRAVEL –
ONE UNFORGETTABLE ADVENTURE AT A TIME.

Get rewarded to do what you love – travel. Sign up for the free *I Prefer*SM Hotel Rewards loyalty program from Preferred Hotels & Resorts to get exclusive Member Rates, points for each stay, and benefits including room upgrades at more than 650 independent hotels worldwide. Leave the ordinary behind. Enroll now to experience rewarding travel.

IPREFER.COM



*Preferred*SM
HOTELS & RESORTS

PREFERRED HOTELS & RESORTS • PREFERREDHOTELS.COM
700 INDEPENDENT HOTELS • 85 COUNTRIES • ENDLESS EXPERIENCES

BUILDING A DREAM

My journey from New York City's
Lower East Side 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.

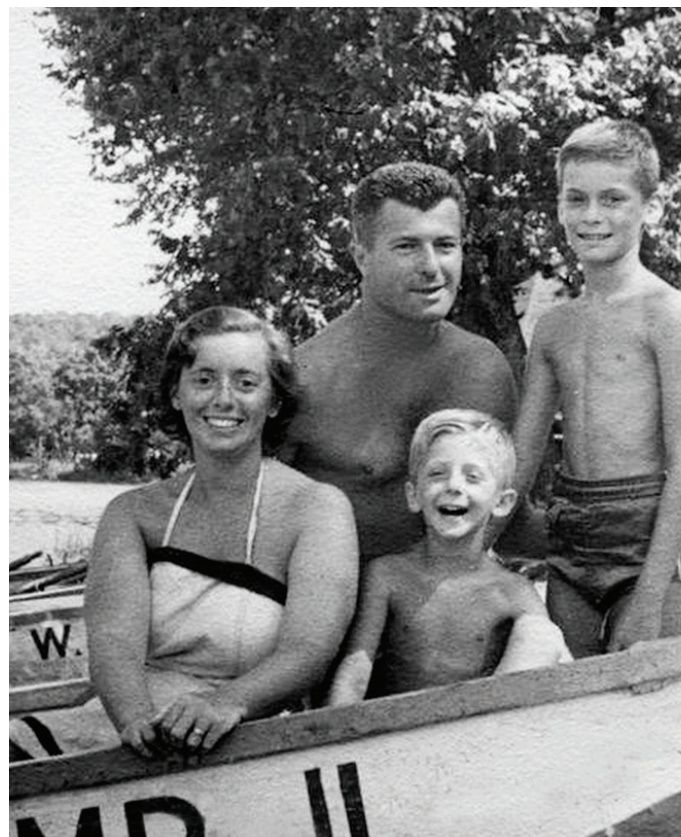
After several years, Harry eventually rented a storefront on Hester Street and opened a small, 25-seat restaurant. And with the help of his wife and sons, he performed virtually all of the restaurant's duties, from server to cook and dishwasher to night cleaner. Samuel, on the other hand, started his 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 10 years old, I was very impressed with the young blonde lady and I whispered to Dad, "Can you please introduce me?" Dad said, "Sure." He first introduced me to the gentleman, who was the former Ambassador to Great Britain, Joseph Kennedy (Ted, Bobby and John Kennedy's dad). He then introduced me to the beautiful blonde 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.

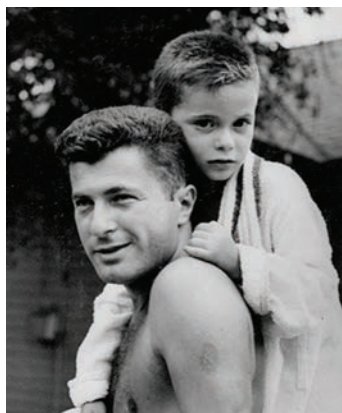
After middle school, I went to Music & Art High School in the Bronx and aspired to be a successful commercial artist. However, I remembered my experience working with Dad—and, yes, meeting Marilyn Monroe—and I decided to not only apply to several fine arts colleges (Pratt, Cooper Union and Carnegie Tech),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



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

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



favorite hotel, the Waldorf Astoria. Although I was told that I was overqualified for the job, I happily accepted the role of file clerk in the personnel (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, Shayna, Jack (holding Apple) and Joshua and (front row from left) Samson, Hanna, Gabbana, Holly and Dolce.

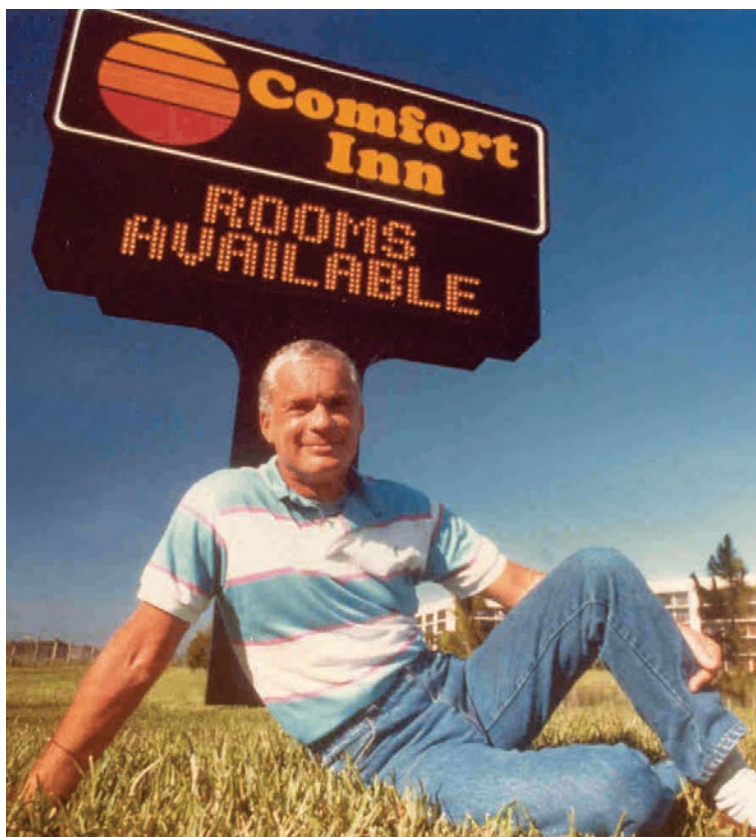
Virginia's Advanced Management School on a Hilton scholarship, which of course I accepted. Soon after, I was offered another wonderful opportunity to participate in the Hilton Corporate Management Training Program.

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



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 fronting 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 me how much money I had in the bank, which I thought was a rather strange question; but believing it was perhaps important knowledge for him to have, I answered, “Twenty thousand dollars.” The rep quickly extended his hand, saying, “Harris, it looks like we have a deal. Congratulations! The down payment will be exactly \$20,000 and we will, of course, ask you to assume a mortgage of \$2.5 million as well.”

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

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



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 to provide them with overnight accommodations

MAKING MEMORIES: (From top left) Harris Rosen as a Disney character, 1971 at Walt Disney World; tea with Prime Minister Margaret Thatcher at Rosen Plaza; 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.

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 Interna-



tional Drive, which is now the Rosen Inn closest to Universal. 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 possibly 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 26 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



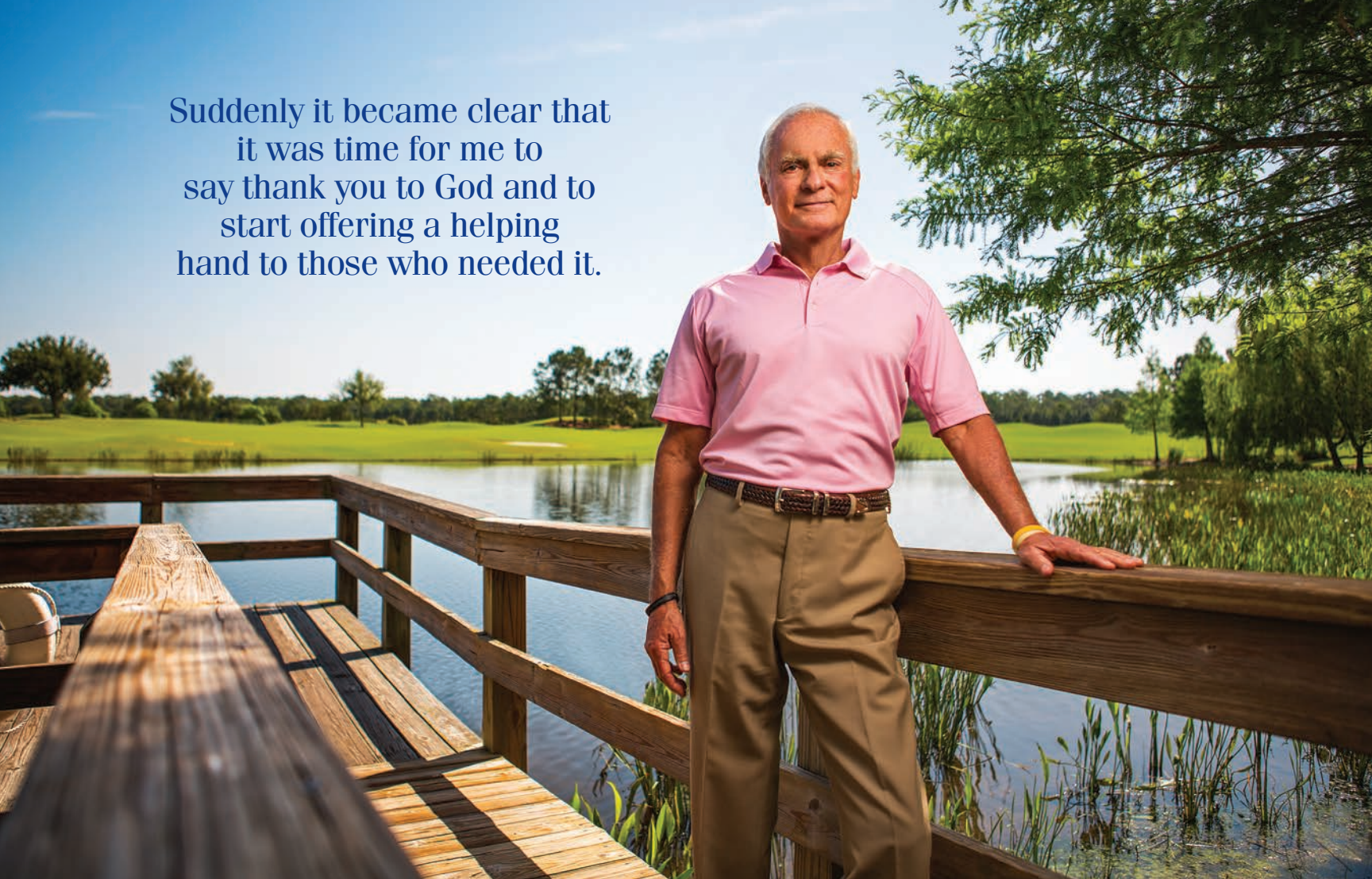
PHILANTHROPIC AWARD: Maria Triscari, Director, I-Drive Chamber, presents the first annual Harris Rosen Philanthropic Award to Harris Rosen in November 2017.

funds for a multitude of philanthropic initiatives. One of these is the Rosen College of Hospitality Management at the University of Central Florida, where we donated \$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 rated as one of the top five hospitality colleges in the world. In addition, a \$5 million endowment fund was established that provides 100 to 150 scholarships annually, more than all of the other colleges at the University of Central Florida combined. Soon 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 3,500 students today.

The Tangelo Park Program was created when we adopted an underserved, high-crime neighborhood in Central Florida where, for the past 26 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

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



per school). We also mentor our youngsters from kindergarten through high school, and provide parenting classes for moms and dads so that they are comfortable helping their youngsters with their schoolwork.

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. 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 or trade school, community college or a four-year Florida public college scholarship, to include tuition, room, board and books. Most recently, we added three scholarships available to the renowned private Rollins College, located in the Orlando suburb of Winter Park. Through the years, more than 200 youngsters 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.

LIVING THE DREAM: (From left) Harris Rosen on a birthday skydive at Fort Bragg; Harris with one of the recipients of one of his foundation's 100 rebuilt hurricane resistant homes in Haiti, December 2017; on the grounds of Rosen Shingle Creek.

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 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 23 years, providing our Haitian brothers and sisters with food, educational materials, healthcare supplies and more than 200 water filtration systems. In December 2017, I visited families in Les Cayes where we had completed a major rebuilding effort to repair and replace more than 100 homes that were badly damaged or destroyed by 2016's 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 possibly ever make.

(Opposite) Sundaes all around when Harris Rosen visits with children at Give Kids the World.
(This page) December 2017, Mr. Rosen visits with one of the Haitian families who received one of his foundation's more than 100 rebuilt, hurricane resistant homes.



Rosen Cares

The motivating force behind the Rosen team and owner Harris 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 Parramore child who successfully graduates from high school, beginning with the 14 students in Bassy's 2016 graduating class, another 15 students in 2017 and 11 in 2018.

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



(THIS PAGE) COURTESY ROSEN HOTELS & RESORTS (OPPOSITE PAGE) COURTESY ROSEN HOTELS & RESORTS

"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 Rosen Parramore PS 8 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 The Rosen Parramore PS 8 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. New in 2018, Rosen offered three annual college scholarships to be shared between Tangelo and Parramore grads to the private Rollins College in Winter Park, Fla. Three students applied to Rollins and were accepted, able to receive the coveted scholarships.

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

"I've been given so much, it's only right I give back. It's with enormous gratitude I created The Harris Rosen Foundation 26 years ago. My greatest hope is to instill hope in others."—Harris Rosen

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 heart-beat 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 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, Rosen committed to rebuild more than 100 homes that had been devastated by Hurricane Matthew. He made good on his promise and in December 2017, Rosen visited some of the more than 100 families in Haiti who received the homes, built as hurricane-resistant structures.

"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 pro-





(Opposite page) Harris Rosen, Rosen associates and representatives of Nemours Children's Hospital cook up fun to benefit the hospital's Ronald McDonald House. (Clockwise from top left) Harris Rosen is joined by Gary Cain, President of the Boys and Girls Clubs of Central Florida, at the 2018 KPMG giving back event, where more than 30 area clubs were treated to fun learning activities at Rosen Shingle Creek. Rosen visits with children at Tangelo Park Elementary School. The Harris Rosen Foundation awards its First Annual Rollins College Scholarships.



vide ongoing assistance to our Haitian friends and family who are not as fortunate as we are.”

Building America One Community at a Time

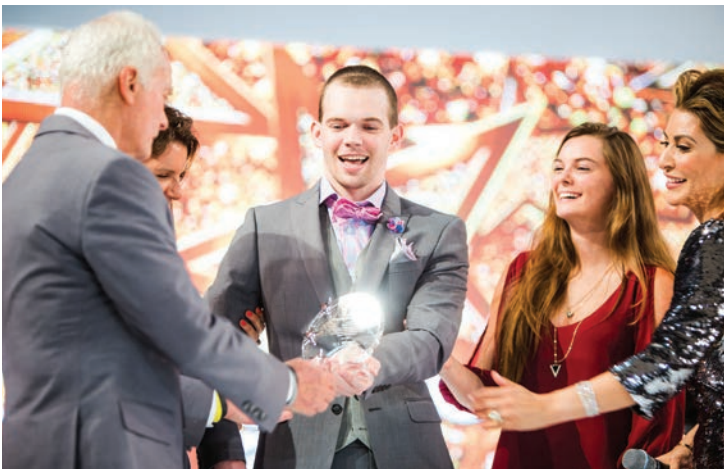
“Can I have a dream also? My dream is that every underserved community in America has a Tangelo Park Program. My dream is for these programs to build America one community at a time.”

—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.



(Clockwise from top left) Adam Rosen honors his father with the first Adam Rosen Children's Hope Award at Runway to Hope. Todd Frappier, Director of Sales & Marketing, Rosen Centre, is overwhelmed by books donated to A Gift for Teaching. Rosen Hotels & Resorts' executive management team volunteering at Second Harvest Food Bank.



(CLOCKWISE FROM TOP LEFT) ©ALBERTA MASMUDI; COURTESY ROSEN HOTELS & RESORTS (2)

SAVOR SOMETHING SPECTACULAR

Private Dining
That Delights



When it comes to private dining events, Rosen Shingle Creek tempts you like no other setting. Surrounded by stunning Spanish Revival architecture, **A Land Remembered** steakhouse and **Cala Bella** Italian bistro are elegant settings for inspired events. Both offer buyouts and private dining rooms, with al fresco dining available that ensure flawless events.

Contact us for
buyout details.

407.996.9770
RosenShingleCreek.com

 ROSEN
SHINGLE CREEK™

TRAVEL TO THE AIRPORT LUGGAGE-FREE!



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.




ROSEN HOTELS & RESORTS

BAGSINC.COM
1-877-847-0045



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 resonate through their actions and service levels.”

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



Rosen Shingle Creek's
expansive outdoor venues.





Rosen Centre's newly refurbished guestroom.

The staff at Rosen Hotels & Resorts is unlike any other, delivering unsurpassed service for more than 44 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," 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 bot-

tom 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 convention hotels—including Rosen Plaza, Rosen Centre and Rosen Shingle Creek—have recently unveiled new enhancements, from refreshed guestrooms to new event spaces. The 800-room Rosen Plaza recently unveiled chic new furnishings and stylish décor creating an elegant new look for its front desk and lobby and new décor and contemporary carpeting throughout the hotel's 60,000 sq. ft. of meeting and event space. A stunning refresh of Rosen Centre's 1,334 guestrooms including suites reflects sleek and polished new furnishings, a calming color palette and plenty of tech-friendly integrations to keep business travelers and families rested and recharged. 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 the Rosen Plaza's 3NINE entertainment venue. "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."



(Clockwise from top left) Travers Johnson, Associate Director of Sales, Harris Rosen and Pastor Michael Ford. A local book club celebrates completing *A Land Remembered* with a chocolate rendition. The Rosen sales team reveals to customers one of the company's versatile event spaces, 3NINE.



2018 Sales' Top Achievers annual event.

The AAA Four Diamond Rosen Shingle Creek recently completed extensive décor and technology upgrades in its 1,501 guestrooms, common areas and restaurants. Stylish, trend-setting new carpeting has been installed throughout all of its indoor meeting and event space. The hotel also has introduced a new outdoor covered golf pavilion, offering spectacular views of Shingle Creek Golf Course.

"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—combined 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.

Whether planning a tournament at Shingle Creek Golf Club or hosting an inspired event in one of the hotels' versatile venues, planners are not just appreciated clients of Rosen Hotels & Resorts, you and your attendees are family.

Experience the Rosen Difference for yourself and see what independence can do for you.

PLANNERS

EXPERIENCE THE ROSEN DIFFERENCE AND EARN A "SIGNING BONUS."

Planning a new meeting or event in Orlando? Take advantage of the 2019 Rosen Hotels & Resorts "Signing Bonus" promotion. New leads on select "hot" dates in 2019 may qualify for a bonus starting at \$3,000; events must be a minimum of 250 room nights and include a food and beverage contribution for Rosen Plaza, Rosen Centre or Rosen Shingle Creek.

For details, planners may call 407-996-4890.



(Clockwise from top left) The Rosen sales team at the Rosen Preschool. Rosen Shingle Creek is honored with the prestigious Maritz Travel Company Supplier of the Year, 2017. Innovated Professional Solutions, Inc., AMCM ILSMT Working Group 2018, the group's ninth meeting.





The Road to Wellness

Redefining healthcare.

ROSEN HOTELS & RESORTS continues to receive national recognition for being among the most innovative and progressive in-house healthcare providers. In 2018, the Rosen healthcare model, also known as RosenCare, received three World Health Care Congress Awards in Washington, D.C., including one silver and two diamond awards, the highest honors for Harris Rosen's lifetime achievements in healthcare.

RosenCare has served to raise the bar in this category and as a

result has been featured not once, but twice, in Forbes magazine and on national news shows. According to a 2015 Forbes article titled "8 Steps That Could Save Employers \$500 Billion and Boost 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



FIT TO BE FABULOUS

At the 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

would provide to the private sector if these dollars were shifted to more productive sectors of the economy.”

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

medical home (PCMH), includes a multilingual staff of five full-time medical doctors, three nurse practitioners, two physician assistants and one chiropractor. A dietician, a team of physical therapists, a podiatrist and other contracted specialists support the center. The Rosen health plan offers 5,750 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 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 14 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

Technology with a Human Touch

Reliable. Proactive. Resourceful.

Millennium Technology Group keeps you up and running at the office or a trade show.

Expect personal attention with managed IT support that increases uptime.

Call or visit our website for more info.



7657 Golf Channel Drive
Orlando, Florida 32819
407-996-2399 mtg-fl.com

Remember when a handshake meant something? At ProvInsure it still does.

Our promise toward your security is in our handshake.

ProvInsure provides comprehensive business insurance, employee benefits, and risk management services backed by a knowledgeable staff committed to unwavering honesty, trust, and integrity.

For a free quote, call or visit our website.

PROVInsure

AMERICA'S BEST INSURANCE VALUE®

Official Partner for Rosen Healthcare Solutions

9700 International Drive
Orlando, Florida 32819
407-370-0776
Provinsure.com



(l to r) Medical Center Director Kenneth Aldridge, Harris Rosen, World Health Care Congress rep, ProvInsure President Ashley Bacot.

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 RosenCare, there's no reason why they can't.

For more information about RosenCare, contact Ashley Bacot, President, ProvInsure at abacot@provinsure.com, or visit their website, RosenCare.com.

CORPORATE
EVENTS
THAT
WOW.



More style. More energy. More...more. Rosen Plaza offers a variety of uncommon private event possibilities. From the popular entertainment venue **3NINE** to the celebrated caricature-lined walls of **Jack's Place** steakhouse to a festive poolside setting, our venues offer unique locations for small and large groups that are refreshingly unexpected.

Contact us for details.

407.996.9700
RosenPlaza.com

ROSEN
PLAZA®

GET TO THE Pointe

Gather your friends and head across the street
for some one-of-a-kind fun!



With more than 15 Restaurants and Bars and I-Drive's
best entertainment, there is something here for every
member of your tribe!

Pointe
orlando

Open daily from noon til Late!
For a full list of restaurants, bars
and shops visit:

PointeOrlando.com

Shop Orlando, Finding Treasures on a Whirlwind Trip

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

By Kristen Manieri



The Mall at Millenia.

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 1 Fashionistas should set aside a full day to tackle Orlando International Premium Outlets and Orlando Vineland Premium Outlets, located about 10 miles apart and together housing 340 designer and name-brand stores offering discounts of 25 to 65 percent daily.

While most of the popular brands are found at both locations, selection and sales vary. At International Drive, find everything from Michael Kors sunglasses to BCBG MaxAzria dresses, as

well as hundreds of stellar finds at Last Call by Neiman Marcus. A triumphant day at Vineland Avenue might include a great buy on jeans from True Religion, a classic trench coat from Burberry or swimwear from Vilebrequin.

Still looking for more shopping? Pointe Orlando, also on International Drive, offers an excellent mix of specialty boutiques and iconic brands. Find the perfect keepsake at Charming Charlie, indulge in Fluffy Fizzies Bath Products or shop for sportswear at Hollister.

By the way, the I-Drive Trolley offers stops at all three for a \$5 unlimited-ride fee, serving as a good option when you would rather not give up your plum parking spot.

DAY 2 Save those tender tootsies from a parking lot walk and instead valet park when you arrive at The Mall at Millenia, a 1.2-million-square-foot luxury shopping mall housing an assortment of more than 150 stores. The unequalled collection offers

COURTESY MALL AT MILLENIA



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

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, Chanel, Jimmy Choo and David Yurman, before 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, which has undergone a major renovation. The modern shopping center boasts more than one million square feet with more than 250 stores and restaurants. Don't miss M&M's World featuring nearly 50 colors and flavors of M&M's, the 15,000-square-foot American Girl store (complete with a bistro and doll hair salon), the Crayola Experience and the



The Florida Mall.



Winter Park.

Build-A-Bear Workshop.

DAY 3 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.

In this 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 with one of their 150 wines that you serve yourself from their Enomatic self-dispensing system.

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

The concierge and valet can easily pre-arrange or arrange town cars and taxis, available 24 hours. No shuttle. NOTE: Prices are one way unless otherwise indicated. Prices subject to change. Travel times and pricing are approximate.

ROSEN SHINGLE CREEK

POINTE ORLANDO

5 min. travel time

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

THE FLORIDA MALL

15 min. travel time

- Town car/SUV: \$30
- Approx. taxi fare: \$20

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: \$20

PREMIUM OUTLETS: VINELAND

15–20 min. travel time

- Town car/SUV: \$30
- Approx. taxi fare: \$20

WINTER PARK/PARK AVENUE

35–40 min. travel time

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

ROSEN CENTRE

POINTE ORLANDO

2 min. travel time

- Town car/SUV: \$10
- Approx. taxi fare: \$7
- 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: \$28

PREMIUM OUTLETS: I-DRIVE

10 min. travel time

- Town car/SUV: \$30
- Approx. taxi fare: \$21
- I-RIDE Trolley: \$2 per ride or \$5 per day, daily from 8:00 a.m. to 10:30 p.m.
- City buses (Lynx) pick up in front of the hotel or a short walk away. Maps available in lobby.

PREMIUM OUTLETS: VINELAND

15–20 min. travel time

- Town car/SUV: \$30
- Approx. taxi fare: \$18
- I-RIDE Trolley: \$2 per ride or \$5 per day, daily from 8:00 a.m. to 10:30 p.m.

WINTER PARK/PARK AVENUE

35–40 min. travel time

- Town car/SUV: \$65
- Approx. taxi fare: \$54

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: \$22

THE MALL AT MILLENIA

20 min. travel time

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

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
- Approx. taxi fare: \$19
- I-RIDE Trolley: \$2 per ride or \$5 per day, daily from 8:00 a.m. to 10:30 p.m.

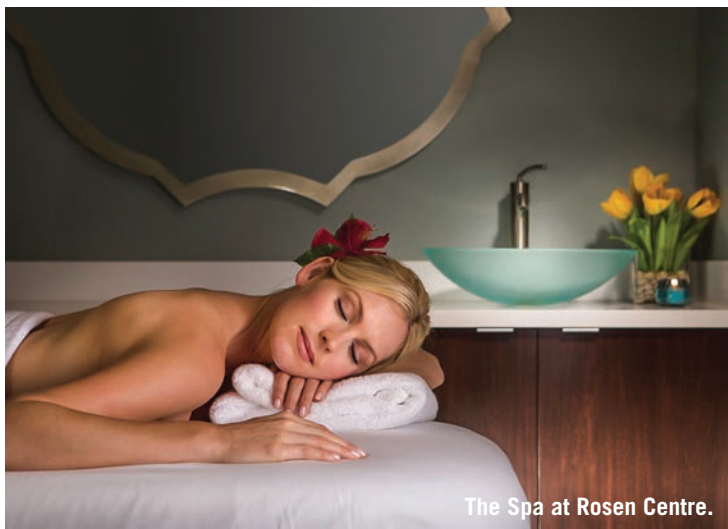
WINTER PARK/PARK AVENUE

30–40 min. travel time

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

A Little R&R

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



The Spa at Rosen Centre.



The Spa at Shingle Creek.

SOMETIMES, THE MOST productive thing you can do is relax. Put the meetings aside, take a break from the theme parks and revive your spirit with a little bit of “ah...”

Quietly tucked away on the lobby floors of two luxury Rosen Hotels is your journey to nirvana. There, you'll find The Spa at Rosen Centre and The Spa at Shingle Creek, award-winning, full-service spas ready to renew your outlook and revive your soul.

The Spa at Rosen Centre

Voted “Orlando Style’s” top spa, The Spa at Rosen Centre’s sleek, contemporary entrance sets the tone for a luxurious spa experience. Wrapped in the arms of a plush spa robe, prepare for a tranquil massage or invigorating facial using the latest, most sophisticated 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 private men’s and women’s lounges. Each features posh lounge seating, complimentary light snacks, flat screen TVs and steam rooms.

A private entrance to Rosen Centre’s palm-tree lined pool reveals a tropical 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 mind and body escape!

To book, please call 407-996-1248 or visit SpaRosenCentre.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 impeccably-appointed 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.


Four lushly landscaped outdoor pools promise a refreshing post-treatment dip. Insiders claim “serenity now” blissfully awaits with a decadent, expertly performed treatment in a 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 SpaShingleCreek.com.

After your treatment, perfect your outside to reflect your renewed spirit with full hair, make-up and nail services available at both spas’ salons. Each caters to individuals and groups – whether for a girlfriend’s getaway, wedding party, spouse program or VIP gift – with packages and the spectacular service standard expected at Rosen Hotel & Resorts.

Guests of any Rosen Hotel are invited to book a relaxing spa experience at either spa, where you will be whisked away in complimentary transportation as your tranquil journey begins.

*Indulge in the
most pleasurable
experience
of your trip*



THE INDULGENCE YOU EXPECT. THE PAMPERING YOU DESERVE.

Made to delight your every sense, The Spa at Rosen Centre provides a variety of rejuvenating spa services, from restorative herbal full-body wraps to revitalizing massages to signature skin treatments, in addition to offering a full-service salon and 24-hour fitness center. All designed to pamper you from head to toe.



9840 International Drive

SpaAtRosenCentre.com | 407.996.1248 | Hotel Guests, Touch *65



Your fountain of youth awaits.

Experience the transformative elegance of The Spa at Shingle Creek. Boasting a lavish whirlpool, steam room and sauna lounge, the spa indulges in every way. Offering a variety of luxurious treatments, from deep tissue massages to signature facials to salon services. It's much more than a place to relax. It's the place to recharge.

SpaAtShingleCreek.com | 407.996.9772 | Hotel Guests, Touch *65



9939 Universal Blvd., Orlando, FL 32819

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. Just a few years after the golf legend and Orlando neighbor passed away in September 2016, the AAA Four Diamond hotel is honored to showcase its Palmer-inspired Shingle Creek Golf Club's course.

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

Shingle Creek Golf Club's course has always been a favorite destination for avid local golfers and visitors seeking a golf escape amidst Orlando's tourist and convention-center corridor. The Arnold Palmer design offers even more reason to revel in the renowned Rosen golf experience, as the layout has enhanced and redefined the original course design that opened 16 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 new holes on a new 25-acre parcel of land at the northern end of the hotel, re-created numerous other holes to accommodate a future hotel expansion and updated greens and infrastructure, all without compromising the eco-conscious landscape.

According to Layton, his design 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." Shingle Creek golfers will notice elevated greens and cross bunkers strategically placed in the middle of fairways, such as the pot bunkers on the par-5, 567-yard second hole.



Shingle Creek Golf Club.

For Ryan Hosford, longtime Orlando golf professional and Shingle Creek's director of golf, the course and "special Palmer Design firm partnership," takes what was already a 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 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 course with design features reminiscent of some of the finest courses in the world."

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



Scenic Hole 17 at Shingle Creek Golf Club.

COURTESY OF ARNOLD PALMER DESIGN COMPANY (2)

WHERE PERFECTION
MEETS PASSION.

Designed by the acclaimed Arnold Palmer Design Company, Shingle Creek Golf Club offers a stunning setting to enjoy the sport you love. Located at Rosen Shingle Creek, the 18-hole, par-72 championship course inspires and challenges every golfer, no matter their handicap. So, book a tee time and experience the breathtaking beauty and celebrated service you can only find at Rosen Hotels & Resorts.

ShingleCreekGolf.com | 866.996.9933 | Hotel Guests, Touch *3717007

Shingle Creek
GOLF CLUB 

brad brewer
GOLF ACADEMY



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 safety 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 for 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 house-aged 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 44 years ago. He continues that practice with **Café Osceola** at Rosen Shingle Creek and **Café Gauguin** at the Rosen Centre, where even the picki-

est 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, chicken or pork carnitas 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 Sixty South 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 with kickin' 3NINE sauce 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.



'39 Poolside Bar & Grill.



Harry's Poolside Bar & Grill.

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 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 citrus-dressed 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 linguica 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 harkens 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 CENTRE *continued*

Everglades. Both a celebration of the natural beauty of Florida and a place for culinary inventiveness. Under scenes of South Florida wetlands beauty, the atmospheric restaurant pays homage to the land and the food that comes from it. The classically trained, award-winning Head Chef Fred Vlachos has been in the Everglades kitchen since 2006, and has created some of Everglades' more popular perennial dishes such as Alligator Bay chowder, buffalo tenderloin served with blueberry onion jam, and a deeply satisfying Florida snapper dusted with porcini mushrooms. Creekstone Farms Black Angus steaks, filet mignon topped with crabmeat, and Berkshire All-Natural Duroc pork chops satisfy the meat lovers.

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.



Cala Bella Lounge.



A Land Remembered.



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



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

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 (Blackened Grouper Sandwich, 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

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 cannot 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.



Banrai Sushi.

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, Mi Casa Enchiladas 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 Crispy Island Prawns to Caribbean Chicken Sandwich and a delectable Slow Roasted Pork Sandwich. The 24-hour **18 Monroe Street Market** offers a quick soup, salad, sand-



Tobias Burgers & Brews.

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

wich 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 Shrimp and Grits and some of the finest and freshest sushi in the area courtesy of Banrai Sushi.



Mi Casa Tequila Taquería.

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 teppanyaki-style 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.

HOW ROSEN DOES DINING.

Whatever you crave, a unique dining experience is waiting for you at Rosen Hotels & Resorts. Not only committed to legendary hospitality, we are dedicated to providing incomparable moments around each and every dinner table at all of our one-of-a-kind, enticing restaurants.

ROSEN CENTRE®

EVERGLADES serves up prime steaks and fresh Florida seafood in a fine-dining ambiance inspired by the Florida Everglades.
407.996.2385

HARRY'S POOLSIDE BAR & GRILL is the ideal spot to savor fresh Caribbean-Cuban dishes, tropical cocktails and poolside dining.
407.996.3970



ROSEN SHINGLE CREEK™

A LAND REMEMBERED is home to the best Five Diamond Black Angus beef and the finest in Southern hospitality.
407.996.3663

CALA BELLA is a fine-dining Italian bistro that serves deliziosa pastas, fresh seafood and scintillating wines.
407.996.3663



ROSEN PLAZA®

JACK'S PLACE showcases fine prime steaks, fresh seafood and the world's largest collection of autographed celebrity caricatures.
407.996.1787

3NINE is a vibrant nightspot offering dining and dancing Thurs-Sat. '39 Poolside Bar & Grill has menu and cocktails daily from 11am.
407.996.9700



ROSEN INN

SHŌGUN is a dining experience that combines the culinary skills of Japanese steakhouse chefs with exceptional dishes.
407.996.4444

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.

With an outdoor terrace and four outdoor swimming pools, Rosen Shingle Creek can host thousands of guests for festive nighttime events.



(PREVIOUS SPREAD AND OPPOSITE PAGE) COURTESY ROSEN HOTELS & RESORTS (6)



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 has 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 multiple laptops,

electronic devices and more. Business travelers, tech-savvy families and millennials alike will enjoy the new, easy-to-access technological integrations. They can charge all their devices at once on the multi-outlet connectivity

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

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, 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 are 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 are 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. Recently, Rosen Plaza unveiled chic new furnishings and stylish décor depicted in a soft white color palette for an elegant new look for its front desk and lobby to include guest services and the business center. Additionally, the hotel's 60,000 sq. ft. of indoor meeting and event space, including the 26,000 sq. ft. Grand Ballroom and 18 breakout rooms, recently has been adorned with new décor and contemporary carpeting in soothing hues of rich silver, gray and blue. Its 800 guestrooms and suites showcase 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 Icon Orlando 360 Complex, outlet shopping, area theme parks and more.

Opened in 1991, Rosen Plaza features 60,000 square feet of

"We had nothing but positive feedback and wonderful compliments."

meeting and event space conveniently connected by the Gary Sain Memorial Skybridge to the Orange County Convention Center's West Building. The hotel recently unveiled chic new furnishings and



Meeting over martinis at
Harry's Poolside Bar & Grill.



The fashionable Runway to
Hope at Rosen Shingle Creek.



Rosen Centre's Presidential Suites are
ideally suited to host intimate meetings.



Sophisticated poolside elegance
at Rosen Shingle Creek.



Rosen Centre aglow at night.

stylish décor for an elegant new look for its front desk and lobby and new contemporary carpeting adorns its 60,000 sq. ft. of versatile indoor meeting and event space, including the 26,000 sq. ft. Grand Ballroom.

A 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 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 are 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."

With an eye on the ever-growing dietary needs of the modern-day guest, Rosen Plaza's talented chefs customize catering options for gluten-free, sugar-free, dairy-free and a wealth of other needs to now include kosher. Zayde's Kosher Catering is a Rosen Plaza

service providing world-class American and international kosher cuisine to banquets and meetings from 25 to 800 guests. The multi-million dollar brainchild of owner Harris Rosen was created to fill a niche market not readily available in Central Florida of groups requiring catering services. 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 IT department 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 13 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,



An illuminating affair at Rosen Shingle Creek.



As the sun goes down, the scenery sizzles at a Rosen Plaza poolside event.



Trend Micro in Rosen Centre's 35,000 sq. ft. of state-of-the-art meeting space.



Day or night, Harry's Poolside Bar & Grill at Rosen Centre is a great place to gather.



Spacious Rosen Plaza.



One of Rosen Shingle Creek's versatile indoor meeting venues.



Rosen Plaza's ballroom reception area can be dressed up or down to fit any event.

headwaters of the Florida Everglades.

The 255-acre property also recently unveiled a new covered outdoor 1,850 sq. ft. golf pavilion at its scenic 18-hole championship golf course influenced by Arnold Palmer Design Company. The course features stellar tournament service, while the on-site Brad Brewer Golf Academy offers creative activities to get attendees up and moving between sessions.

To Leslie Menichini, the luxury hotel is an exceptional choice for hosting all corporate and association meetings, such as technology, pharmaceutical, financial, medical, insurance, automotive, franchise food service chains and so many more. "With more than half-a-million square 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 can accommodate every need."

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

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 is a 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!"



2019 SIGNING BONUS

Signing bonuses available for *NEW* business leads received during 2019 select hot dates*. Leads must meet a minimum of 250 room nights, and a designated minimum of food and beverage contributions for Rosen Plaza, Rosen Centre or Rosen Shingle Creek. After signing, bonuses will be awarded starting at \$3,000 and applied to master accounts.

***Contact us for details.**


407.996.4890
sales@rosenhoteles.com


ROSEN HOTELS & RESORTS
ORLANDO

45

On behalf of
the I•Drive Business
Improvement District –

CONGRATULATIONS ON 45 YEARS!



We thank you for setting such high standards in the International Drive Resort Area and for being a valuable leader in the building of a better community both locally and around the world.


Hop on Board an I•RIDE Trolley

The I•RIDE Trolley is the exclusive, convenient and affordable transportation to hundreds of exciting destinations within the International Drive Resort Area.


Discover how this wonderful, cost-saving amenity takes the parking and driving hassles out of your vacation and lets you cruise the Drive in charming style.

Operates daily, 8:00am to 10:30pm

Visit the Guest Services Desk in the lobby for I•RIDE Trolley maps and to purchase Unlimited Ride Trolley Passes!



IRIDETrolley.com



The Legend Continues

Exciting expansions are just around the corner.



Rosen Centre.



Rosen Plaza.



Harris Rosen, looking over the grounds of Rosen Shingle Creek.

TRUE TO THE ROSEN DIFFERENCE, Rosen Hotels & Resorts' three convention hotels will be growing in the future to provide meeting planners and their attendees the most current, state-of-the-art facilities as only Rosen can deliver.

Rosen Shingle Creek celebrates its 13th anniversary on September 9, 2019. Situated on grounds contiguous to the headwaters of the Florida Everglades, the property remains one of the premier convention facilities in Orlando, offering everything under one roof. A 25-acre parcel on the northernmost perimeter of the property was acquired to fuel expansion. Plans call for a Rosen Shingle Creek Laundry and a Rosen Shingle Creek Operations Building. It will also include new structured covered parking and The Reserve at Shingle Creek, a 640-key, full-service addition to the existing 1,501-guestroom facility to accommodate approximately 150,000 square feet of function space. 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 meeting and event space will provide guests with ease of access.

More expansion plans are on the horizon for the company's ideally located, I-Drive meeting hotels Rosen Centre and Rosen Plaza. Both hotels are uniquely positioned as bookends, connected on either side to the Orange County Convention Center. With the center's \$500 million expansion slated to begin in 2020, there would be an obvious need for more guestrooms contiguous to the 2.1 million square-foot facility. In the next 4 or 5 years, Rosen Centre and Rosen Plaza have plans to grow to accommodate this need. Rosen Centre will be adding a minimum of 150,000 square feet of meeting space, increasing the hotel's overall meeting space to 300,000 square feet. The expansion also will include adding a minimum of 600 guestrooms, increasing the hotel's overall guestroom count from 1,334 to 1,934 and the company's overall guestroom count to more than 7,000. Several years after that, with potential expansions at Rosen Plaza, the company's total guestroom count could reach close to 8,000.



MAKE EVERY GATHERING MEMORABLE.

Flawless to the eyes and perfection to the taste buds, Zayde's Kosher Catering at Rosen Plaza offers exceptional internationally inspired kosher cuisine for every and any corporate event or occasion. All underscored by Rosen Plaza's impeccable service and unwavering commitment to ensuring your event is unforgettable in every way.



Rosen Plaza is proud to be Central Florida's only hotel offering OU-Certified kosher catering that serves all Rosen Hotels & Resorts properties.

407.996.0250 | KosherCatering@RosenPlaza.com
9700 International Drive, Orlando FL 32819

ANYTHING *BUT* BUSINESS AS USUAL.

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

3NINE™

3NINEORLANDO.COM | 407.996.1592
LOCATED AT ROSEN PLAZA

EVENTS • BUYOUTS • PRIVATE PARTIES





The Fun and Adventure Never End on Orlando's I-Drive

Come to Orlando for attractions, activities and amusements galore.

By Nancy DeVault

A TRIP TO ORLANDO is the dream of people from around the world, drawn to the destination's fantasy worlds, its high-flying adventures and world-class attractions. Orlando also offers unique attractions that educate and honor its natural wonders, amazing animals and opportunities to soak up the sunshine.

International Drive has six theme parks and more than 30 attractions alone, all with something to thrill and satisfy everyone.

Get in the Fast Lane with Universal Attractions

Universal Orlando Resort™ puts guests on the fast track for adventure, with the addition of new rides that thrill.

The newest is at Universal Studios, where *Fast & Furious – Supercharged* puts riders on a full-throttle experience with Dom, Letty and the rest of the crew of the popular film franchise. What starts as a fun trip checking out amazing cars and riding through iconic locations from the film erupts into a wild chase as the F&F family helps you to escape unexpected danger.

Experience more excitement as you *Race Through New York Starring Jimmy Fallon™* within the New York-themed area at Universal Studios Florida™.

The theme park also continues to immerse guests in blockbuster films, with *TRANSFORMERS: The Ride–3D*, *E.T.*

Adventure and Revenge of the Mummy. You can also become part of the crew with the hysterical 3D tale of *Despicable Me Minion Mayhem*.

Muggles and wizards alike can also 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* train ride between Universal Studios and Islands of Adventure. At *Diagon Alley*, experience *Harry Potter and Escape from Gringotts*, a 3D ride through the underground vaults of *Gringotts Bank*. In *Hogsmeade*, at Islands of Adventure, tour *Hogwarts*, then fly above it on the *Harry Potter and the Forbidden Journey* ride.

ENTICING
EVENTS ARE
JUST THE
BEGINNING.



Ready to impress,
Rosen Centre offers a variety
of culinary experiences and
exclusive buyout opportunities.
Enjoy Caribbean and Cuban flavors
at **Harry's Poolside Bar & Grill**,
which is perfect for parties of 70 to
1,700. For more intimate gatherings,
the private dining room at
Everglades offers an authentic and
unique Florida experience. Whatever
you crave, Rosen Centre awaits.

Contact us for
buyout details.

407.996.2410
RosenCentre.com

ROSEN
CENTRE®





68 12
TROLLEY STOPS

Ripley's Believe It or Not!®

The
WEIRDEST PLACE
in Orlando



Use this code for 20% OFF admission online: **ROSEN20**

Ripleys.com/Orlando    
8201 International Dr. | 407-363-4418

Valid online only. Cannot be combined with any other offer or discount. Expires 12/31/19.

©Ripley Entertainment Inc.



(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 roller coaster at SeaWorld Orlando. (Previous page) The ICON Orlando 360.



Thrills at SeaWorld Orlando? More than you know.

You may be familiar with SeaWorld Orlando's conservation efforts and up close interactions with animals, but there are more thrills at this park than you might imagine.

With the addition of Kraken Unleashed and on the heels of Mako™—Orlando's tallest, fastest and longest coaster, SeaWorld now has more thrills than ever, as the two coasters join other thrill rides such as Manta, Journey to Atlantis and the new Infinity Falls.

Splash and Have Fun Under the Florida Sun!

SeaWorld Orlando and Universal Orlando Resort™ also offer guests great ways to

enjoy the sun and play in the water as well.

At Aquatica, SeaWorld's water park, you'll have three ways to slide, splash and soar on a brand-new water adventure: Ray Rush thrill slide! You may also free-fall on Aquatica's Ihu's Breakaway Falls and go crazy on Tassie's Twisters. Do not miss the park's most popular attraction, Dolphin Plunge, and slide via an enclosed tube alongside Commerson's dolphins.

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 on Kopiko Wai Winding River, or plummet breathlessly on Ko'okiri Body Plunge's 70-degree drop, there's something for everyone.

Unique and Exhilarating Entertainment

More fun awaits at ICON Orlando 360, a grand entertainment hub in the heart of International Drive, with dynamic attractions, restaurants and shops. Take excitement to new heights on the ICON Orlando, a 400-foot observation wheel overlooking Orlando's skyline.

If you dare, high-flying adventure awaits on the new Orlando StarFlyer, where riders sit aboard a dual-person swing and travel around a 450-foot high tower. The world's tallest swing attraction takes you even higher than the neighboring ICON Orlando for an adrenaline rush that you won't soon forget.

A swing of a different type is in play at the new Topgolf Orlando attraction located just off of I-Drive, offering 102 climate-controlled driving bays that can host up to six players each, using advanced technology to track shots. Pros and novices alike will enjoy a novel game that combines traditional golf with a scoring system similar to darts.

See incredible wax figures of famous people at Madame Tussauds, view an astounding array of ocean creatures at SEA LIFE Aquarium or see the fascinating SKELETONS: Animals Unveiled! located under ICON Orlando and displaying more than 400 real skeletons.

Also near ICON Orlando is Kings Bowl Orlando, a 30,000-square-foot entertainment venue with bowling, billiards, bocce ball, ping-pong, shuffleboard and dining. Unlock more excitement at Escapology, an escape room encounter daring players to decode clues.

Pointe Orlando offers an array of eateries, clubs and gaming spots, including Monkey Joe's wall-to-wall inflatable zone, Regal IMAX theater and Main Event, featuring bowling, a high-ropes course and billiards.

If you're looking for a fun outing, check out the Andretti Indoor Karting & Games experience now open near Rosen Shingle Creek. This more than 160,000-square-foot indoor facility features 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.

(CLOCKWISE FROM TOP) COURTESY KINGS BOWL AMERICA; COURTESY ANDRETTI INDOOR KARTING & GAMES; COURTESY SEAWORLD ORLANDO

Orlando's Best Vacation Value®



With six 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 six properties have 3,058 guestrooms, plus over 6,270 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 OrlandoHotels4Less.com or call 877.22.4LESS.



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.

ROSEN'S OWN



488,784

Number of Rosen's Perfect Pizza slices served up at the nine 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 below) 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.



BOUNTIFUL BENEFIT

\$2.2 million

Amount paid by The Harris Rosen Foundation toward education scholarships for dependents of Rosen Hotels & Resorts associates. (And yes, the company may be hiring. Check out RosenHotels.com/careers.)

A BREW-TIFUL THING

1,017,440

Number of ounces of Rosen Hotels & Resorts' own micro-brewed Alligator Drool pale ale refreshing guests annually at all nine hotels.



GIVING IT OUR ALL!

1,278

Number of miles traveled by Rosen Hotels' associates in community walks sponsored by the company each year.

EGGSTRA EGGSTRA



4,332,499

Number of eggs our culinary team has served annually in delightful dishes ranging from fresh made-to-order omelets to decadent chocolate delicacies.

FAMILIAR FACES

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

406 years.

Divided by 36 sales managers, this is an average of **11.28 years of service** per manager. Nice to know you'll see the same familiar faces when you visit!



WORKING IT

7,350

Pounds lost through the company's Weight Watchers at Work program since its inception in 1997.



ROLLING ALONG

50,000

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

780,176

Rolls of toilet paper used annually across nine hotels.





CONNECTING AND INSPIRING PEOPLE

On behalf of our more than 9,000 team members, we are proud to partner with Rosen Hotels & Resorts. Our highly trained staff is passionate about delivering exceptional experiences to help you tell your story. Our industry expertise and unmatched resources will bring your vision to life. Let's connect and inspire people – together.

psav.com
877.430.7728

PSAV®



Get the most out of your trip with the Visit Orlando App.

Download our free App to get personalized recommendations, search area maps, play fun games and more. It is the best way to navigate Orlando!



Convention & Trade Show Attendees – Show your convention badge to participating “*Show Your Badge*” restaurants and attractions during the dates of your event to take advantage of exclusive offers!



VisitOrlando

