

ROSEN

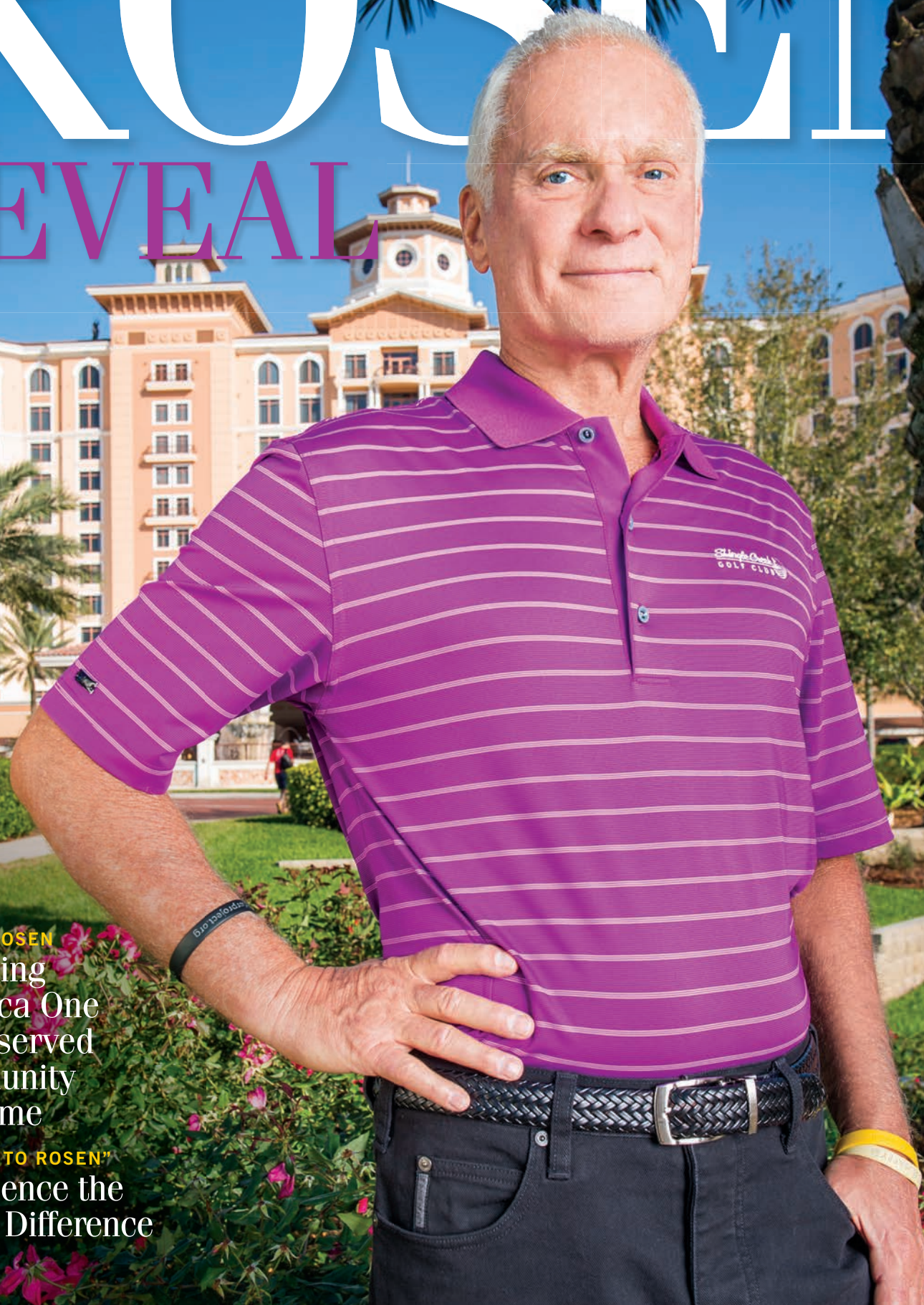
REVEAL

HARRIS ROSEN

Changing
America One
Underserved
Community
at a Time

"RETURN TO ROSEN"

Experience the
Rosen Difference





Piecing Your Event Together



SCAN ME!

The Official Rosen In-House Branding and Trade Show Provider

**TRADE
SHOWS**

**EXHIBIT
RENTALS**

**CORPORATE
EVENTS**

**CUSTOM
GRAPHICS**

WWW.SOURCEONEEVENTS.COM ♦ 877.SOE.EXPO ♦ SALES@SOURCEONEEVENTS.COM



Rosen Plaza



Rosen Centre



Rosen Shingle Creek

For endless expertise and exhilarating events, **RETURN TO ROSEN.**

When hosting a meeting or event in Orlando, look no further than Rosen Hotels & Resorts. Together, providing over 700,000 sq. ft. of flexible spaces and Hybrid+ meeting solutions that can accommodate everything from virtual boardroom meetings to company-wide in-person galas. Offering over 3,635 guestrooms and suites that redefine safety, comfort and hospitality. All proudly designated GBAC Star™ Facilities and recipients of the "Award of Excellence" by *Corporate & Incentive Travel* magazine.


ROSEN HOTELS & RESORTS
ORLANDO
Return to Rosen™

LIFESTYLE
Preferred
HOTELS & RESORTS

WeAreOrlando.us | Sales@RosenHotels.com | 407.996.4890
No Resort Fee | Complimentary In-Room Wi-Fi | RFID Key Locking System

Contents

2022-2024



WELCOME

- 6 Owner's Letter**
A letter from Harris Rosen.

IN THE SPOTLIGHT

- 10 Famous Encounters**
Leaders and luminaries convene at Rosen Hotels & Resorts.

NEWS

- 13 What's New?**
Discover all the exciting changes happening throughout our hotels.

PROFILE

- 16 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.

TRIBUTE

- 25 Tribute to Adam Michael Rosen**
Celebrating a life.

GIVING BACK

- 26 Rosen Gives Back**
Corporate social responsibility is alive and well.

TEAMWORK

- 32 The Rosen Difference**
The associates at Rosen Hotels & Resorts have delivered unsurpassed service for more than 47 years.

HEALTHY LIVING

- 38 RosenCare**
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, in front of Rosen Shingle Creek.



SHOPPING LOCAL
WITH A SHAW
FLOORING NETWORK
RETAILER HAS
ITS BENEFITS.

Locally Owned. Nationally Supported. Exclusive Designs & Colors. The Flooring You Well Promise.

At a Shaw Flooring Network store, you'll find...

- a local, trusted flooring expert who will listen and help you make decisions on jobs big and small,
- experts that will assist you every step of the way—shopping, measurement, purchase & installation,
- someone who is devoted to you, your community, and to making your home better than ever,
- an exclusive Love It or Replace It 99-Day Guarantee.

We call it flooring you well, and that's our commitment to you. Visit FlooringYouWell.com to learn more.



Contents



SHOPPING

42 Orlando Spree

Orlando is a shopper's paradise, and our guide 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.

56 Three Chefs

Passionate attention to detail in the culinary arts.

MEETINGS

60 Gathering for Success

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

TASTE OF ROSEN

68 The Storied Origins of Hester Street

The Rosen legacy lives on at the table.

THINGS TO DO

70 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

Chief Sales & Marketing Officer, Rosen Convention Properties/Rosen Centre
Todd Frappier

Rosen Shingle Creek General Manager
Dan Giordano

Director of Sales & Marketing
Katie Bellas

Rosen Centre General Manager
Phil Caronia

Rosen Plaza General Manager
Derek Baum

Director of Sales & Marketing
Suzanne Kennedy

Public Relations Manager
Robert Hubler

CONTENT DIRECTION
Leslie Menichini

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.

MORRIS CUSTOM PUBLICATIONS

EXECUTIVE

President
Tina Battock

Vice President of Operations
Scott Ferguson

EDITORIAL & DESIGN

Publisher
Catherine Walters

Editor
Brooke Fehr

Art Director
Hadley Kincaid

Contributing Writers
Nancy DeVault
Joseph Hayes
Scott Kauffman
Kristen Manieri

Contributing Photographers
Isaac Arjonilla
Roberto Gonzalez
Dan Higgins
Alberta Masmoudi
Yuko Matsuzaki
Richard Pabis
Timothy Warchocki

MANUFACTURING & PUBLICATION SERVICES

Director of Manufacturing & Production
Sherry Brown

Accounting Manager
Veronica Brooks

MORRIS COMMUNICATIONS

Chairman
William S. Morris III

President and CEO
William S. Morris IV

Rosen Reveal is produced by Morris Communications, Co., LLC. 725 Broad St., Augusta, GA 30901.

Copyright 2022-2024 by Morris Communications, Co.. 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

better than



Business as Usual



As North America's premier location for safe in-person events, the Orange County Convention Center (OCCC) has successfully welcomed more than 130 conventions, trade shows, meetings, consumer and sporting events since July 2020. When you host your event at the *Center of Hospitality*, our expertise and success enables you to do *Business Better Than Usual* through enhanced health and safety protocols in Orlando, the world's most trusted destination.

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 custom magazine, Rosen Reveal.

In this issue, we recognize our Rosen family and the Rosen Difference. Having celebrated our 47th anniversary on June 24, 2021 one of my proudest achievements is that while we have grown to more than 3,000 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 open 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 is not 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 over 31 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 29 years ago, about which I am most passionate. This program provides a free preschool education for every 2-, 3- and 4-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 as well.

In the meantime, it is with tremendous excitement that I share with you that we have implemented a similar program in another underserved neighborhood, the downtown Orlando Parramore district. Since the spring of 2016, we have awarded an abundance of 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

RETURN TO REFRESHINGLY DISTINCT SPACES.

Return to Rosen Plaza and return to incomparable expertise and more. Buzzing with tangible energy, Rosen Plaza delivers a dynamic, desirable location magnified by exceptional meeting spaces and welcoming accommodations. Connected to Orlando's convention center and across from Pointe Orlando, it is every bit the unforgettable venue you and your attendees deserve.

- 60,000 sq. ft. of flexible meeting space
- 800 serene guestrooms and suites
- Connected via Skybridge to the Orange County Convention Center
- Banquet and catering services for up to 1,800 guests
- 7 signature restaurants and lounges
- Designated a GBAC Star™ Facility

To plan your Return to Rosen Plaza, visit RosenPlaza.com/Meetings.

 ROSEN
PLAZA[®]
ORLANDO
Return to Rosen[®]



CONNECT[™]
PREFERRED HOTELS & RESORTS

407.996.4890 | Sales@RosenHotels.com
No Resort Fee | RFID Key Locking System
Complimentary In-Room Wi-Fi



Return to the spaces you want and the expertise you need.

Return to the perfectly situated, exceptionally outfitted and decidedly different Rosen Centre. Delivering the features you need and the executive-level services your clients deserve, Rosen Centre ensures that in addition to being one of Orlando's most celebrated independently owned hotels, we are also your favorite.



ROSEN
CENTRE®
ORLANDO

- 150,000 sq. ft. of totally transformed meeting and event space
- 1,334 ultramodern guestrooms and deluxe suites
- 9 restaurants and lounges
- Full-service luxury spa
- Connected to the Orange County Convention Center
- Designated a GBAC Star™ Facility

407.996.4890 | Sales@RosenHotels.com | RosenCentre.com/Meetings
No Resort Fee | Complimentary In-Room Wi-Fi | RFID Key Locking System

CONNECT
PREFERRED HOTELS & RESORTS

Return to Rosen™

RETURN TO WHERE REMARKABLE MEETS REWARDING.

Independently owned and nationally celebrated, Rosen Shingle Creek is ready to provide the expertise for a flawless event. With flexible meeting spaces and luxurious accommodations, Rosen Shingle Creek ensures you have everything to make your next event exceptional.

524,000 sq. ft. of revitalized meeting and event space

1,501 refreshed guestrooms and suites

AAA Four Diamond Property

No Resort Fee

Complimentary In-Room Wi-Fi

RFID Key Locking System

407.996.4890

Sales@RosenHotels.com

RosenShingleCreek.com/Meetings

LIFESTYLE

Preferred
HOTELS & RESORTS

Return to Rosen™

Famous Encounters

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



FBINAA

A badge was awarded to Harris Rosen by the FBINAA during their conference at Rosen Shingle Creek in appreciation for the Rosen family's long-standing commitment and support to law enforcement and beyond.



CLOSE ENCOUNTER

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



IN LOCAL CIRCLES

(Above) Mr. Rosen receives the James E. Greene Award from the Orlando Economic Partnership. (Right) Mr. Rosen (*center*), pictured with Julie Ryczak, Associate Director of Sales, Rosen Centre (*left*) and Leigh Ann Bradley, Director of Event Planning & Online Learning (*right*) for Florida Health Care Association.





Center of Excellence

Rosen Medical Center, A Place for Healing and Wellness team led by Kenneth Aldridge and Dr. Ronald Ryan welcomes a visit from Senator Marco Rubio and Harris Rosen.

STRIDES FOR MENTAL HEALTH AWARENESS

Harris Rosen receives the Legacy of Champions Award from the Mental Health Association of Central Florida.



IN GREAT COMPANY

Leon Johnson, immediate past president of the Tuskegee Airmen, Inc. (left) pictured with Mr. Rosen and Phil Caronia, General Manager, Rosen Centre.

Children's Advocate

Harris Rosen receives the Advocates for Children Award by Florida's Children First, presented by Dick Batchelor.



EXPERIENCE THE EXTRAORDINARY.

Designed to impress,
3NINE is made for
corporate buyouts.



Include the pool patio of
'39 Poolside Bar & Grill, and
your event will be nothing
short of spectacular.



**EVENTS • BUYOUTS
PRIVATE PARTIES**

**INDOOR/OUTDOOR SPACE
FOR UP TO 1,000 GUESTS**

**TWO FULL-SERVICE
BARS AND VIP LOUNGE**

**8 BRANDABLE TVS
AND SCREENS**

**STATE-OF-THE-ART
SOUND AND LIGHTING**

**PLUG-AND-PLAY
TECHNOLOGY**

**MULTIPLE CATERING
PACKAGES AVAILABLE**

3NINE™ '39
POOLSIDE
BAR & GRILL

3NINEORLANDO.COM | 407.996.1592
LOCATED AT ROSEN PLAZA



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 spectacle for thousands.

- ◆ *Top 25 DMC, 15 consecutive years*
- ◆ *Over 60 creative event awards*
- ◆ *Trusted by top Third-Party Travel companies as
Supplier of the Year*

Hello! **FLORIDA**
DESTINATION
MANAGEMENT

hello-dmc.com



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 provides a fresh, chic look with stylish furnishings and décor in a soft white and light gray color palette for an elegant new look for its front desk and lobby, as well as guest services and the business center. The hotel's 60,000 square feet of versatile indoor meeting and event space, including the 26,000-square-foot 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 of '39 Poolside Bar & Grill. Here, guests can drink in balmy breezes and beautiful poolside scenery with 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

ELEGANT WELCOME:

New stylish décor amid enhanced chic furnishings creates a stunning welcome as guests enter the hotel's newly updated lobby.

STYLISH COMFORT:

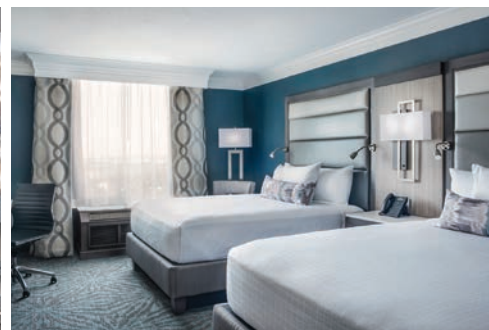
Elegant touches highlight Rosen Plaza's revitalized guestrooms.

MEET AND GREET:

New contemporary carpeting adds a fresh look to Rosen Plaza's 60,000 square feet of meeting and event space.

Rosen Centre

New contemporary guestrooms and meeting space inspire with style.



GUESTS OF ROSEN CENTRE now experience the future of comfort, while meeting attendees are immersed in the nexus of inspiration.

Reflecting the ultimate in spa-like calm and serenity, a stunning refresh of the hotel's 1,334 guestrooms now showcases a contemporary feel amid trendsetting hues, rich in soft touches of gray, crisp white and teal. A new streamlined, quartz-topped dresser desk with plenty of room to spread out and use with multiple laptops and electronic devices is one of several polished new furnishings instilling an aura of sleek sophistication.

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. Guests always enjoy complimentary Wi-Fi and can charge all of their devices at once on the multi-outlet connectivity bar located below a new wall-mounted 50-inch flat screen TV. Additional comforts of home include mini refrigerators and coffee makers.

Meanwhile, meeting attendees are even more energized in the hotel's more than 150,000 square feet of recently renovated meeting and event space, including 35 meeting rooms. An amplified version of the guestrooms' calming color palette adds a touch of stimulation and inspiration to the new environment's comfortability. Striking modern décor and stately accents complete the ultimate backdrop to host a dazzling event or impressive meeting.

Further inspiration is found amid the poolside views and elegant Caribbean ambience flowing through Harry's Poolside Bar & Grill. With built-in décor, Harry's is an excellent choice for hosting everything from a 70-person board of directors' reception to a special event of 1,700 (when combined with the adjacent pool deck). The award-winning Everglades Restaurant is another option featuring an upscale dining experience and menu, serving everything from Florida-fresh seafood to prime steaks and regional specialties.

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 square feet of space.

STYLISH UPGRADE:

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

SIGNATURE STANDOUT:

New elegant enhancements complement the Signature meeting room's versatility.

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, hotel guests will receive a warm welcome the moment they arrive.

Imbued with hues of the gorgeous sunsets reflected in the still waters of nearby Shingle Creek, the newly refreshed Rosen Shingle Creek showcases a unique Florida-themed setting that envelops guests in a one-of-a-kind experience with everything conveniently all under one roof. The AAA Four Diamond property and Rosen's "crown jewel" shines brightly with a new golden palette to complement the hotel's 255 lush acres adjacent to the historic headwaters of the Florida Everglades.

Planners are inspired by the 524,000 square feet of versatile meeting and event space, where vibrant new carpeting with bold, eye-catching patterns grace three column-free ballrooms inclusive of 99 breakout rooms and spacious reception areas.

Among its 1,501 well-appointed accommodations, 191 suite parlors—which include 56 Petite King, 30 Hospitality, 69 Executive, 37 Grande and 3 Presidential—reflect trend-setting furnishings with a sophisticated flair. Each suite's sleek and refined new style invites guests to revel in a relaxing vacation surrounded by luxury or to host an impressive meeting or gathering during an executive business trip.

Expanded communal seating areas throughout the popular Headwaters Lounge and grand lobby 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.

Quietly tucked away from the lobby's hub, nirvana awaits. An oasis of relaxation offering a full-service menu, The Spa at Shingle Creek promises a soothing experience to revive your soul.

This new modern feel is enhanced with all the upscale amenities one would expect to find in an award-winning AAA Four Diamond hotel.

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 square feet of meeting and event space with everything under one roof.

SUITE SUCCESS:

Recently re-imagined suites inspire creativity among intimate gatherings.

EXPERIENTIAL MEETINGS:

Inspirational meetings from 10 to 10,000.

BUILDING A DREAM

My journey from New York City's Lower East Side to the heights of Orlando's hospitality industry.

By Harris Rosen

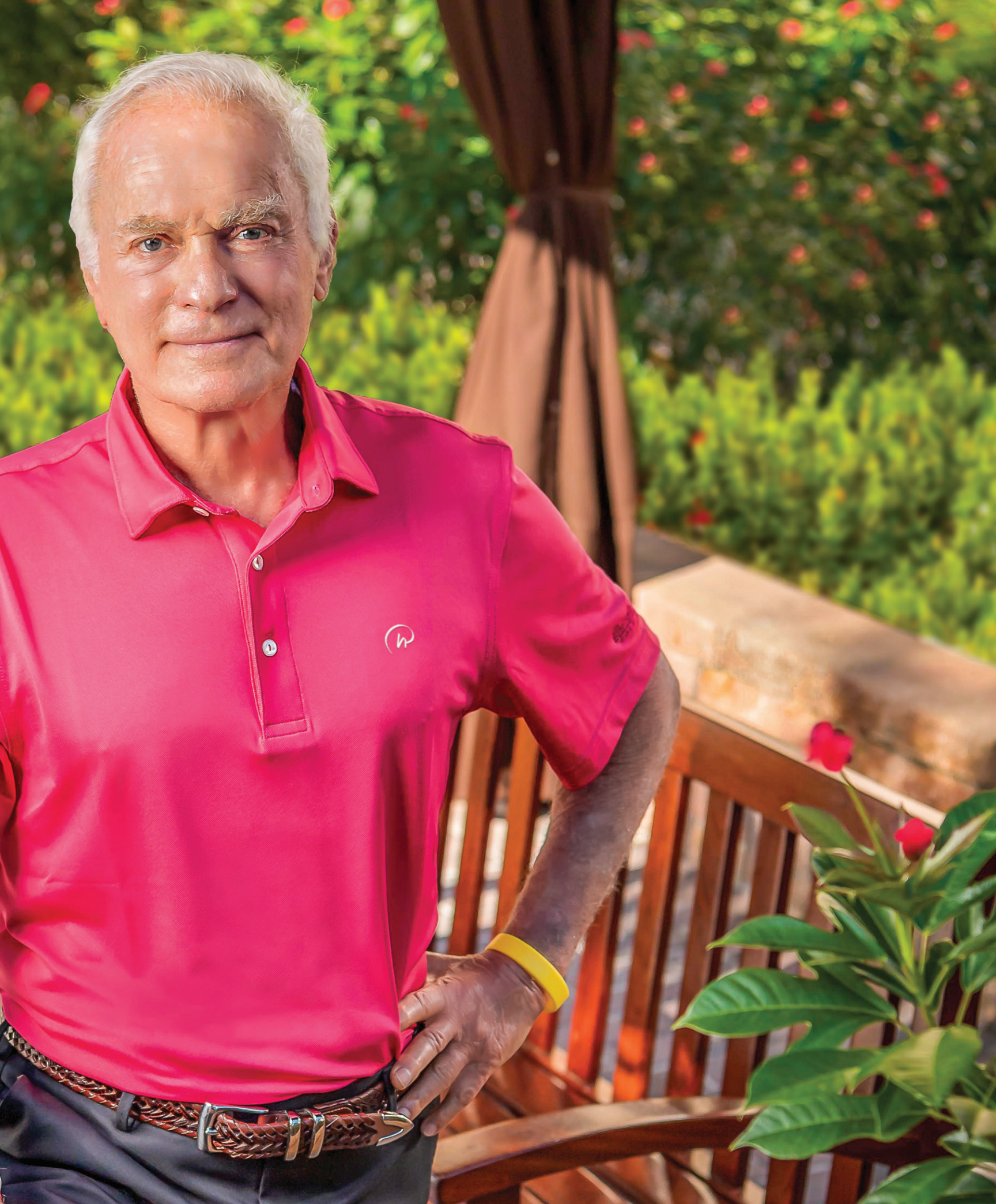
MY STORY BEGINS in the early 1900s, when my grandfather, Harry Rosenofsky, arrived at Ellis Island to start a new life. Harry left his wife and four sons in Russia (now Ukraine) because he believed there was no future for his family there. Around the same time, Samuel Rosenhaus, a captain in the Austrian 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.

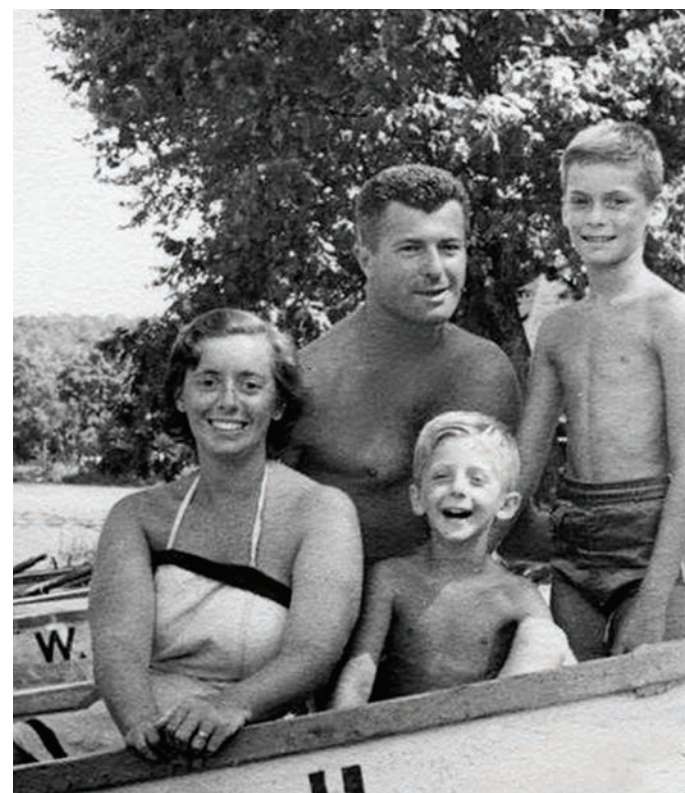
During the immigration process at Ellis Island, both men's last names were shortened to "Rosen," and like so many others they settled in small settlement apartments on the Lower East Side of Manhattan, alongside many thousands of other immigrants, mostly from Italy, Ireland and Eastern Europe. In time, 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. 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 creating 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, oftentimes 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 the Pope. 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.

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



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



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, Xavier Lividini. After a lengthy conversation, he expressed surprise that I was a graduate of Cornell School of Hospitality Management 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

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; Harris with his mother, Lee; the budding artist, late 1940s; the Rosen family (back row from left) Adam (who passed away in 2018), Harris, Shayna, Jack (holding Apple) and Joshua and (front row from left) Samson, Hanna, Gabbana, Holly and Dolce.

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 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 Disney World hotel group. This project included the Contemporary Hotel, the Polynesian Village 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, 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, I met with Mr. Morgan and a representative from Travelers Insurance Company in Connecticut 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 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

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



coach companies in New York, New Jersey and Massachusetts and attempt to convince them to use my new hotel for all of their bus tours coming to Orlando. Buses were still able to purchase gas and were indeed still making trips to Orlando.

Because I did not 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 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,

MAKING MEMORIES: (From top left) *Harris Rosen as a Disney character, 1971 at Walt Disney World; tea with British 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.*

and that they would be happy to drive me back to Orlando if I would agree to provide them with overnight accommodation 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 22 years ago when they both passed away. I will never forget their kindness.

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

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



now the Rosen Inn 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 29 years ago while sitting at my desk dreaming of building even more hotels (I had five and was planning a sixth and dreaming of a seventh), when suddenly it became clear that it was time for me to say thank you to God for all the blessings I had received and to start offering a helping hand to those in need. I enthusiastically created The Harris Rosen Foundation, an organization that provides funds for a multitude of philanthropic initiatives. One of these is the Rosen

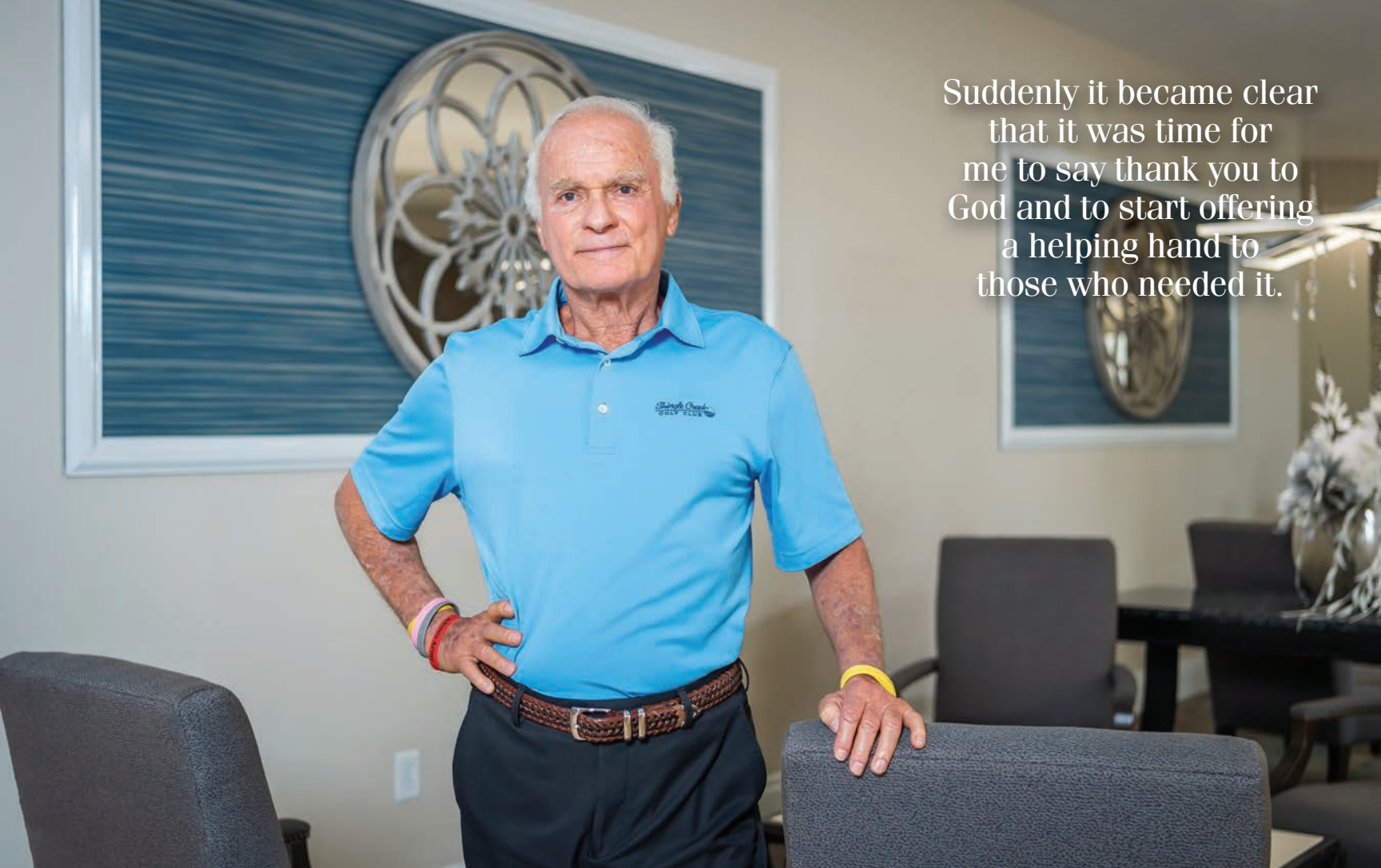


THE SKY'S THE LIMIT: Harris Rosen's annual birthday skydive at Ft. Bragg, North Carolina.

College of Hospitality Management at the University of Central Florida, where we donated \$18 million to purchase the land adjacent to 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 29 years, we have provided a free preschool education for every 2-, 3- and 4-year-old in the neighborhood, by creating 10 little schools in neighborhood homes (six children per school). We also mentor our youngsters from kindergarten through high school, and provide parenting classes for moms and dads so that they are comfortable



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.

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 226 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.

It is now our dream to encourage others to replicate our program throughout America. We firmly believe that these initiatives have

LIVING THE DREAM:

(From left) Tangelo Park and Parramore recipients of college scholarships to private Rollins College in nearby Winter Park, Florida; Harris stands in the recently renovated Rosen Plaza lobby.

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 180 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 26 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.



SAVOR
SOMETHING
SPECTACULAR
PRIVATE DINING
THAT DELIGHTS

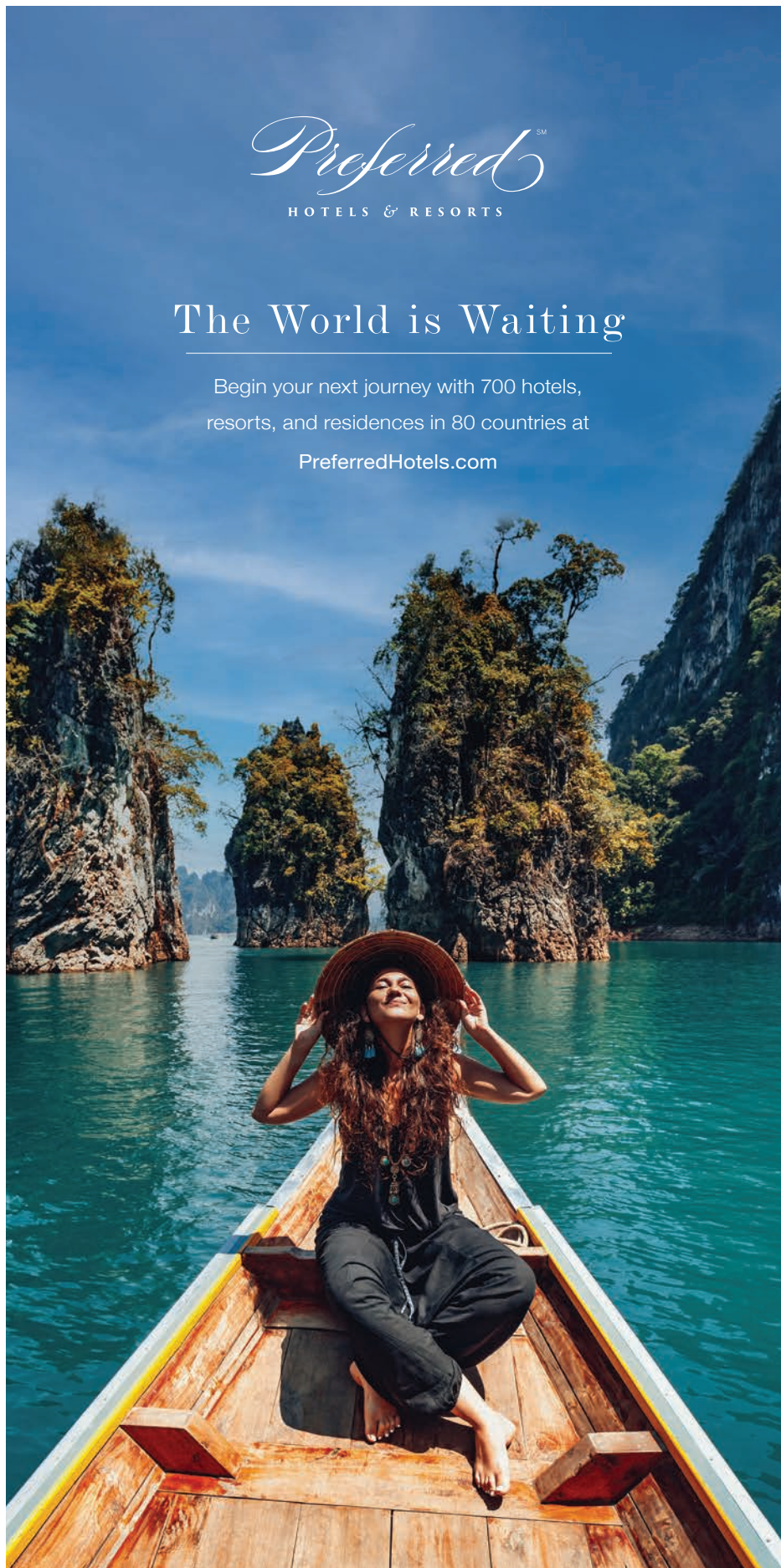
When it comes to private dining events, Rosen Shingle Creek tempts you like no other. As AAA Four Diamond restaurants,

A Land Remembered steakhouse and **Cala Bella** Italian bistro are elegant settings for inspired events. Both offer exclusive use and private dining rooms as well as al fresco dining options to ensure your corporate events are flawless and looked forward to all year long.

 **ROSEN**
SHINGLE CREEK®
ORLANDO

Contact us for details.
407.996.9770

RosenShingleCreek.com



*Preferred*SM
HOTELS & RESORTS

The World is Waiting

Begin your next journey with 700 hotels,
resorts, and residences in 80 countries at

PreferredHotels.com

Celebrating a Life, Adam Michael Rosen

(October 30, 1992 - November 23, 2018)



WITH THE HEAVIEST OF HEARTS, the Rosen Hotels & Resorts family continues to mourn the recent loss of and celebrate the life of Adam Michael Rosen (October 30, 1992 – November 23, 2018) following his valiant two-and-a-half-year battle with a rare and aggressive form of brain cancer, gliomatosis cerebri.

Prior to his 2016 diagnosis, life for Adam had reached its peak. He had his dream job working in Rosen Brand Standards, a new Mustang GT, and the most incredible dogs—beloved rescues Samson and Bella. To top it off, he had an adored girlfriend, and his health and fitness was at its height. He enjoyed working alongside his dad and brother and spending weekends playing beach volleyball with friends and family on the Rosen Shingle Creek sand volleyball court he had designed himself.

He seemed poised for a great future when tragedy struck just 23 years into his life. The Rosen family, alongside dedicated friends and an incredible team of caring physicians, therapists and caretakers, banded together as Adam's Army and let hope shine bright. Despite losing his ability to walk and talk, as well as constantly enduring the demands of treatment, Adam remained steadfast in his determination and positivity, and never lost his hallmark smile.

Following his passing, the hotels lit up with his favorite color green for 26 days, each one honoring a year of his incredible, but much too short life.

Through the formation of The Adam Michael Rosen Foundation, as well as a \$12 million grant to the University of Florida to launch an unprecedented partnership for the development of novel brain tumor treatments, the Rosen family has ensured his legacy will live on by supporting cancer warriors like him, as well as other passions closest to his heart.

For more information, visit The Adam Michael Rosen Foundation on Facebook or AMR-Foundation.com.



COURTESY ROSEN HOTELS & RESORTS



(This page) Harris Rosen visits Haiti after funding more than 100 hurricane-resistant homes. (Opposite, from left) Harris Rosen welcomes a Haitian family into their new home; Team Rosen supports breast cancer awareness.

Rosen Gives Back

The motivating force behind the Rosen team and owner Harris Rosen.



“As a company dedicated to serving our community and as a hotelier who has been blessed beyond my wildest dreams, it is my privilege to commit much of our resources to giving back.”

—HARRIS ROSEN

HARRIS ROSEN’S COMMITMENT to reinvesting (see The Rosen Difference, page 32) extends beyond physical structures and expands into the hearts and lives of his family of Rosen associates and the community at large, including groups and meetings, all of whom he considers family.

“His motivation in life is to help others, not just the associates, but worldwide,” said the company’s 35-year CFO Frank Santos. “It has been nice to be surrounded by someone who doesn’t have yachts, planes and homes. Instead, he is motivated to find the financial

resources to give to others who have a need.”

Spanning decades of support around the globe, Rosen’s contributions are highly regarded. Sending water filtration devices to the company’s brothers and sisters in Haiti. Providing all-expense-paid college scholarships for youth in underserved Orlando communities. Donating \$18 million to help fund a 20-acre land purchase and the construction to build the Rosen College of Hospitality Management at the University of Central Florida, which opened in 2004 and is now a top-five hospitality school in the world. His impact is endless.

Education

Since 1993, Harris Rosen has been providing free college and vocational school education for the once-underserved community of Tangelo Park in Orlando. Prompted by asking a county official how he could make a difference, Rosen vowed to cover all tuition, books, room and board for any of the community's high school seniors who successfully graduated.

However, Rosen's student loan-eliminating gift was not a one-time promise. Each following class was offered the same opportunity to go to college or vocational school debt-free. Rosen has promised this will continue in perpetuity, until the homes in Tangelo Park are "valued at a million dollars each. Then I might stop."

Then, in 2016, Rosen adopted another, similar Orlando community, Parramore, in addition to the program's flagship community of Tangelo Park. As of 2018, between both programs, over 500 high school graduates have been eligible for the scholarships.

To complement his scholarship program, Rosen started educational initiatives at the preschool level in both communities. After launching the Parramore scholarship program in 2016, in 2017, Rosen opened—in partnership with Orange County Public Schools—the 24-classroom Rosen Parramore Preschool. Rosen furnished the facility and provides the annual funding for the teachers' and aides' salaries. In 2019, he opened the Rosen Tangelo Park Preschool to supplement the already established home daycares he has funded since 1993. As a result, those preschoolers test incredi-

"I've been given so much, it's only right I give back. It's with enormous gratitude I created The Harris Rosen Foundation over 28 years ago. My greatest hope is to instill hope in others."

—Harris Rosen

bly well when they enter kindergarten. It is estimated that for every dollar Rosen has spent on the Tangelo Park educational programs, \$7 have come back into the community.

"I understand what it is like to grow up with nothing," Rosen said of his meager beginnings. "I was lucky enough to create my own American dream and I wanted to make sure other young adults received the same chance. Many of these students hadn't even considered going to college because they didn't know how they were going to pay for it."

Oftentimes, companies hosting annual conferences or meetings at his hotels learn of Rosen's efforts, which provide a unique inspiration for developing much-valued corporate social responsibility (CSR) activities within the Orlando community.

Recently, RSM US LLP hosted a CSR event at Rosen Shingle Creek with their employees.

"RSM US LLP has been a proud partner with Rosen Shingle Creek since 2007," said Mel Tevik, Senior Director, National Events and Meetings, RSM US LLP. "Beyond the property being a great match for meetings, Rosen shares in many of RSM's values, primarily stewardship and our mission of giving back to our communities. During our recent Owners Meeting, participants gave back to the local Orlando community and wanted to provide a personal impact by donating \$64,500 to The Harris Rosen Foundation. Rosen isn't just our partner; they are a part of our RSM family."

The Rosen giving is endless.

"He tries to keep his philanthropy as anonymous as possible," Santos said. "But nonprofits and philanthropic organizations want to make it known that he is a supporter because they believe his commitment influences others. If Harris Rosen is giving, then it's a vetted, good investment in the community and others may want to give, too."

And it tends to circle back to education, which is always a focus.

"Mr. Rosen's 15-year relationship with the Miss America's Outstanding Teen Organization has been a gift that keeps on giving. His support through his scholarships and the incredible hospitality offered by the Rosen Centre staff and management have certainly left an indelible 'footprint' that few can fill," said Donna Bozarth, Chairman of the Board, Miss America's Outstanding Teen Organization.

Summing up his commitment to support the dreams of those seeking a better life through education, Rosen states, "Education has the ability to transform a person, which can affect our community for decades into the future."

Further to these initiatives, Rosen's own associates receive free



RSM US LLP presents a check to The Harris Rosen Foundation.



(Clockwise from top left) Harris Rosen celebrates the first of many graduations for a Tangelo Park preschooler on his way to a free college scholarship provided by Harris Rosen once he graduates from high school. Trees decorated by local charities uniquely promote mission awareness while adding holiday cheer to Rosen Shingle Creek's lobby. During a conference at Rosen Shingle Creek, SiteOne plays Santa to Tangelo Park and Parramore children. While meeting at Rosen Shingle Creek, ServiceMaster employees generously donate to the children of Parramore and Tangelo Park. Raising funds for Canine Companions for Independence has its sweet rewards, shown here in Rosen Shingle Creek's lobby.



college scholarships for themselves and their children after three years of service. This is in addition to providing an incredibly affordable healthcare program and free family-friendly events like carnivals and holiday parties, while also inspiring his associates to pay it forward.

Rosen Associates

While Rosen associates impart daily the company's "Pillars of Our Strength"—including a commitment to excellence; a friendly, positive attitude; outstanding service and the Golden Rule—their passion for helping others truly sets them apart. Inspired by Harris Rosen's example, many associates deem this the heartbeat of the company.

"We're fortunate to have latitude in charitable giving," said Jonni Kimberly, HR Director Emeritus, 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."

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 general managers and room attendants to bartenders and sales associates—come together as

family for the betterment of others. As for service projects and boards, associates represent the company among more than 100 charities and associations, including fundraising events, many of which the company sponsors.

In September 2016, Rosen committed to rebuild more than 100 homes that had been devastated by Hurricane Matthew in Haiti. 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 our associates are from Haiti," said Eldine Magnan, Director of Housekeeping, Rosen Centre. "You can't imagine how good we feel that the company we work for is willing to provide ongoing assistance to our Haitian friends and family who are not as fortunate as we are."

The Adam Michael Rosen Foundation

As one who is more apt to give, Harris Rosen finds it less comfortable to receive.

However, in August 2016, Rosen's son Adam was diagnosed at the young age of 23 with gliomatosis cerebri, a rare, malignant brain tumor. Rosen and his family embraced and continue to be grateful



The Adam Michael Rosen Neuromedicine Clinic at University of Florida.

THIS PAGE AND OPPOSITE: COURTESY ROSEN HOTELS & RESORTS

for the outpouring of kindness, overwhelming support and many thoughts and prayers they received from friends old and new, local to global, and from the numerous physicians and healthcare providers whose profound dedication touched the family.

Adam fought an incredibly valiant fight, miraculously maintaining his sunny personality and quick sense of humor. Tragically, Adam passed away Friday, Nov. 23, 2018, the day after Thanksgiving, at the age of 26, always to be missed, but never to be forgotten.

A cherished son and brother, Adam also was a much-beloved Rosen associate, having worked weekends at the Shingle Creek Golf Club since the age of 16. Upon graduating from the Rosen College of Hospitality Management at UCF at the age of 22, Adam applied his eye for detail by joining the Rosen Brand Standards department full-time. Adam's short time on earth will always be remembered through the unified efforts of his friends, family and supporters of The Adam Michael Rosen Foundation, founded in 2019.

With an innate passion for helping others—similar to his philanthropic father, as well as his entire family—Adam's foundation has already implemented numerous initiatives in an effort to support causes. The first was in 2019, becoming the presenting sponsor of The Adam Michael Rosen Foundation presents Runway to Hope's Spring Soirée.

Adam was a celebrity escort at the charity's annual runway event at Rosen Shingle Creek, relishing the opportunity to wear a stylish bow tie and showcase a dapper style. Of course, his primary excitement was interacting with the children who were suffering from pediatric cancer, cheering them on in their own valiant fights. How fitting that Adam continues—albeit in a different way—to support them.

Through the foundation's annual December Sock it to Cancer holiday event, guests support not only Adam's causes through their ticket purchases, but his passion for uniquely decorative socks, an extension of his fashion-forward style. Charities decorate holiday trees, while guests vote for their favorite, one donated pair of socks at a time. The foundation awards \$5,000 to the winning charity tree.

Adam's October 30th birthday was the inspiration for Bubbles and Bow Ties, a Halloween-themed event at Rosen Plaza's 3NINE, a celebration of Adam's love of life and buoyant personality.

In February 2019, The Harris Rosen Foundation donated \$12 million to fund the University of Florida's ReMission Alliance Against Brain Tumors, an aggressive initiative to bring together physicians and scientists to advance research and clinical trials to cure brain tumors. The donation should have a "transformative impact on outcomes for patients with brain tumors," said Duane Mitchell, M.D., Ph.D., co-director of UF's Preston A. Wells Jr. Center for Brain Tumor Therapy. Adam Michael Rosen's name graces the facility that houses the UF Health Neuromedicine practice and the neuro-oncology laboratories within the university's brain institute.

"Adam was an incredible athlete," said Rosen, who swims daily. "He never gave up. He fought this to the bitter end, and I think he would be incredibly proud to have his name associated



Adam Michael Rosen was a dedicated Rosen Hotels associate, starting at the golf club at the age of 16.

with what one day we hope and pray will be a cure for that horrible, horrible disease."

The cornerstone of The Adam Michael Rosen Foundation will always be to help those affected by cancer to fight the way Adam did—valiantly and always smiling.

Adam's mother, Trisha Rosen, said, "Adam taught us what true courage is—to fight this disease, yet to go on living his life the best he could. He never gave up, and neither will we. I and my family will use this same fighting spirit to ensure that through his foundation, my son will shine brightly, making a profound difference in the lives of others for many years to come."

To learn more about Rosen charitable initiatives, please visit RosenGivesBack.com and AMR-Foundation.com.

THE ROSEN DIFFERENCE

There's nothing more important than family and at Rosen Hotels & Resorts, you are family. For decades, we have delivered. Often with the same faces from one visit to the next.



FROM THE MOMENT you step foot into a Rosen property, you can feel the difference. You are not just a hotel guest or an associate coming to work. You are part of the Rosen family. You are home. And you are always welcome. This is the Rosen Difference.

That difference starts at the top with Harris Rosen. "Mr. Rosen's passion and commitment to his guests, his properties and his associates are truly amazing," said Dan Giordano, General Manager of Rosen Shingle Creek. "On a daily basis, he visits his properties, walks the grounds and talks with guests. He makes sure they are getting exceptional customer service and is meticulous when it comes to making sure the grounds are well-maintained."

That level of care and attention to detail is contagious and carries through to the associates at Rosen Hotels & Resorts; some have been with Mr. Rosen from the start. Others have spent decades delivering outstanding guest service, immersed in making sure quality and care



COURTESY ROSEN HOTELS & RESORTS

DREAM BIG. With an unsurpassed versatility within 524,000 square feet of meeting/event space, Rosen Shingle Creek delivers whatever a planner dreams up to impress attendees. (Opposite) Rosen Centre's elegant guestroom decor.



are second-to-none. It is a record of longevity unheard of in almost any industry. This experience allows Rosen associates to solve problems and offer meeting planners valuable on-the-spot solutions in a way that typical corporate hotels can't touch.

"The experience was flawless," said Dean Villegas, Director of Corporate Services, Dealix Corporation, about his experience hosting an event at Rosen Centre. "In our experience with over 50 events at various hotels around the United States, which include the Four Seasons and the Ritz-Carlton, we have never been treated so much like royalty than at the Rosen Centre."

Phil Caronia, General Manager, Rosen Centre agrees with Giordano and says that the level of care from top to bottom is obvious to guests and a main reason people keep returning. "You see people come back, sometimes eight years later and when they walk in the door and they see the same faces, it really is quite unique. The difference that we have is our longevity and it puts into a meeting planner's mind, 'how is this happening?'"

It is happening because of the Rosen Difference. Mr. Rosen cares tremendously about his guests, his associates and his properties. When people see Mr. Rosen holding an elevator door for someone or picking up the smallest piece of trash left behind, that motivates Rosen associates to deliver the same care and attention to detail day in and day out. The guest experience can be nothing less than spectacular. "The best part of my day is hearing from passionate guests who share genuine stories of how our associates made their day special by exceeding



Jim Bina, Harris Rosen and Frank Wolfe.

even their highest expectations," said Derek Baum, General Manager, Rosen Plaza. It is something Baum has seen for decades, having started with the company in 1987. "Mr. Rosen consistently leads by example. Our mission is to create an environment where everyone is treated with respect while providing the support and tools needed to ensure we do indeed exceed our guests' expectations," he added.

Suzanne Kennedy recently joined Baum as Rosen Plaza's Director of Sales & Marketing. But she is no stranger to the Rosen way. Kennedy says she knew before she was first hired in 2003, this was dif-

WHAT AN ENTRANCE. *Rosen Plaza's elegant ballroom prefunction area is ideal for creating unique ways to welcome groups.*



COURTESY ROSEN HOTELS & RESORTS



Teamwork, synergy style. Left to right: Dan Giordano, General Manager, Katie Bellas, Director of Sales & Marketing at Rosen Shingle Creek; Phil Caronia, General Manager, Rosen Centre, Todd Frappier, Chief Sales & Marketing Officer for the Rosen Convention Hotels/Rosen Centre; Suzanne Kennedy, Director of Sales & Marketing and Derek Baum, General Manager at Rosen Plaza.

ferent, not a top-heavy, corporate office-type organization. “You can create whatever you want here. Mr. Rosen is involved with everything and we know he supports us,” said Kennedy. “There is no ‘no.’ Find a way to do it and make it work for our guests, our associates and our company, and we will get it done.”

This way, everyone wins—the guests, the associates and the company.

Kennedy’s promotion from Rosen Shingle Creek to Rosen Plaza is also great news for Giordano. “I personally derive my greatest satisfaction from the recruitment and development of key players in our organization,” said Giordano, who has spent nearly three decades with Mr. Rosen and Rosen Hotels & Resorts. Rosen Shingle Creek is a AAA Four Diamond hotel and the crown jewel of Rosen’s three convention properties, inclusive of the Rosen Centre and Rosen Plaza. Together they provide more than 700,000 square feet of meeting and event space and over 3,600 guest rooms and suites to serve thousands of guests annually. Whether it is a large group, a small group, a family of four or newlyweds enjoying their honeymoon in Orlando, everyone who walks through Rosen doors is family.

Katie Bellas is the Director of Sales & Marketing at Rosen Shingle Creek. She says longevity and that sense of family are Rosen Hotels & Resorts’ biggest strengths. “Our biggest strength is Mr. Rosen and his commitment to his guests, his associates and his company, which shows in every interaction every associate has with our guests and longevity is one of the key factors. When you see the same guests every year and you know them by name, they become an extension of you in a way. And that’s special to see. The best part of my day is watching my team create an environment where their passions are visible to our guests and our clients, providing our guests with the best possible experience,” Bellas said. “We take tremendous pride in our ability to compete across the entire spectrum of all major hotel brands, in a very competitive fashion,” added Giordano.

Todd Frappier has also had a front-row seat watching Mr. Rosen’s little company grow bigger and better. He has spent three decades with Rosen Hotels & Resorts and is the Chief Sales & Marketing Officer for the Rosen Convention Hotels/Rosen Centre. “This

kind of longevity across the board is very dynamic for the company,” Frappier said. “While Mr. Rosen has grown the company, he has also been very wise surrounding himself with experienced people who have been by his side over the years. To know ownership on a one-on-one basis is not the norm in today’s corporate America.”

With experience comes an intimate knowledge of knowing what needs to be done, how to do it and the commitment to get it done the right way. Being independently owned helps make that process smooth and easy. All three Rosen convention hotels have recently been enhanced with stylish furnishings, contemporary carpeting and features that take the guest experience to new heights.



The Leadership Team of the three Rosen convention properties: General Managers (from left) Dan Giordano, Rosen Shingle Creek; Phil Caronia, Rosen Centre; and Derek Baum, Rosen Plaza.



Phil Caronia, General Manager and Todd Frappier, Chief Sales & Marketing Officer for the Rosen Convention Properties/Rosen Centre.



Rosen Shingle Creek's Katie Bellas, Director of Sales & Marketing and Dan Giordano, General Manager at Rosen Shingle Creek.

"The 'Rosen Difference' is the ability to expedite decisions, without bureaucratic red tape and to simply 'do the right thing.' We're encouraged to be creative, take ownership, offer solutions and solve challenges," explained Baum, who spearheaded the recent redesign of the elegant hotel lobby and reception desk at the Rosen Plaza, complete with new décor. "Mr. Rosen consistently leads by example. Our mission is to create an environment where everyone is treated with respect while providing the support and tools needed to ensure we're exceeding guest expectations," added Baum.

And it is not just the associates Mr. Rosen listens to when getting suggestions on how to make the guest experience better. "Many times, it comes from our clients and our guests and that has truly been how we have done some of the upgrades and renovations," Frappier said. "He is always willing to listen. He is the heartbeat of this company."

Working together, working for the guests who have come to call Rosen Hotels & Resorts their home away from home, Rosen associates spend years, even decades, perfecting their craft, growing within the company and making bonds that last a lifetime in service to Rosen Hotels & Resorts. "There is a commitment to Mr. Rosen and in turn there is a commitment to the associates. It is amazing how much the culture has grown over my time here," said Rosen Centre General Manager, Phil Caronia. It's a culture that lends itself to generations of associates growing within the Rosen brand at every level. "What I learned is that you can encourage our associates to become more involved in taking care of our guests and each other. We treat everyone like family and foster growth by promoting from within, whenever possible," Caronia said. "We take the time to recognize and show appreciation while encouraging teamwork," added Baum. Values start at the top with Mr. Rosen, especially values he takes great pride in. Values that make the Rosen Difference. "If there is a core group of defining principles that all of us who enjoy the privilege of working for the Rosen group abide by, it is our emphasis on family, good health, well-being, hard work, honesty and integrity, at all times," said Giordano.

As in life, these values and principles start at home. At Rosen Hotels & Resorts that home starts with Harris Rosen, who daily, for



Suzanne Kennedy, Director of Sales & Marketing and Derek Baum, General Manager at Rosen Plaza.

nearly 50 years, still goes into the same office at the first property he owned and puts in a hard day's work. Not because he has to, but because he cares. This is his family. It is why generations of families have worked alongside Mr. Rosen. It is why you will find associates who have been with the company 20, 30 and even 40-plus years. It is why guests return to stay at a Rosen Hotel. "My passions are family first and working for Rosen Hotels, which has encouraged me to put my family first so I can be the best me when I come to work every day," said Bellas. "Here is a gentleman who knows your children by name. He knows where they are and what they are doing in their lives and you do not see that anywhere else in America," Caronia added.

It is family, it is culture, and it is always trying very hard to do the right thing.

It is the Rosen Difference.



MADE FOR **FAMILY FUN.**

ORLANDO'S BEST VACATION VALUE*

With four family-perfect properties waiting to delight, Rosen Inns are ready to be the launchpad to your dream Orlando vacation. Beyond spacious accommodations, sparkling pools, restaurants and more, each Rosen Inn is situated near Orlando's world-famous attractions. Best of all, your family can indulge in the celebrated service and hospitality Rosen Hotels & Resorts is famous for at highly affordable rates. With a desire to create the best vacation experience possible, it's no wonder so many families find their way to a Rosen Inn.



For reservations and more, visit [RosenInns.com](https://www.RosenInns.com) or call 877.224.5377.

No Resort Fee | Complimentary Wi-Fi & Theme Park Shuttles | No Parking Fees





Osceola School District ribbon cutting.



Rosen Medical Center.



Associate fitness center.



Associate health stations.

FIT TO BE FABULOUS

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

- Full gym and fitness center: classes in Zumba™, spinning, 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
- Diabetes education programs
- Screening programs: mammograms, ultrasounds, X-rays, lab assessments, home sleep studies
- Nutrition program: registered dietician helps 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, and kumquats

WHILE ROSEN HOTELS & RESORTS continues to garner national recognition, born of nearly 50 years leading hospitality in Orlando, a less profiled, yet vital aspect integral to the company's success has been gaining prominence, lauded as another of Rosen's marked accomplishments. And most recently, it has secured a first-of-its-kind achievement.

Launched in 1991, the Rosen healthcare model, known as Rosen-Care®, is a revolutionary wellness program and 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 provide superior service and care to the people who matter most, his family of associates, while simultaneously reducing company and employee healthcare costs.

"RosenCare began as a way for us to combat rising healthcare costs and to give our associates a better quality of healthcare and improved benefits," said Rosen, who funnels savings from his healthcare program to fund college scholarships for his company's associates and their dependents, as well as to fund numerous philanthropic projects benefiting underserved communities in Orlando. "The simplicity and cost savings for the employer and

employee make it a mutually beneficial option that can be easily replicated across any industry. The beauty of this program is that, despite the savings, benefits are not sacrificed at all."

As a comparison, Rosen's costs, which are approximately \$6,000 per covered life, are approximately one-half the cost it would pay in the traditional healthcare setting. Premiums for most Rosen associates, for example, are just \$16.17 per week, while family coverage is \$49.18 per week. Physical exams are at no charge to the patient, while other primary care co-pays are only \$5, specialist co-pays are only \$20 and associates pay a maximum of \$750 each for up to two in-network hospital admissions per year. After that, there is no charge for a hospital admission within that year.

RosenCare has served to raise the bar as an innovative and progressive in-house healthcare provider and as a result has been nationally recognized by its peers. In 2018, RosenCare received three prestigious 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. The plan's success has been featured numerous times in national media outlets, including Forbes magazine and on national news shows.

“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 are invested in helping them stay healthy while providing a scope of benefits that are not offered elsewhere in the marketplace.”

Recently, RosenCare took a significant first step toward its dream of sharing its private-sector success with other like-minded businesses—both public and private. In 2019, the School District of Osceola County, Florida entered into a multi-year Medical Center Services agreement with RosenCare, the first of its kind for the innovative program. The RosenCare team administers time-honored strategies while imparting its own brand of customer service gleaned from more than 45 years of success within the hospitality industry. Harris Rosen’s insurance agency ProvInsure also entered into an agreement with the School District of Osceola County to actively manage its healthcare costs and quality control for its employees and their dependents.

“We are incredibly appreciative for the partnership with RosenCare,” said Osceola County School Board Chairman Clarence Thacker. “This is a novel approach of taking success in the private sector and modeling it to see if we can achieve the same results in the public sector.”

One key to Rosen’s success is the 12,000-square-foot Rosen Medical Center, A Place for Healing and Wellness. The center, modeled as a patient-centered medical home, includes a multilingual staff of six full- and part-time physicians, a nurse practitioner, a physician assistant and one chiropractor. A team of physical therapists, a podiatrist, dietician consulting and other contracted specialists support the center. The center also provides onsite mammograms for screening and prevention.

RosenCare offers approximately 3,700 Rosen patients and their families low premiums, no deductibles, no co-insurance, minimal co-payments for office visits and free or low co-pay specialty prescriptions. Through an innovative partnership, associates also can pick up free generic prescriptions, including insulin, at Walmart stores. As an added bonus, Rosen associates can visit the medical center “on the clock,” with free transportation provided if needed. While at work, associates can keep an eye on their health by measuring their blood pressure, weight and BMI at one of the nine health stations conveniently located throughout the properties. The easy access to this information promotes screening, monitoring and an overall commitment to health supported by the company.

“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—on both my time and my wallet.”

Rosen Hotels & Resorts has established a strong partnership with a hospitalist group to care for plan participants who are admitted to the hospital. This relationship closes the loop between



(From left) Medical Center Director Kenneth Aldridge, Harris Rosen, World Health Care Congress representative, ProvInsure President Ashley Bacot.

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 quality of service, to answer questions and to simply show a familiar face.

“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.”

To help others reap similar benefits, Harris Rosen through RosenCare now offers to assist companies in either setting up their own primary-care medical centers or establishing and operating their own facility on a turnkey basis. In a recent Forbes article, Dave 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.” Now with the accessibility of 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 RosenCare.com.



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.



4000 Destination Parkway
Orlando, Florida 32819

(407) 996-2399 | MTG-FL.com



A Rosen Hotels & Resorts Company


Say NO to High Healthcare Costs

Employer health insurance costs are increasing at unsustainable rates. If your company is feeling this strain, then it's time to make a change. RosenCare and ProvInsure can help reduce the cost of your company's health insurance by 30% to 50% AND provide better benefits to your employees.

Rosen Hotels & Resorts has saved almost \$500 million over the past 30 years using this tried-and-true healthcare model.



RosenCare.com



Our Healthcare Plan Includes:

- ✓ No deductibles
- ✓ No coinsurance
- ✓ 90% of drugs are free for the employee
- ✓ Top quality doctors and facilities



(407) 370-0776

Shop Orlando, Finding Treasures on a Whirlwind Trip

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



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 Dooney &

Bourke bags, as well as hundreds of stellar finds at Saks Fifth Avenue OFF 5TH. A triumphant day at Vineland Avenue might include a great buy on jeans from True Religion, a classic trench coat from Burberry or evening wear from Carolina Herrera.

Still looking for more shopping? The Pointe, also on International Drive, offers an excellent mix of specialty boutiques where you will find just the right memento. Find the perfect tools to achieve inner peace at

Moon Dance Trading Co., indulge in locally-made Bowes Signature Candles or scooter shop at Redi to Pedi. By the way, the I-Ride Trolley offers stops at all three for a \$5 unlimited-ride fee per day, 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 unequaled collection offers millionaire gear at astonishing prices.

Wander into Tiffany & Co. to see the latest ways to spend thousands on a diamond heart-shaped pendant. Check out Gucci, 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 the 15,000-square-foot American Girl store (complete with a bistro that's available for special events as well as private parties, and

a doll hair salon), the Crayola Experience and the 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, Siegel's Winter Park, 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. The I-RIDE Trolley operates daily from 8:00 a.m. to 10:30 p.m.

ROSEN SHINGLE CREEK THE POINTE

5 min. travel time
• Town car/SUV: \$16
• Approx. taxi fare: \$10

THE FLORIDA MALL

15 min. travel time
• Town car/SUV: \$30
• Approx. taxi fare: \$27

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: \$28

PREMIUM OUTLETS: VINELAND

15–20 min. travel time
• Town car/SUV: \$33
• Approx. taxi fare: \$30

WINTER PARK/PARK AVENUE

35–40 min. travel time
• Town car/SUV: \$65
• Approx. taxi fare: \$67

ROSEN CENTRE

THE POINTE

2 min. travel time
• Town car/SUV: \$15
• Approx. taxi fare: \$8
• I-RIDE Trolley: \$2 per ride or \$5 a day

THE FLORIDA MALL

15 min. travel time
• Town car/SUV: \$30
• Approx. taxi fare: \$27

THE MALL AT MILLENIA

20 min. travel time
• Town car/SUV: \$33
• Approx. taxi fare: \$30

PREMIUM OUTLETS: I-DRIVE

10 min. travel time
• Town car/SUV: \$30
• Approx. taxi fare: \$25
• I-RIDE Trolley: \$2 per ride or \$5 per day
• City buses (Lynx) pick up in front of the hotel or a short walk away. Maps available in lobby.

PREMIUM OUTLETS: VINELAND

15–20 min. travel time
• Town car/SUV: \$30
• Approx. taxi fare: \$22
• I-RIDE Trolley: \$2 per ride or \$5 per day

WINTER PARK/PARK AVENUE

35–40 min. travel time
• Town car/SUV: \$68
• Approx. taxi fare: \$65

ROSEN PLAZA

THE POINTE

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

THE FLORIDA MALL

15 min. travel time
• Town car: \$25
• Approx. taxi fare: \$22

THE MALL AT MILLENIA

20 min. travel time
• Town car: \$30
• Approx. taxi fare: \$27

PREMIUM OUTLETS: I-DRIVE

10 min. travel time
• Town car: \$25
• Approx. taxi fare: \$20
• I-RIDE Trolley: \$2 per ride or \$5 per day

PREMIUM OUTLETS: VINELAND

12–15 min. travel time
• Town car \$30
• Approx. taxi fare: \$24
• I-RIDE Trolley: \$2 per ride or \$5 per day

WINTER PARK/PARK AVENUE

30–40 min. travel time
• Town car: \$65
• Approx. taxi fare: \$59

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 magazine'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, aromatherapy infused treatment rooms as your customized service begins.

Now, serenity meets science with new revitalizing aesthetics services. Injectable and derma fillers help guests rediscover a more youthful radiance, all while experiencing the comfort of the award-winning spa.

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, 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 couples with decadent, expertly performed treatments experienced together followed by a catered lunch as you both luxuriate in the spa's peaceful sanctuary.

Take a break during a meeting or as a group activity and experience the spa's renewing qualities anywhere on the hotel grounds. From yoga to a fun run, we will create an invigorating, quick pick-me-up or wellness team-building event specific to your group's personality and needs.

To book, please call 407.996.9772 or visit SpaShingleCreek.com.

After your treatment, perfect your appearance to reflect your renewed spirit with full hair, makeup and nail services available at both spas' salons. Each caters to individuals and groups—whether for a girlfriends getaway, wedding party, spouse program or VIP gift—with packages and the spectacular service standard expected at Rosen Hotels & Resorts.

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



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

THE
spa
AT
SHINGLE CREEK

9939 Universal Blvd., Orlando, FL 32819

THE INDULGENCE YOU EXPECT. THE PAMPERING YOU DESERVE.

Made to delight every sense, Orlando's award-winning, full-service luxury spa provides a variety of rejuvenating services, from restorative herbal full-body wraps to revitalizing massages to aesthetic services, in addition to offering a full-service salon and 24-hour fitness center. All designed to pamper you from head to toe.

407.996.1248 Hotel Guests, Touch *65

SpaAtRosenCentre.com



THE SPA
AT ROSEN CENTRE

9840 International Dr., Orlando, FL 32819

Enduring Legacy

Arnold Palmer's redesign gives even stronger presence to the jewel of Rosen Shingle Creek.

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.

Rosen Shingle Creek's championship course, a project finished by Palmer's namesake golf course design firm during his final days, may 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 has always been a favorite destination for avid local golfers and visitors seeking a golf escape amid 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 19 years ago on a 230-acre footprint alongside the historic headwaters of the famed Florida Everglades.

For instance, Arnold Palmer Design Company Vice President and Senior Golf Course Architect Thad Layton designed three holes on a 25-acre parcel of land at the northern end of the hotel, recreated 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 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.

For Ryan Hosford, longtime Orlando golf professional and Shingle Creek's Director of Golf, the course and "special Palmer Design



The beautiful 18th hole at Shingle Creek Golf Course.

firm partnership" take what was already a U.S. Open and Amateur qualifying venue to a whole new level.

"Nobody has greens like we do. The combination of unique shapes, variable sizes and strategic undulation is unparalleled in Central Florida," said Hosford. "Our tournament services are second to none. We have an outdoor covered pavilion near the driving range that is ideal for tournament registration and offers incredible views of the course for receptions. We are versatile in our offerings, while showcasing the most exciting golf in Orlando."

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 is the perfect tribute to Palmer, who inspired generations of golfers and sports fans alike.



Scenic 17th hole at Shingle Creek Golf Club.



WHERE WORLD-FAMOUS HOSPITALITY MEETS WORLD-CLASS GOLF.

Situated among 255 lush acres, Rosen Shingle Creek's golf course rises above the rest. Designed by the renowned Arnold Palmer Design Company, Shingle Creek Golf Club is home to world-class everything. Featuring elevated greens and sweeping views, the 18-hole, par-72 championship course is ready to inspire every golfer of any handicap. So come experience the hospitality of Rosen Shingle Creek. We are certain you will love every moment and savor every swing.

PROUD TO BE A U.S. OPEN LOCAL HOST



Rosen Shingle Creek | ShingleCreekGolf.com | 866.996.9933



ALL IN THE FAMILY

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



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 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 was not 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 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 adjacent to Harry's Poolside Bar & Grill, named not for the famous hot spot in Venice, but for Rosen's other grandfather, restaurant owner Harry Rosenofsky, from Belarus.

The 24-hour Red's Deli at Rosen Centre (there is a deli in every Rosen Hotel) is in honor of Harris Rosen's mother, Lee, who his



Cala Bella presentation bar.

dad called "Red." Rosen's passion for food and hospitality even passed down to his children, who have attended the University of Central Florida 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.



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 McMullen.

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 signature foods that remind you how food should be: hearty, delicious and just the thought of it will make your mouth water. Harris Rosen has said, "It is delicious. My Bubbe would be proud."

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, the cuisine at Harry's draws you in from the very beginning: Toothsome Key West Conch Fritters, Roast Pork Havana Sliders and a smoky, Cuban Black Bean Soup are just the beginning. The Mojito Glazed Salmon with a tropical mint salsa, Grilled Chimichurri Marinated Sirloin topped with sautéed mushroom and onions with a flavorful Gorgonzola sauce or Jamaican Jamalaya with shrimp, chicken, chorizo and a zesty Creole sauce are so good it might be worth staying an extra day. Make sure to save room for the signature desserts like the Flan de Queso, drizzled with caramel sauce and fresh berries and the oh-so-satisfying Tres Leches Martini topped with whipped cream and pistachios.

Banshoo. A dedicated team of sushi chefs bring decades of experience and masterful sushi at the lobby side Banshoo, with skills as sharp as sword-steel knives. "Banshoo" means sunset, and there is no better way

to start the evening than with creations such as the California Sunset Roll, complete with lump crab salad, fresh avocado and crisp cucumber. In addition to the fresh Salmon, Yellowtail and BBQ Eel, another dish stands ready to appeal to your taste buds, the flavorful Horizon Roll. It is served with a fresh, spicy tuna tartare, topped with masago and accompanied with a beautiful seaweed salad to bring all the flavors together.

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 Ceviche, Quesadillas and rustic Guacamoles join 40 different premium tequilas. The glow of back-lit tequila bottles accompanies a splendid menu that includes Mahi Mahi marinated in lime and Meyer lemon, and served with roasted



Everglades.

ROSEN CENTRE *continued*

corn and black bean salsa, to go along with other flavorful tacos and seafood. For a real treat, try the Cumino-rubbed Chicken with its three-citrus marinade, roasted garlic and a little jalapeño kick.

Everglades. Both a celebration of the natural beauty of Florida and a place for

culinary inventiveness, the atmospheric restaurant pays homage to the land and the food that comes from it under scenes of South Florida wetlands beauty. The classically trained, award-winning Head Chef, Fred Vlachos, has been in the Everglades kitchen since 2006 and has created some of its more popular perennial dishes, such as Alligator Bay Chowder, a juicy, char-grilled Black Angus Ribeye served with truffle mashed potatoes and glazed with a

garlic herbed butter, and a deeply satisfying Chilean Sea Bass served over a roasted tomato risotto complemented with a creamy house-made béarnaise. Also a must-try: the Char-grilled Filet Key Largo topped with jumbo lump crabmeat accompanied with a Pinot Noir demi-glace. Swordfish, Salmon and char-grilled aged New York Strip Steak also adorn the menu, leaving guests with a wide array of flavorful entrées.

ROSEN SHINGLE CREEK

The revered AAA reviews more than 31,000 restaurants a year for their coveted Diamond ratings, and fewer 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 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 featuring Thick Cut House Smoked Bacon and an award-winning Jumbo Lump Crab Cake (just order the appetizer sampler to avoid having to choose), to prime Angus beef. Lunch (Blackened Grouper Sandwich, anyone?) is an appointment-worthy occasion.

AAA ♦♦♦♦

Cala Bella. The chefs here bring the cuisine of Italy right to your plate and your palate. The Tuscany-centric, AAA Four Diamond Cala Bella ("beautiful creek," an homage to Shingle Creek meandering right outside the hotel)

offers guests hand-crafted dishes fresh out of the open kitchen and artisan pizza 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 to entrée options like the Linguine Vongole, featuring Manila clams tossed with a beautiful blend of garlic, wine, lemon and peppers. The Chicken Marsala is also a favorite with its sweet Marsala sauce and fresh mushrooms alongside a light angel hair pasta. The Filet Fontina brings delight with two filet mignon medallions, served with fresh spinach, roasted tomato, Fontiago cheese and an indulgent Marsala demi-glace to tie it together nicely.



Cala Bella Lounge.

Rosen Shingle Creek features two superb AAA Four Diamond Restaurants.



(From left) Executive Chefs Michael Dunton, Rosen Shingle Creek; Michael McMullen, Rosen Centre; and Ricardo (Ricky) Lopez, Rosen Plaza.



A Land Remembered.



Banrai Sushi.

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.

Café Osceola. Buffets are king at Rosen Hotels & Resorts, and Café Osceola earns its royal standing by offering the most extensive and grandest spread. Multi-ingredient, made-to-order Omelets, Eggs and Breakfast Sandwiches are served 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 expanded Tobias combines a killer burger list and pub specialties. It also has an appealing menu of flatbreads (Mushroom & Onions is a go-to). The Bourbon, a favorite handcrafted burger of Black Angus beef, bourbon bacon and white cheddar, is hard to resist. Bourbon, whiskey and craft beer make appearances all throughout the menu (even the Spicy Fried Shrimp and Strawberry Shortcake have the distillers’ touch). The emphasis is appropriate, since the restaurant is known for an



Tobias Burgers & Brews.

ROSEN SHINGLE CREEK *continued*

extensive bourbon list and select craft beer menu, which includes ales from Florida's Funky Buddha and Hidden Springs Breweries, as well as 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 a lava rock molcajete. 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 quick snacks—a full range of tacos—and beautiful entrées, such as Mi Casa Enchiladas, and an array of fresh

seafood, steak and chicken options that will ensure everyone eats.

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 Chimichurri Steak Sandwich. The 24-hour **18 Monroe Street Market** offers a quick soup, salad, sandwich and pizza stop. **Headwaters Lounge** takes its name from the hotel's location on Shingle Creek, the headwaters of the Florida Everglades, and serves up a full drink menu, beautiful Shrimp and Grits and some of the finest and freshest sushi in the area, courtesy of Banrai Sushi.



Mi Casa Tequila Taquería.



Jack's Place.

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 is on the plate... the food is that good. The menu takes advantage of the vast pairing knowledge in the kitchen, but the real fun is in exploring the offerings bit by bit. Here



Autographed celebrity caricatures penned by Harris Rosen's father, Jack, grace the walls of Jack's Place restaurant at Rosen Plaza.

you will find one of the best Crab Cakes in Orlando. 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, Chilean Sea Bass is on offer, along with fresh selections caught in the Florida Gulf or off the Atlantic shores. Ricky Lopez, Executive Chef of Rosen Plaza, says his two favorite items are the Grilled Octopus appetizer and the 15-ounce Duroc Pork Chop. He designs his menu based upon what is trending,

ROSEN PLAZA *continued*

fresh and in season, and he loves a good challenge when it comes to cooking, so the flavors here are sure to pop.

To enhance the art experience, the Jack's Place website (JacksPlaceRestaurant.com) has a floor plan and biographies of every caricature on each wall. On Friday and Saturday nights, an artist at the restaurant will draw caricatures of dining guests to take home as priceless keepsakes. 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.

Café Matisse. Harris Rosen has been a believer in the value of buffet dining since opening his first hotel nearly 50 years ago. He continues that practice with Café

Osceola at Rosen Shingle Creek and Café Gauguin at Rosen Centre, where even the pickiest of kids can find something exciting to eat. At Rosen Plaza, it is Café Matisse that epitomizes his love of buffets.

'39 Poolside Bar & Grill. Nothing says Florida quite like an al fresco meal. Sure, you can consider '39 Poolside a place for a snack (and drink) between swims, but it is so much more. Try the Smoked Brisket Burger, freshly made Guacamole and Chicken or Shrimp Tacos. Wings and a particularly popular Tropical Salad are available during the week and alongside the Sunday Brunch, which features live entertainment from 11 a.m. to 3 p.m. The restaurant also offers a decadent French Toast Stack, hearty Chicken and Waffles and the '39 Benny, a crab cake benedict. Do not miss Happy Hour specials daily from 4 p.m. to 7 p.m.



'39 Poolside Bar & Grill.

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 with guests (there might even be a song) while cooking Japanese specialties and local fresh seafood (Gulf shrimp from the teppanyaki table is unbeatable) to the accompaniment of a fascinating craft cocktail assortment.



*Rosen Shingle Creek Executive Chef Michael Dunton.
Chef Dunton loves working with local markets.*

Three Chefs, Three Stories, One Passion: A Recipe for Success

CHEFS FROM AROUND THE WORLD will tell you they are not just cooking. They are telling a story, with passion, flavor and a sense of their soul. They are the creators in the kitchen, the masters at their craft, willing to try something new to inspire those who delight in their artistry.

This is the story of three executive chefs here at Rosen Hotels & Resorts. It is a story of triumph, and it is a story of family. It is a love story blending the chefs' passion for food, their commitment to excellence and their desire to satisfy even the pickiest of eaters.

CHEF MICHAEL DUNTON

When you first meet Michael Dunton, one thing is for certain: This man is passionate about food. It is a passion he brings to Rosen Shingle Creek as its new executive chef. Replacing the retiring legend, 30-year Executive Chef Jorge Oliveira, is not easy. Chef Dunton is a perfect addition to the hotel and is ready to bring his fresh, flavorful, bold recipes

to life using a combination of skill and knowledge.

Raised in New England, Chef Dunton grew up fishing and clamming in Cape Cod, falling in love with fresh seafood and the creations his family made through the years. "Coming from an Armenian and Italian heritage, for both of my grandparents and great-grandparents food was always a big production; we always made dishes from scratch. So being surrounded by family and that cuisine, I fell in love with cooking at a really early age," Dunton said. "Food was our gift to each other too. A Christmas gift from my great-grandmother would be a bag of dumplings that we could eat throughout the year," Dunton added.

It is a culinary gift Dunton now shares at Rosen Shingle Creek, with its 15 restaurant options for the guests who stay in the hotel's 1,501 rooms. You will not find a better steak than in A Land Remembered, Rosen Shingle Creek's AAA Four Diamond Award-winning steakhouse featuring Black Angus Five Diamond Prime Beef. Here you will find mouth-watering filets that leave guests in awe, especially when paired with a cold-water half lobster tail drizzled with butter. And do not forget the succulent New York strips that cut like butter, pop with flavor and are cooked to perfection. Dunton's love for the ocean and seafood shines in A Land Remembered with a daily catch, fresh from Florida anglers, as well as Grilled Swordfish sourced from Ft. Pierce. Pair both with a nice glass of wine to really draw in the richness, the subtlety and simplicity of the flavor of the fish. "One of my strengths is knowing the area, what grows in the area and what's coming from our local waters. I love working with local markets. I brought that with me from Massachusetts where it is very easy to get great, local seafood," Dunton said.

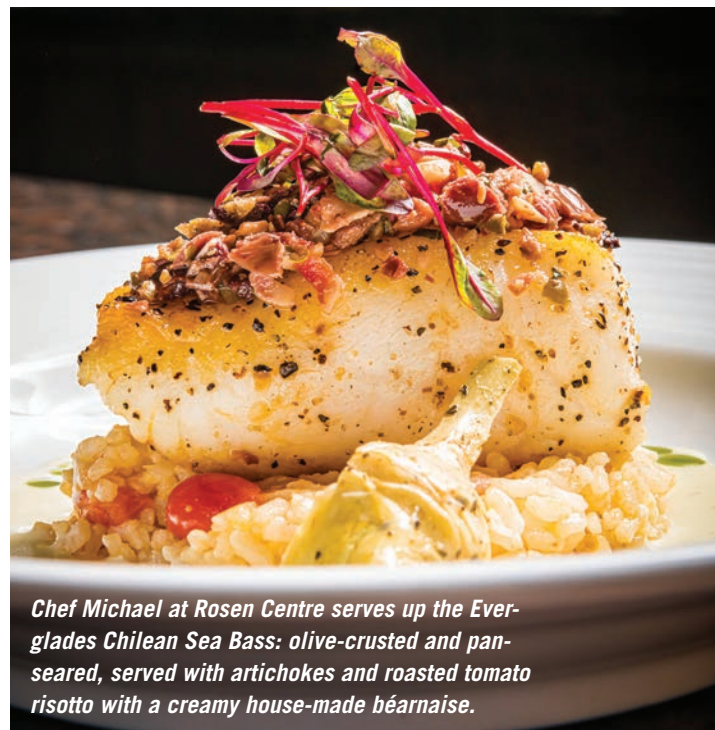
Dunton's Italian heritage is also on full display at Rosen Shingle Creek's Tuscan-inspired Cala Bella, the resort's AAA Four Diamond Award-winning signature Italian restaurant. Here, you can feel like you are escaping to Italy for a night with cuisine that exudes freshness and flavor. Extravagant pasta, seafood and a wide variety of steak and chicken will only engage your palate and make you long for a return trip.

For Chef Dunton, igniting flavor, creating culinary delights and bringing a sense of family to his craft are his ways of giving back. Inspired by the life lived by Harris Rosen, owner of Rosen Hotels & Resorts, Dunton says he is in complete awe that he gets to live his dream with Mr. Rosen at Rosen Shingle Creek. "Over the years, I've heard about the things he does in the community, specifically with children, and it is just really inspiring to work for a man who gives back so much and does it for the genuine care of his community and not for recognition," Dunton said. "Really, there are not that many people who can say they are living their dream, but I truly am living my dream."

When Chef Dunton is not hard at work creating delicacies at Rosen Shingle Creek, you can find him with his finest creation, his family. Whether it is on the water, in the sun or just at home, Chef Dunton puts his heart into everything he does. And it shows. Let Chef Dunton "wow" you like he's "wowed" countless others with his passion and skill.



What's cooking? Executive Chef Michael McMullen is known for his Chilean Sea Bass at the Rosen Centre.



Chef Michael at Rosen Centre serves up the Everglades Chilean Sea Bass: olive-crusted and pan-seared, served with artichokes and roasted tomato risotto with a creamy house-made béarnaise.

CHEF MICHAEL MCMULLEN

Executive Chef Michael McMullen now carries the torch as the most senior executive chef in the Rosen Hotels & Resorts collection with more than 15 years proudly creating, serving and crafting fare, now at the sophisticated and stylish Rosen Centre.

His story also begins at home, where his mother would make everything from scratch. His grandmother too. Holidays were the best for Chef McMullen, who remembers watching meals being prepared, the blending of foods and the art of using spices and seasoning to make every dish unique. “My mom would have a roast in a big, cast-iron Dutch oven and she would put the carrots, the onions, the mushrooms and other fresh ingredients in there, and the aroma of the flavors would just overcome the house. It would smell so good,” McMullen said. Her attention to detail was spot on and every time Chef McMullen’s mother would make a dish, she would write out the recipe and keep it in a recipe box, a box McMullen still has containing her recipes, which he still uses. “It was just awesome. And it is just memories like that which I still remember to this day. So, it begins at home.”

Sometimes even though the love and the passion are there, you need a little more to complete the recipe. A certain seasoning. That is what happened to Chef McMullen after graduating from the University of Cincinnati. He paid his dues getting his first hotel job as a third shift dishwasher, working from 11 p.m. to 7 a.m. the next morning. Eight months later, that hard work paid off when he was promoted to a salad chef. From there, the sky was the limit.

Chef McMullen’s first job with Rosen Hotels & Resorts came at Rosen Plaza, where his passion and flare for cooking gained everyone’s attention. He was then promoted, and now McMullen’s impressive fare is on full display throughout the Rosen Centre,

which boasts more than 1,300 rooms, nine restaurants and direct access to the Orange County Convention Center. Everglades Restaurant combines sophistication with a sense of Florida flare, featuring prime steak, fresh seafood and regional specialties that guests and locals crave and return for time and time again. At 98Forty Tapas & Tequila, you will find seasonal tapas-style dishes, bursting with Mexican and Spanish flavors, perfect to share with friends, family or colleagues. And when large groups come to Rosen Centre, that is where McMullen shines. “It is not just about the food, it is about the organization. Figuring out, like a puzzle, okay you have this many people coming. It is not about making food for six people, you are not at home anymore. It is about making food for 100 or 200 people. That is when my brain enjoys the challenge,” McMullen said.

Another challenge McMullen thrives on is preparing seafood, his favorite ingredient. “Seafood is a delicate food, you have to be careful with it, you have to season it correctly, you can’t overdo it. It’s like a science.”

Respect for food and respect for family, like his family here at Rosen Hotels & Resorts, is what drives Chef McMullen. He still remembers when he told his last employer he was leaving to work for Mr. Rosen, who was already widely respected in the Orlando area. What that man said to Chef McMullen stuck with him all these years later. “He asked ‘What can I do to get you to stay?’ Then he asked, ‘Who are you going to work for?’ When I told him Harris Rosen, he just sat back in his chair and said, ‘Good luck with that. I cannot beat that.’ I am so proud to work for this company.”

Chef McMullen is a certified member of the American Culinary Federation and he is known as a chef who goes the extra mile when it comes to guest satisfaction. When he is not hard at work creating fantastic menu items, Chef McMullen enjoys boating and spending time with his loving family.



Executive Chef Ricardo (Ricky) Lopez takes pride in Jack's Place, an award-winning steakhouse, known for its aged, prime cuts of beef.

CHEF RICKY LOPEZ

While most chefs start their culinary journey fusing ingredients and creating recipes using the heat of a stove, Rosen Plaza Executive Chef Ricky Lopez dares to be different. His real journey to be a chef started with ice. Yes, ice. In 1993, Lopez came to Florida from Puerto Rico, where he was studying to be a doctor, to visit his family in Orlando. Already a talented painter and artist, Chef Ricky found himself looking for a summer job. His father told him that being an artist wasn't a career, so Lopez found a job at one of the theme parks. That is where Lopez met a chef who also created ice sculptures by taking a power saw to a 300-pound block of ice. "When I saw that, I fell in love with ice carving and I asked this guy to teach me how to make an ice carving," said Lopez. "And that's what started my journey in the kitchen and cooking."

But he also has family to thank. Growing up in Puerto Rico, he would watch as his mother, one of 22 siblings, would work with others to carefully craft meals for the entire family. He watched and he learned. So, when he started working in the kitchen, learning ice sculpting, he already had a base for what flavors went with other ingredients and what did not work.

Fifteen years later, Chef Lopez came to Rosen Shingle Creek and became a chef at A Land Remembered. But his time there wasn't long



Chef Lopez prepares a beautiful Filet, which can be found at Jack's Place.

because another chef wanted to switch places with him, putting Chef Lopez at Cala Bella. "I said to myself, this is perfect. Because I could do more cooking, more artistry and learn new techniques with these dishes. And that is what drives me, the desire to keep learning," said Lopez. That led to several promotions and his appointment as executive chef at Rosen Plaza, an award-winning hotel with world class amenities.

Rosen Plaza, like the other convention and vacation properties, is respected for its high standard of excellence and commitment to making the guests' stay the best it can be. Those standards shine through at Jack's Place, an award-winning steakhouse, known for its aged, prime cuts of beef, mouth-watering seafood and an ambiance like no other, surrounded by celebrity caricatures drawn personally by Harris Rosen's father Jack, the restaurant's namesake, and autographed by the celebrities themselves. Across the way sits the '39 Poolside Bar & Grill, which elevates expectations of a poolside bistro, featuring brisket, fresh fish and a wide array of signature appetizers like the Peruvian Ceviche. Chef Ricky's favorite dish varies depending on what is seasonal and fresh. "You have to go with the trends and be flexible because if you stick to one dish, one trend, you're going to get stuck," Lopez said. "Plus, I like a challenge. One time someone challenged me to make a flower out of a grape. I said, sure thing, no problem!"

But there is one ingredient, one bond that makes Chef Ricky most proud: the people he leads. And he says he owes it all to Mr. Rosen and the culture he exudes to the associates. "My philosophy is to be a good human being. I believe my associates work hard for Mr. Rosen and me because they know we care about them and we provide the tools to succeed," said Lopez. "And they know Mr. Rosen cares because he goes into the restaurants and he talks with everyone, shakes their hands and gets to know them. All the associates here feel like Mr. Rosen is their friend."

Chef Ricky's passion for learning extends beyond the kitchen. When he's not hard at work at Rosen Plaza, Chef Ricky enjoys learning about new things, exploring new places on his mountain bike or hiking and of course, spending time with the people closest to him, his family.

BE INSPIRED AND INDULGED.

Award-winning chefs. Legendary hospitality. Indulgent culinary experiences. From contemporary Cuban-Caribbean cuisine to all-natural prime grade steaks to fresh-caught Florida seafood, you'll find everything you crave, and so much more, waiting for you at each of our iconic, one-of-a-kind restaurants.



 ROSEN
PLAZA®

Jack's Place | 407.996.1787
3NINE | 407.996.9700

 ROSEN
INN

Shōgun | 407.996.4444

 ROSEN
CENTRE®

Everglades Restaurant | 407.996.2385
Harry's Poolside Bar & Grill | 407.996.3970

 ROSEN
SHINGLE CREEK®

AAA Four Diamond Restaurants
A Land Remembered | Cala Bella
407.996.3663

For all the delicious details, visit RosenHotels.com.

GATHERING FOR SUCCESS

Rosen Hotels & Resorts are Orlando's premier meeting destinations. What sets them apart?
The Rosen Difference.

"WHEN YOU DELIVER EVENTS for groups of hundreds or even thousands of attendees, you quickly appreciate properties that can get it done seamlessly and painlessly," said Thomas Skiba, CAE, Chief Executive Officer, Community Associations Institute.

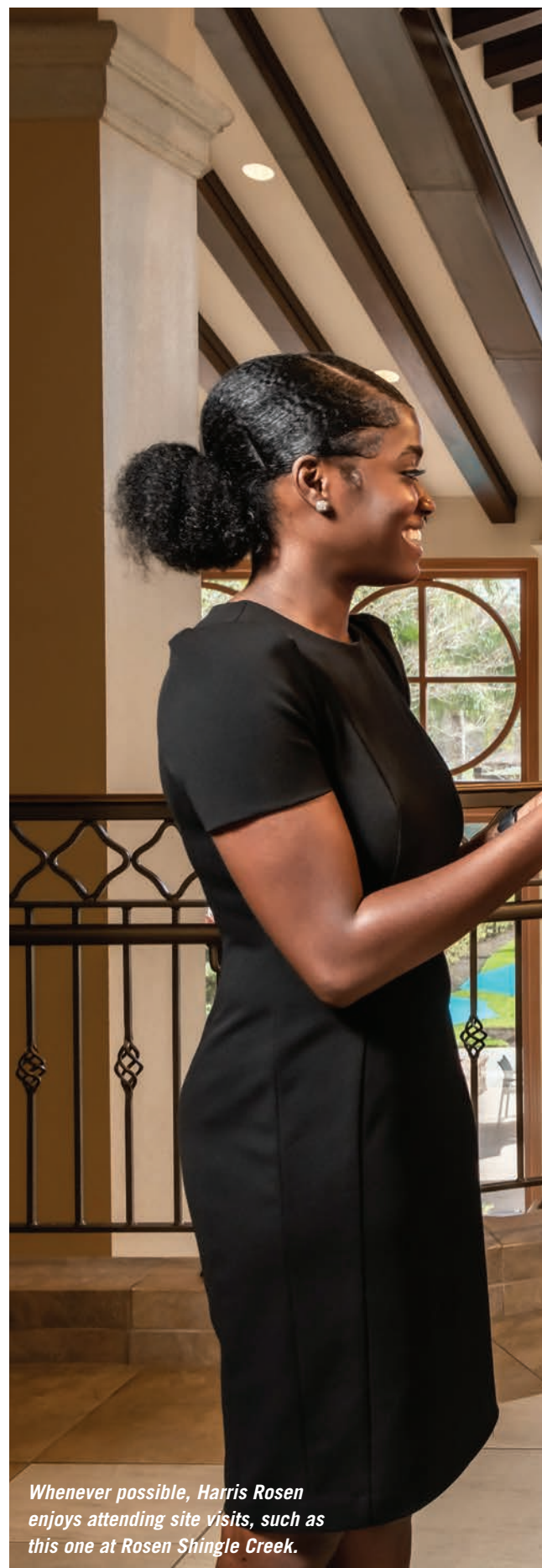
Add creativity, a willingness to experiment and exceptional customer service and you have a partner for life. "We wanted to turn the hotel into a backyard BBQ and party for 2,000, and Harris Rosen and his team said, 'Yes, what can we do to help?' That is why we keep returning to Rosen Shingle Creek." According to Katie Bellas, Director of Sales & Marketing, Rosen Shingle Creek, it is all about something called the Rosen Difference.

"Harris Rosen's passion for this business is palpable. He would attend every site inspection no matter the size and scope of the meetings or group, if possible. He is always excited to greet the guest and ask what it will take to earn their business, nearly always following up with a phone call for their decision. A most impressive and successful model," said Dan Giordano, General Manager of Rosen Shingle Creek. "His enthusiasm, flexibility and passion are contagious, regardless of market conditions. As a debt-free company, there is no red tape. He allows us complete autonomy to make decisions to the benefit of our groups. This is what separates us from other hotel companies. The Rosen Difference."

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

Rosen Plaza

ROSEN PLAZA'S chic surroundings and appealing location at the intersection of fantastic and amazing make it the perfect venue for any meeting. Conveniently



ROBERTO GONZALEZ

Whenever possible, Harris Rosen enjoys attending site visits, such as this one at Rosen Shingle Creek.



connected to the Orange County Convention Center's West Building by the Gary Sain Memorial Skybridge, its 800 well-appointed guestrooms, including 36 suites, showcase the finest furnishings, contemporary comfort and best in technology. Ideal for work, Rosen Plaza is also ideal for fun, located just steps from the The Pointe entertainment complex and minutes from outlet shopping, theme parks, other attractions and more.

"We are a prime destination for association and corporate meetings," said Suzanne Kennedy, Director of Sales & Marketing, Rosen Plaza. "Our central location in the heart of the International Drive tourist district is an undeniable draw. Ease of connectivity to the convention center and so much to experience within walking distance of the hotel is a valuable asset to planners and attendees alike."

Rosen Plaza offers trendy furnishings and stylish décor in a soft white color palette for an elegant look in its front desk and lobby. Additionally, the hotel's 60,000 square feet of indoor meeting and event space, including the 26,000-square-foot Grand Ballroom and 18 breakout rooms, recently has been adorned with beautiful contemporary carpeting in soothing hues of rich silver, gray and blue.

"Our recent enhancements have been incredibly well received by guests and planners," said Kennedy. "At Rosen Plaza, we are always looking for ways to stay ahead of the trends. For instance, we can accommodate most dining restrictions—from gluten-free, lactose-free to kosher. It is part of what we call the Rosen Difference, exceeding our customers' needs in every way that we can."



Pops of blue and pink accent a brilliant Orlando sunset for a sensational outdoor event at Rosen Plaza.

A perennial planners' favorite is the hotel's flexible indoor/outdoor event space at 3NINE, a 5,000-square-foot, state-of-the-art entertainment venue. "I had so many attendees tell me that it was one of the best venues they have been to," said Robert W. Lipscomb, CEO, Williams Company Southeast, who held his company's holiday party at 3NINE. "Many of my guests stayed inside 3NINE and ate and drank and danced, while others were able to enjoy watching a football game at the adjoining, quieter bar area outside."

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 buildouts or expensive rentals needed.

"3NINE was quite impressive, with a great dance floor, vibrant lighting, lots of luxurious seating and a dedicated bar all set with a 'cool vibe,' perfect for our party. John, Julie and our amazing event coordinator, Dorian, understood and accommodated our menu needs, music preferences and budget with excellent suggestions to make our event truly special," said Shaun Mymudes, COO, SolidCAM, Inc.

"The food and service were beyond our expectations, with elaborate serving stations arranged around the room and truly excellent food all being presented by a top-notch serving staff. When the dinner was over, the incredible staff seamlessly shifted the room to a rockin' dance club. Most of our team danced the night away, with many remarking that it was the best company event they had ever attended. I can truly say that the Rosen Plaza and 3NINE team set a new level in service, food, value and flexible fun."

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 everything was as we had discussed," said Mimi Michels, Director of Procurement, Habitat for Humanity of Greater Orlando. "The meals



New stylish décor amid chic furnishings creates a stunning welcome in Rosen Plaza's newly enhanced lobby.



Rosen Plaza's elegant Grand Ballroom.

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 cannot think of anything you could have done better; it was amazingly successful in every way.”

Rosen Centre

STYLISH AND SOPHISTICATED, Rosen Centre opened on Halloween, 1995, and is abundant with treats and always has a trick up its sleeve to go above and beyond for meeting planners.

The upscale hotel amped up its stature as one of Orlando’s premier meetings properties with a stunning, ultramodern renovation of its 1,334 guestrooms and a dynamic refresh of its carpeting to all the guestroom corridors.

Rosen Centre recently upgraded its guestrooms to double queens and has increased king guestrooms by 24. Guests now enjoy sleek furnishings, a calming color palette and tech-friendly integrations to keep them rested and recharged. Soft touches of gray with crisp white accents, offset with splashes of deep rich teal and gray-blue ombre, create a contemporary feel. A streamlined desk and dresser offer plenty of room to spread out and use with multiple laptops and electronic devices, and features a new multi-outlet connectivity bar located below a new wall-mounted 50-inch flat screen TV.

“We designed our new guestrooms to reflect the balance between form and function that is so important to our guests,” said Todd Frappier, Chief Sales & Marketing Officer, Rosen Convention Properties/Rosen Centre. “Integrating the necessary technology in a

calming, comfortable environment strikes that balance.”

This color palette now graces the hotel’s refreshed 150,000 square feet of meeting and event space, which includes a 35,000-square-foot Grand Ballroom, 18,000-square-foot Executive Ballroom, 14,375-square-foot Junior Ballroom and 35 breakout rooms. Trendy patterns woven throughout the plush carpeting put the fun in functionality, and new fashionable décor fosters a unique combination of creativity and comfortability to inspire meetings of any type.



The perfect setting for a sophisticated event at Rosen Centre.

Yet, it is the unwavering warmth and care of the hotel's associates that firmly cements its time-honored reputation as one of Orlando's premier convention hotels.

"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 Frappier. "We are proud of our consistency, versatility and a team that is dedicated to exceeding our clients' needs and expectations."

"While our scientific content was concentrated in the convention center, Rosen Centre was an excellent HQ for our many committee and business meetings, special events, gala dinner and other important functions," said C. David Gammel, CAE, Executive Director, Entomological Society of America. "Beyond the excellent and flexible facilities, the key thing Rosen Centre brought to our partnership was their people. The Rosen Centre team stepped up, working hand-in-glove with the convention center staff. It was a true team effort!"

Connected to the Orange County Convention Center's West Building with a covered pedestrian skywalk, the versatile hotel is a natural for Orlando citywide conventions, while remaining one of the most highly sought-after properties for in-house corporate and association meetings. Corporate planners are attracted to its sleek modern stylings and top-shelf amenities including The Spa at Rosen Centre, a recently renovated two-story VIP Concierge Lounge, 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.

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. The hotel is equipped with just the right amenities and dining outlets, has more than ample



Breezy Orlando evenings are meant to be enjoyed at Harry's Poolside Bar & Grill at Rosen Centre.

meeting space, is sustainability 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.

With an elegant Caribbean ambience and indoor and outdoor seating overlooking an outdoor tropical swimming pool, Harry's Poolside Bar & Grill is a top choice for a poolside gathering. It features 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 Everglades restaurant, where guests dine under the watchful eye of tropical fish and manatee sculptures.

"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 Shingle Creek

WHAT MANY refer to as the company's "crown-jewel" is 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.

"From pre-con to the last reception to the final bill, every single person on your staff has shown a commitment to excellence. Without an exception," said Darlene Lyons, President, EzEvents, Inc. "We are looking forward to bringing more clients to your properties and look forward to a long-term relationship."

Led by a seasoned team, the hotel has earned numerous industry



The pinnacle of Rosen Centre's accommodations... one of three stately Presidential Suites.



Elegant surprises add drama to pool-side events at Rosen Shingle Creek.

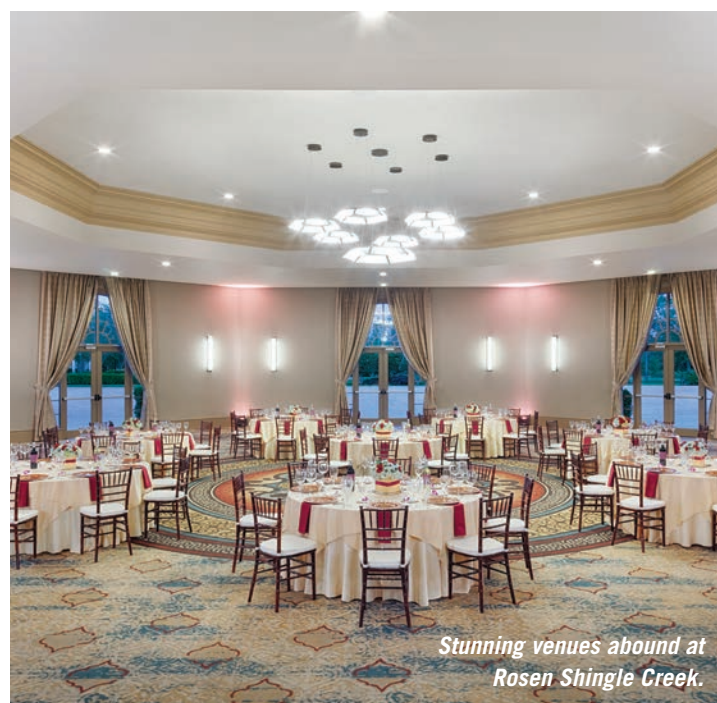
honors since it opened in 2006, including a Top 20 U.S. Meeting Hotel by Cvent.

“From my perspective, Harris Rosen has put together the right formula for building a magnificent, well-run hotel,” said Jack Feichtner, meeting planner for Blue Star, Inc., who 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. It’s the cleanest hotel I’ve ever been in. You could eat off the floors. It is a unique experience being here!”

Most recently, a floor-to-ceiling refresh has taken place, transforming its 1,501 well-appointed guestrooms, including 191 plush suites, several of its 15 dining and lounging options, retail store, lobby and more in a modern Spanish Revival-style design featuring trend-setting furnishings with a sophisticated flair. A new golden color palette reflective of the brilliant Orlando sunshine brings the outside in. Jewel tones of honeycomb yellow and orange-tangerine complemented with warm earth tones and vibrant pops of deep blue perfectly accent the hotel’s natural setting. Expanded seating throughout the lobby and dining venues provides ideal communal areas to enjoy magnificent views of the manicured Shingle Creek Golf Club and tree line of historic Shingle Creek, headwaters of the Florida Everglades.

The 255-acre property also unveiled a new covered outdoor 1,850-square-foot golf pavilion at its scenic 18-hole championship golf course designed by Arnold Palmer Design Company. The course features stellar tournament services, while the on-site Shingle Creek Golf Academy offers creative activities to get attendees up and moving between sessions.

To Katie Bellas, the luxury hotel is an exceptional choice for hosting all corporate and association meetings, such as technology, pharmaceutical, financial, medical, insurance, automotive, franchise



Stunning venues abound at Rosen Shingle Creek.

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.”

Bellas 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 of up to 9,500 guests."

"I have scheduled numerous meetings at Rosen Shingle Creek over the past years with attendance from 75 to 225 registrants," said Peter Brokaw, Senior Vice President of Education, Florida Bankers Association. "I certainly didn't want to get lost in the crowd and quickly learned that this concern was unfounded. I was expertly, professionally and attentively taken care of every step of the way. I have always been treated like a valued customer, which gives me ample reason to return time and again. I highly recommend the Rosen Shingle Creek for any size meeting. They will take good care of you."

An excellence in customer service coupled with its unique location and charming Florida-themed ambience make Rosen Shingle Creek 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."

Mel Tevik, Senior Director, National Events and Meetings, RSM US LLP said her company has been a "proud partner" with Rosen Shingle Creek since 2007. "Rosen's exceptional hospitality and passionate, dedicated teams have ensured successful meetings and a memorable experience for our attendees. We are meeting at the hotel again this year and into the future. Rosen isn't just our partner, they are a part of our RSM family."

Ultimately, exceeding expectations is where each hotel unequivocally excels.

"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



As exquisite as it is versatile, ample prefunction space is just one of the many attributes that lure planners to Rosen Shingle Creek.

properties. Any event planner would be lucky to experience your excellent customer service!"

Three hotels; each standing out in their own way, each delivering unparalleled customer service, all proudly displaying the Rosen Difference.



Rosen Shingle Creek and Hello Florida team up to ensure experiential meetings are delivered—Imagine, Create, "Expect the Unexpected!"

FROM TOP: COURTESY ROSEN HOTELS & RESORTS; COURTESY HELLO FLORIDA

**CORPORATE
EVENTS THAT
DELIVER
MORE.**



More style. More energy.
More of everything that makes
Rosen Plaza the place to host
your private event. From the
celebrated caricatures of
Jack's Place steakhouse to the
exciting entertainment venue
of **3NINE**, Rosen Plaza delivers
corporate buyouts that are as
thrilling as the dishes you'll savor.

Contact us for details.

RosenPlaza.com
407.996.9700

**ROSEN
PLAZA®**

I•PLAY

I•PARTY

I-DRIVE DISTRICT
— INTERNATIONAL DRIVE —
Visit us at: InternationalDriveOrlando.com

I•DINE

I•SHOP

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.

This cost-saving amenity takes the parking and driving hassles out of your vacation and lets you cruise the Drive in charming style.



The Storied Origins of Hester Street

WINES ARE, for those who appreciate their intricate elegance, transformational. Beyond something that we simply sip, the best wines are experienced. They are shared, both at the table and in stories. Some would even say that the very best wines are those that are imbibed with an equally rich history. Hester Street is one such wine.

The Street That Started It All

Take a look at any map of New York City's Manhattan and, after several minutes and squints, you will likely spot the name "Hester Street." It is not an overly historic street and is otherwise entirely unremarkable except for its role in the rather remarkable story of the Rosen family.

In the early 1900s, Harris Rosen's paternal grandfather, Harry Rosenofsky, immigrated from Russia (now Ukraine) with the intent of securing a better future for the wife and four children he had left behind. Arriving at Ellis Island, he, like so many immigrants before and after him, had his surname shortened to "Rosen." And, just like countless others, he headed to the island of Manhattan to seek the prosperity that had lured him around the world. There, amidst the bustling streets and tenements of the Lower East Side, Harry Rosen made a home for himself and began to actualize the American Dream he was so eager to make a reality for himself and those he missed.



Driven to succeed in a country that had promised great opportunity, Harry Rosen was eventually able to rent a storefront on Hester Street where he opened a small, 25-seat restaurant. He was the restaurant's only server, only cook, only everything. While small, it welcomed all and fed many. After some time, Harry Rosen was able to bring his family home.

Decades later, in 1939, Harris Rosen would be born to Harry Rosen's fifth son, Jack, and his mother, Lee Rosen, whose father's surname, Rosenhaus, had also been shortened to "Rosen" upon arrival from Austria many years before.

The entrepreneurial spirit that compelled both his grandfathers, Harry and Samuel, to succeed would also drive Harris Rosen to eventually resettle in Central Florida, where all the Rosen properties reside.

A Name That Speaks Volumes

Manhattan may be where the name "Hester Street" originated, but why does it fit so perfectly?

Explore any Rosen property and you will stumble across restaurants and outlets whose names, themselves, tell a story. Harry's Poolside Bar & Grill is not named after Harris Rosen, but his grandfather. Jack's Place in Rosen Plaza is named after his father, who was an accomplished caricature artist. Sam & Bubbe's honors Harris Rosen's maternal grandparents, Sam and Rose "Bubbe"

Rosenhaus—"bubbe" meaning "grandma" in Yiddish.

Recognizing the importance of family and the Rosen family's humble beginning in New York City a century ago, "Hester Street" came to embody the entrepreneurial spirit, fearless determination and unfaltering hope that led his grandparents to seek a better life. Three things that still drive Harris Rosen to this day.

A Label That Tells a Story

The inspiration for the Hester Street label was drawn, quite literally, from the classic brownstones that still line Hester Street and continue to define Manhattan's unique architectural character.

Through an original illustration that captures the historic feel of the reimagined Hester Street restaurant, Harry Rosen's



neighborhood eatery is given an artful, inviting presence on innumerable tabletops on Rosen properties and in homes.

The label was designed to fit the three California wines that currently carry the Hester Street name—a crisp chardonnay, a succulent pinot grigio and a bold Napa Valley red. A hanging tag briefly shares the story of Harry Rosen and the meaning behind a name that, like the wines themselves, deserves to be relished.

What had begun as a relatively straightforward idea to create a wine we would welcome at our own tables became something more—a new addition to the Rosen story that would beg to be poured, to be savored and to be shared.

They say that behind every great wine, there is a story. Hester Street is no exception. And we know that with every bottle, every sip, the story of Hester Street and Harry Rosen will continue to live on, humbly, in the hands of all those who choose to make our story part of their own.





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

Come to Orlando for attractions, activities and amusements galore.

A TRIP TO ORLANDO is the dream of people from all over the globe, drawn to the destination's fantasy worlds, its high-flying adventures and best-in-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 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 excite and amaze.

New thrills are underway with the epic Jurassic World VelociCoaster at Islands of Adventure. Riders soar high above the terrain

on "the apex of coasters" before swooping through the jungles to track their prey. With 360-degree inversions, 80-degree inclines and an immersive environment that puts you in the middle of the hunt, this one is not for the faint of heart.

On Hagrid's Magical Creatures Motorbike Adventure at The Wizarding World of Harry Potter at Islands of Adventure, fly deep into the wilds of the Forbidden Forest, beyond the grounds of Hogwarts castle, in this thrilling roller coaster ride that plunges into the paths of some of the wizarding world's rarest magical creatures. End the day at Hogsmeade Village, where on select nights, watch in awe as a new dazzling light spectacle unfolds against the majestic backdrop of the castle.

Experience more excitement as you Race Through New York Starring Jimmy Fallon within the New York-themed area at Univer-

sal Studios Florida.

The theme park also continues to immerse guests in blockbuster films, with TRANSFORMERS: The Ride—3D, E.T. Adventure and The Amazing Adventures of Spiderman. You can also become part of the crew with the hysterical 3D tale of Despicable Me Minion Mayhem.

More Thrills at SeaWorld Orlando

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.

New at the park, experience Ice Breaker. This coaster has it all: Four airtime launches will leave you breathless, while the steepest beyond-vertical drop in Florida—a 93 foot tall spike with a 100-degree angle—will bring you right back to earth. With the ad-



(This page, clockwise from top) VelociCoaster at Universal Resort Orlando; roaring around the track at Andretti Indoor Karting & Games; the Ice Breaker roller coaster at SeaWorld Orlando. (Previous page) Swim with dolphins at Discovery Cove Orlando.



dition 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 coasters join other thrill rides such as Manta, Journey to Atlantis and Infinity Falls.

For young ones, thrills can be had by meeting their favorite neighbors at SeaWorld Orlando's Sesame Street Land. Stroll and explore the famous street with Big Bird's Nest, Hooper's Store, a one-of-a-kind parade and loads of interactive fun. Play, sing and dance with Elmo, Cookie Monster and all of their furry friends as you laugh and learn in this world-famous neighborhood.

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,

climb the KareKare Curl vertical wave wall for a slide adventure that delivers a high-adrenaline, weightless rush! You'll have three ways to slide, splash and soar on the 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 newest attraction, Reef 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 have traveled to the islands as you enjoy 18 attractions in four themed areas. Whether you are 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.

For an extra special treat, leave your cares behind and spend the day at Discovery Cove Orlando. When you arrive at the

all-inclusive, family-friendly day resort, you'll swear you've entered a tropical ocean paradise.

The immersive park offers limited access daily so that every guest feels like a VIP, and attractions are never over-crowded. There are endless adventures to be had. Explore The Grand Reef, where you can stay to the shallows near the sandy beach, or go all-in and explore deeper waters, while fish swim around you. Wade into Wind Away River and experience different settings along the way, from a sunny island beach, to a lush tropical rainforest—and even an underwater cave.

Guests looking to make extra-special memories can book additional experiences and even private cabanas. A day at Discovery Cove isn't complete without taking part in the Signature Dolphin Swim, where guests get up close and personal with these lovable and intelligent water mammals. Or, brave Shark Swim, and take to the water with blacktip reef, nurse, zebra and bonnethead sharks while you learn more about these misunderstood creatures from the park's knowledgeable and passionate staff. Breakfast, lunch, snacks, beverages—including beer and wine—are all provided in the cost of admission.

Unique and Exhilarating Entertainment

Want to perfect your swing? Topgolf Orlando, located just off of I-Drive, offers 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.

Also nearby 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.

If you're looking for a fun outing, check out the Andretti Indoor Karting & Games experience 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.

Rosen by the Numbers

Counting On Rosen Hotels & Resorts ... 365 Days a Year!

ROSEN'S OWN

490,800

Number of Rosen's Perfect Pizza slices served up at all of the Rosen Hotels & Resorts, which was created by Harris Rosen.

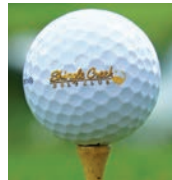


HAND SANITIZER



96,000 ounces

TEED OFF



From tee to green, hitting the pristine links of Shingle Creek Golf Club is an exceptional experience. Even when the occasional ball "de-tours" into its scenic waterways.

60,000

1. Golf tees used annually

11,000

2. Golf balls retrieved annually from scenic waterways

HOLIDAY HAPPINESS

What is the number of guests who dined/attended annual holiday brunches offered at the Rosen Plaza?



6,000 guests

GOT YOU COVERED

How many yards of carpet/padding/paste did it take to carpet the Rosen Centre Corridors?

15,200

yards of carpet

15,000

yards of carpet pad

16,700

linear feet of carpet base

2,816

gallons of adhesive

A WING & A BREW

Guests enjoy

81,162

pounds annually of saucy and succulent chicken wings.

Which refreshing beverages are best to wash them down?

654,912

ounces of the company's own Alligator Drool pale ale (company-wide)



42,514

gallons of fresh Florida orange juice (company-wide)

2,832

bottles of Hester Street Wine (Rosen Shingle Creek's signature house wine)

48,000

pounds of coffee. Proudly Brewing Starbucks Coffee (company-wide)



ROSENCARE

Over 3,000 and growing

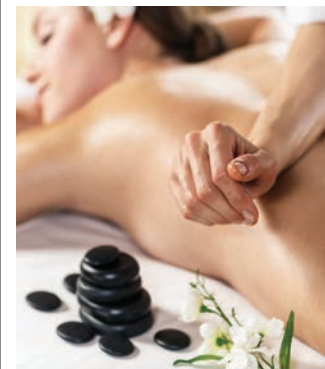
Number of associates who make up Rosen Hotels & Resorts.

153

Number of children served at the Rosen Preschools combined for 2021-22 school year.

REWARDED WITH RELAXATION

How many massages were experienced at The Spa at Rosen Shingle Creek in 2021?



4,508

massages

(TOP TO BOTTOM, LEFT TO RIGHT): ©KRISTEN HOOK/ISTOCK; ©LIM PIX/SHUTTERSTOCK; COURTESY ROSEN HOTELS & RESORTS; ©BEYLA BALLA/SHUTTERSTOCK; COURTESY ROSEN HOTELS & RESORTS; ©SANTI S/SHUTTERSTOCK; ©SEGEDA VITALI/SHUTTERSTOCK

Learn more at encoreglobal.com

Today's Events Made Easy

The state of in-person, virtual and hybrid meetings is evolving, creating new opportunities, challenges, and planning considerations.

While these new possibilities are exciting, you wouldn't be alone in feeling a bit overwhelmed. So, we're making event planning easier by bringing together best-in-class creative and production expertise and supporting technologies and event platforms.

Our team of global experts is transforming the in-person, hybrid and virtual event experience to deliver seamless connectivity for events of any size, location, or complexity.

End-to-End Event Expertise

Creativity
that inspires

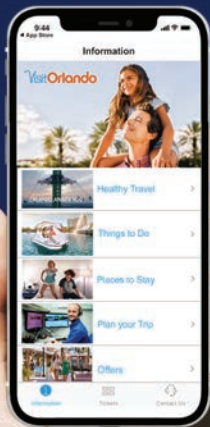
Productions
that engage

Technology
that connects





Make the Most of YOUR ORLANDO VACATION



Start planning your Orlando vacation with the help of Visit Orlando's complimentary Vacation Planning Services and get insider advice and special offers on the best Orlando experiences!

Visit Orlando's Vacation Planning Services offer trusted resources and unbiased destination information, including trip-planning advice, dining and entertainment options, and more.

Staffed by friendly, knowledgeable Vacation Planners who provide assistance via live chat, telephone (407) 363-5872 and email info@visitorlando.com.

Download the Visit Orlando app



*Visit***Orlando.com**