

# ROSEN REVEAL

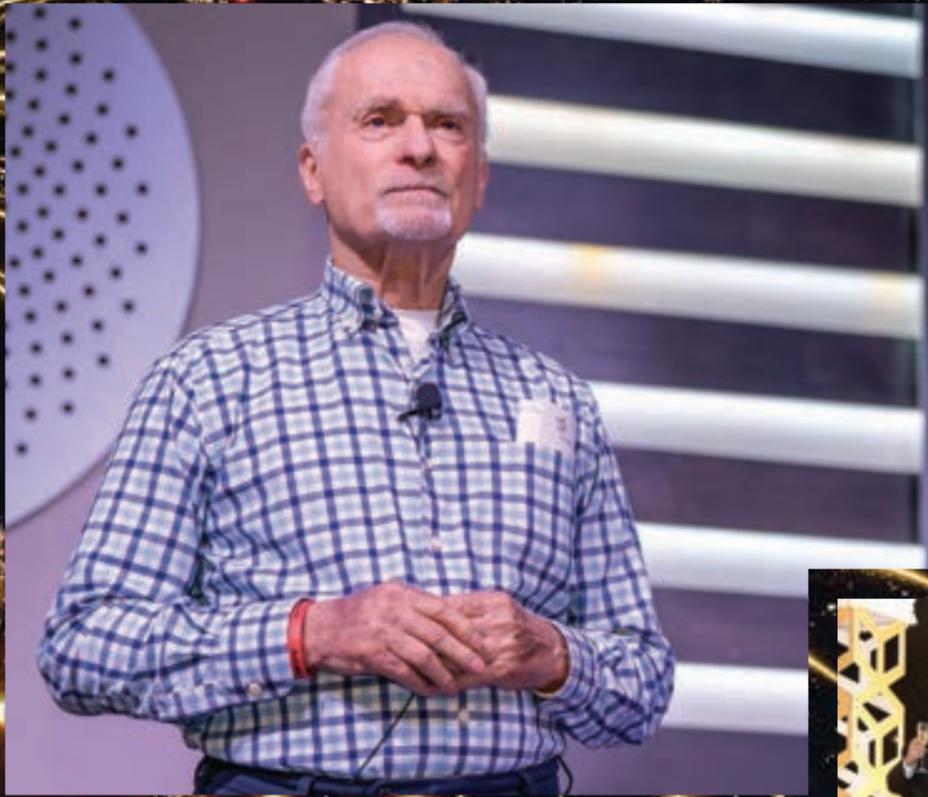
HONORING  
A MEMORY...



CONTINUING A LEGACY

# Celebrating 50 Years

as Orlando's Hospitality and Meetings Leader



SINCE JUNE 24, 1974, Rosen Hotels & Resorts has reflected the vision and generosity of its founder, Harris Rosen. His legacy goes far beyond hospitality. Guided by a belief in hard work, compassion and community, Mr. Rosen built an empire rooted in service. From pioneering guest experiences to transforming lives through education and philanthropy, his impact resonates across Central Florida. This photo essay highlights anniversary celebrations in Central Florida and beyond, honoring Harris Rosen's bold vision for our region and the company's impact on the hospitality industry.



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2026-2027



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A woman in a gold sequined dress stands on a mirrored floor in a modern, brightly lit interior. The floor reflects her and the surrounding environment, which includes large, illuminated columns and a ceiling with a grid of lights. The overall atmosphere is elegant and sophisticated.

  
ROSEN HOTELS & RESORTS  
ORLANDO

## *See Meetings From A New Perspective*

Join Rosen Hotels & Resorts in reinventing service and hospitality with an event that defies all expectations. A portfolio of independently owned hotels that includes three convention properties, Rosen Plaza, Rosen Centre, and Rosen Shingle Creek, Rosen Hotels & Resorts has a reputation for completely defying expectations while still delivering the results that matter most.

Learn what that means for your next event at [RosenMeetings.com](http://RosenMeetings.com) or by calling 407.996.4890.

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# ROSEN REVEAL

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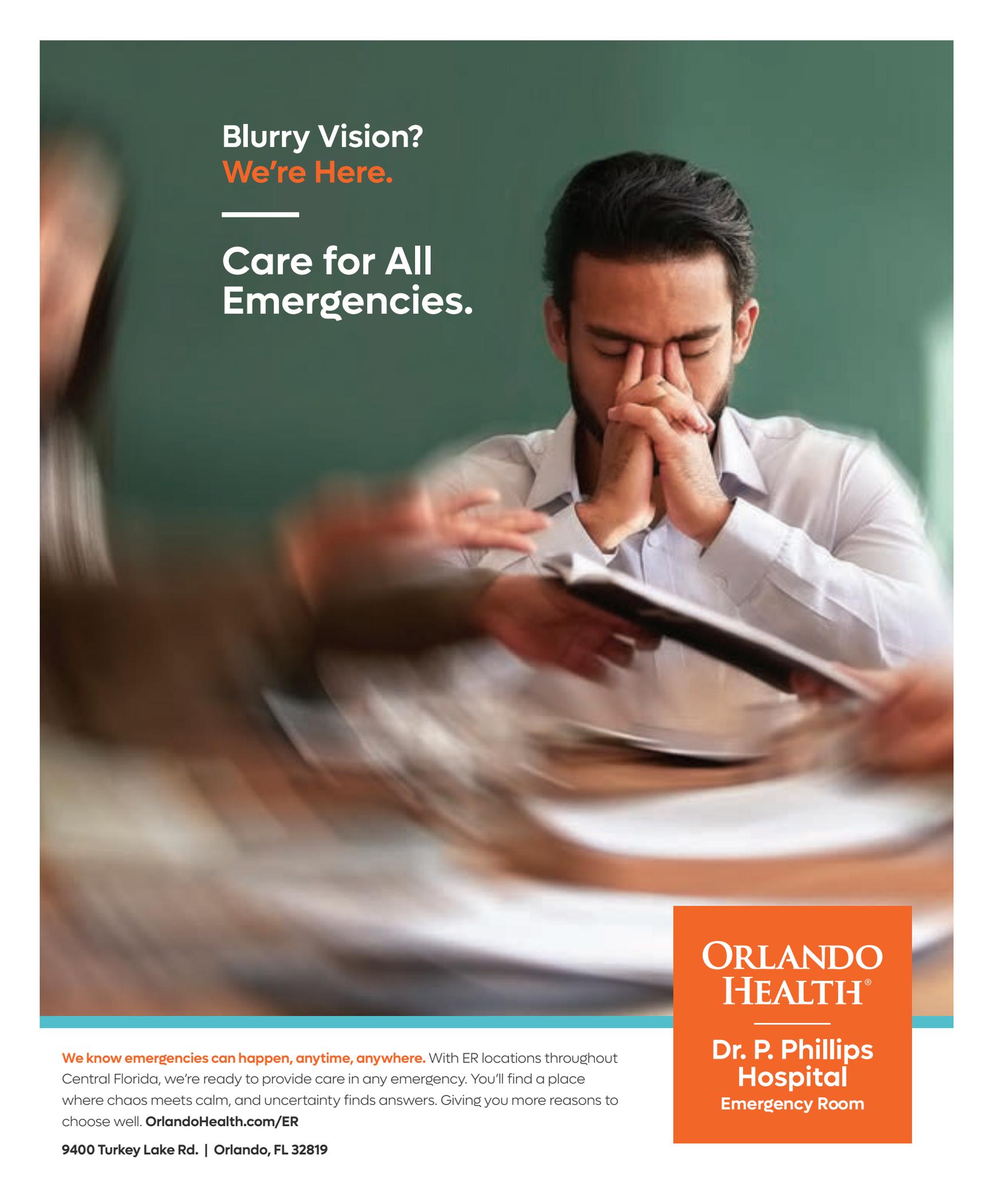
**President and CEO**  
William S. Morris IV

A special thanks to Rosen Hotels & Resorts associates past and present who provided insight and inspiration through their commitment to our guests and each other. None bigger than Mr. Harris Rosen, our late founder and friend, a community icon and a champion for the underserved.

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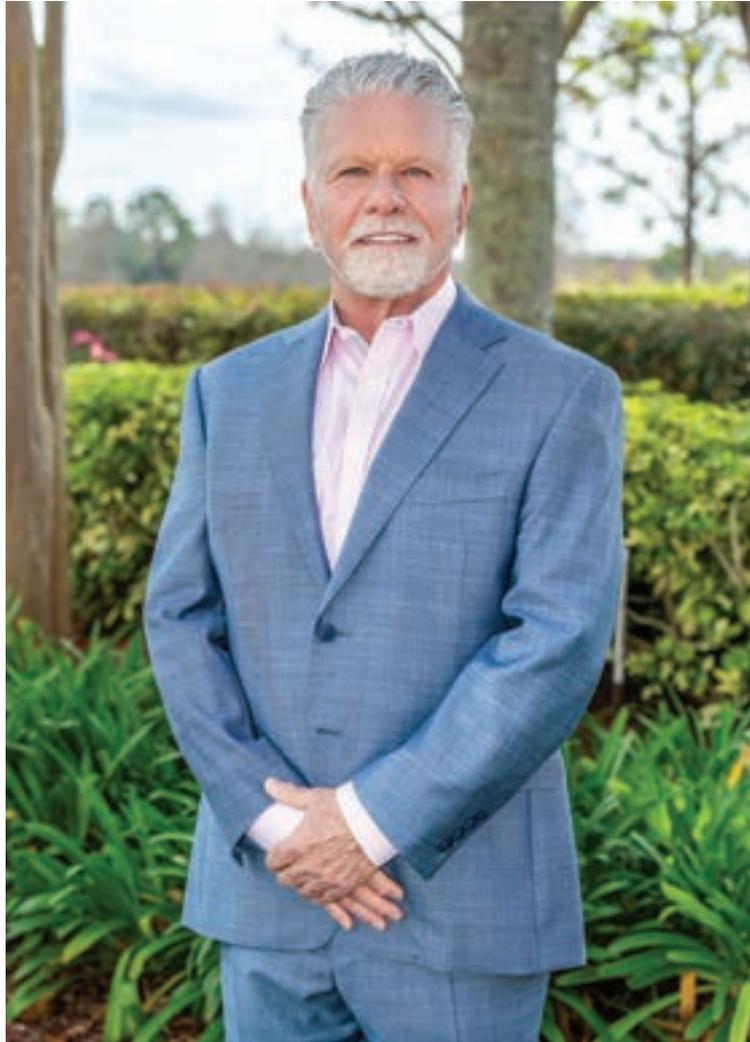
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A LETTER FROM THE PRESIDENT



WELCOME TO ROSEN Hotels & Resorts! I, along with our 4,000+ associates, am honored to serve as your host during your stay and look forward to making your visit special. Thank you for being part of our journey, our experience and our commitment to guest service excellence.

To start, this is one letter I never thought I would be writing. It comes with mixed emotions to be here; some with a sense of sorrow, and others with pride and a sense of accomplishment. I served alongside Harris Rosen, our founder and president, for nearly 39 years as his vice president and chief financial officer until his passing in November of 2024. He was our North Star, our leader and most importantly our friend. His loss hit us, our community and our industry tremendously hard.

This legacy issue of our *Rosen Reveal* pays tribute to Mr. Rosen while showcasing The Rosen Difference, a philosophy embraced by him and every Rosen associate to provide the ultimate in guest service. We know this value system sets us apart from our competitors, especially when it comes to the business of business, making sure our meetings, conventions and guest visits are the absolute best they can be.

Mr. Rosen worked tirelessly to build this company and grow it with intention and purpose. Years ago, he took the initiative to develop a succession plan. That is what brings me to you today.

As president and chief executive officer, I can tell you the future is bright here at Rosen Hotels & Resorts. We have tremendous plans

for the future of our hotels, our subsidiary businesses and of course our people.

Our people are the cornerstone of our continued growth. Many have been here for decades. In fact, if this isn't your first time staying with us, odds are you'll see a Rosen associate from your last visit!

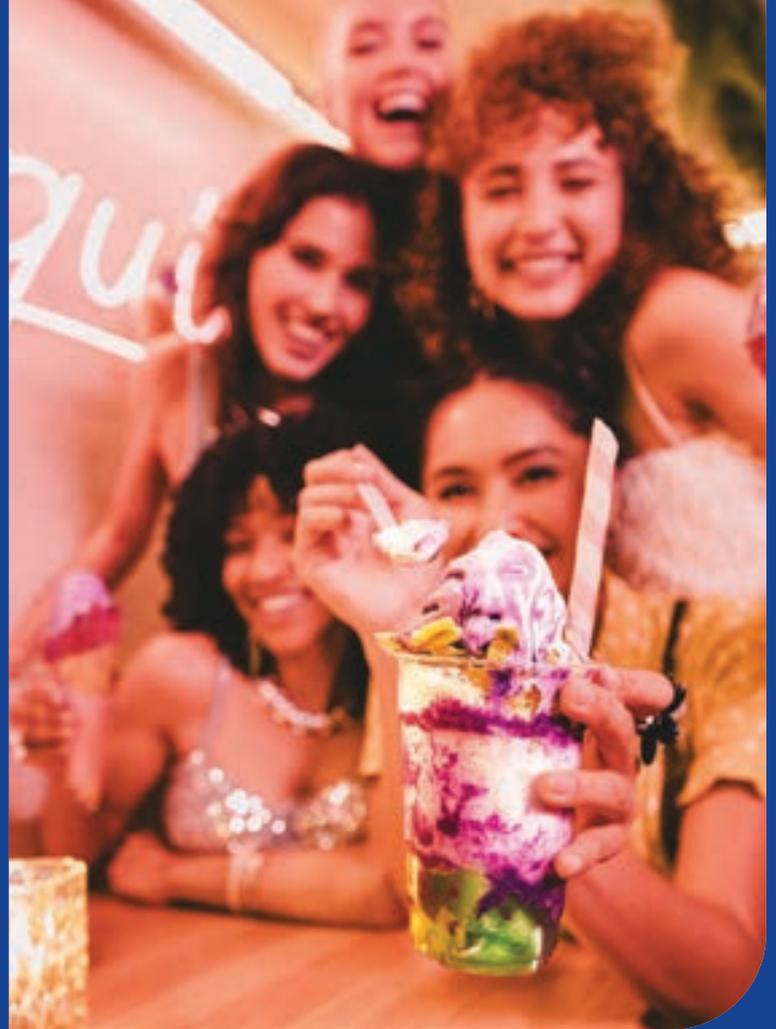
As you read, we will introduce our new leadership team, who collectively have more than 200 years of loyalty to this company and who now stand by my side every step of the way as we navigate the years ahead.

You'll learn about our role as a community champion and health care leader, actively working alongside those trying to make a difference, helping lift people up and seeing it through. It's about doing the right thing, always.

I can't express enough how proud I am to be Rosen Hotels & Resorts president and chief executive officer. It is the honor of a lifetime, and every one of you reading this has played a role in our success. Thank you again for trusting us through the years.

God bless.

**Frank Santos**  
President & CEO, Rosen Hotels & Resorts



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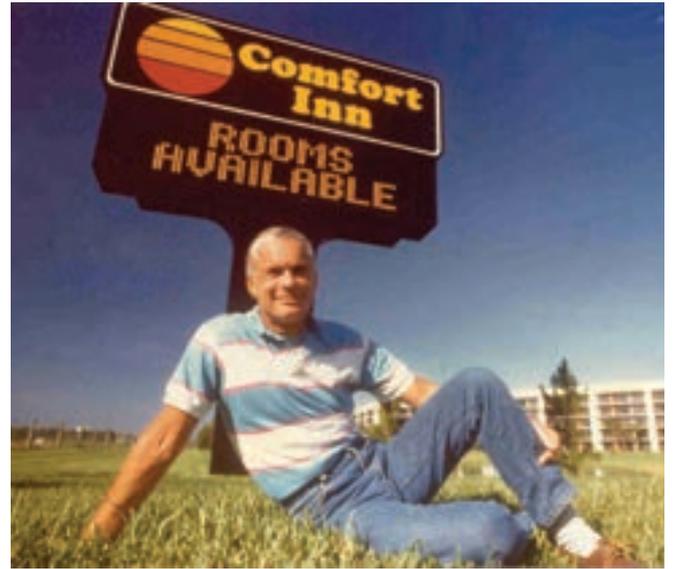


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# HARRIS *ROSEN*

A Life Well Lived | **By Shayna Rosen**





**EDITOR'S NOTE:** Prior to this publication, we asked Harris Rosen's only daughter, Shayna, to author a tribute to her father. With heavy heart, Shayna spent a lot of time putting her feelings into words in the summer of 2025. We thank her for her honesty, her reflection and offering us the truest sense of a tribute to Mr. Rosen than anyone else could have accomplished.

THE YEAR MARKS 51 years of Rosen Hotels & Resorts. Two decades longer than I've been alive, and the first anniversary without the man who started it all—my dad.

It's impossible to put into words what he meant to all of us. He wasn't just the founder of a company; he was its heartbeat. He was more than just a devoted father to four children; he was our family's compass. He was a steadfast leader to his associates, and to the community, he was hope.

He was a force, a visionary, a fighter and a believer—in himself, in others and to the world around him. That anything was possible, and good would always prevail. But to me, above all else, he's just Dad.

As I sat down to write this, tucked into the cozy nook of his kitchen table overlooking the lake, I stared out at the water. The moss on the cypress trees danced in the wind, and Ossie, the name he'd given an osprey who called a nearby nest home, flew across the sky and perched on a branch.

I looked up at him, "Hi Dad," I whispered.

Most knew Harris Rosen as the bold, independent hotelier who defied expectations and created an empire entirely on hard work and principle. But to truly understand the magnitude of what he built



and who he became, you have to start at the very beginning: in a cramped apartment on Manhattan's Lower East Side.

The son of first-generation immigrants whose families fled Soviet Russia's civil unrest, he was raised in the shadows of the Bowery of 1940's New York—where poverty wasn't just present, but a backdrop to everyday life. Despite their hardships, his dad was a hustler, his mom a dreamer; together, they instilled in him from early on that hard work was a prerequisite to success.

Weekends spent working alongside his father at the Waldorf Astoria offered a glimpse into a world beyond his humble surroundings; one where possibility sparkled as brightly as the chandeliers overhead, and the lobby often teemed with icons and legends.

It was there, in the narrow confines of the hotel elevator, where a chance encounter with Marilyn Monroe changed the entire trajectory of his life.

At 10 years old, her captivating embrace sparked lingering dreams into the world of hospitality; ones that followed him through Music & Art High School all the way to the gates of Cornell University, home to the nation's most prestigious hotel administration program.

With his father's same grit, he hustled through his Ivy League education—juggling odd jobs, swim team practice, ROTC and academics, at times just barely scraping by. After graduation, years of military service overseas as a first lieutenant further sharpened his discipline and deepened his ability to lead under pressure. Combined, those formative years—in the classroom and in the Army—laid the groundwork for a career defined by vision, resilience and relentless drive.





In business, that laser-focus became his hallmark. Following several impactful years as a Director of Hotel Planning, his unexpected termination from Disney became the ultimate blessing in disguise. He seized the opportunity to forge his own path, spending his life's savings on a struggling motel at the height of the oil embargo, hitchhiking to the Northeast to pioneer deals with motorcoach operators, and turning it into the cornerstone of a groundbreaking hospitality empire.

His rare blend of courage, determination and ingenuity allowed him to challenge convention and always bet on himself—seeing opportunity where others only saw obstacles; and when no opportunity existed, he created it.

It's no surprise, then, that he blazed a trail to unparalleled success. He brought that same tenacity to growing his company, quickly dominating the Central Florida landscape and building a leadership team that he often equated to his beloved Brooklyn Dodgers—drawing strength from the collec-

tive talent of each player. He prided himself on the culture he created, where loyalty ran deep and tenure was unmatched. Every expansion, each new hotel, meticulously planned and flawlessly executed—a reflection of the unshakeable resolve that allowed him to build Rosen Hotels & Resorts debt-free, and entirely his way.

That unique perspective, guided by his lifelong credo to do the right thing, expanded beyond his hotels, leading to revolutionary change within the healthcare and education space. He redefined how employers care for their associates through the Rosen Medical Center, cultivated local talent with the creation of the country's top-ranked Rosen College of Hospitality Management and transformed underserved communities through his investments into Tangelo Park and Parramore—programs now heralded as national models of change.

Outside of work, he was quietly setting his own goals. Always his fiercest competitor and harshest critic, he thrived on exceeding the

expectations he had for himself. His lifestyle was a testament to the discipline that defined him. A daily mile-and-a-quarter swim in lane 2 of the aquatic center became a non-negotiable, contributing to his impressive physical fitness as much as his mental acuity. The rhythmic stroke of his freestyle through the silence of the water offered a rare tranquility in his day—one that undoubtedly stirred memories of his childhood summers at Coney Island and Sylvan Lake as often as it sparked revelations about his next bold move in business.

He approached his health with the same intensity he brought in business—focused, methodical and all-in. Every salmon salad lunch was washed down with enough Harmless Harvest coconut water and EmergenC that I'd swear it coursed through his veins. He didn't just practice wellness, he embodied it—he was physical strength, mental sharpness and what felt like an unstoppable force.

But even heroes can be shaken.

When my brother Adam was diagnosed with brain cancer, my dad's world shifted. A man who could count a lifetime of days off on one hand stepped back without hesitation. He traded conference rooms for hospital rooms, meetings with convention guests for meetings with oncologists and site visits for physical, occupational and speech therapy appointments. He no longer loved quietly, but loudly—a sudden desperation

that we might not know. Hugs, head kisses and I love yous were doled out like room keys in a hotel lobby. For two-and-a-half years, he cheered Adam on in his battle against cancer as vigorously as he once did from the sidelines of the lacrosse field.

And when we lost him, the spark in my dad's eyes dimmed.

Soon after, the COVID-19 pandemic swept the globe, delivering yet another unimaginable blow. The once-vibrant atmosphere of his hotels that offered some respite from his aching heart, now completely void.

At 80 years old, my dad had faced the two most devastating personal and professional situations, back-to-back, and the man I had always viewed as invincible was finally starting to show some cracks.

In an effort to lift his spirits, we embarked on a journey down memory lane. Flipping through his scrapbooks, I listened in awe as he told story after story. Of his childhood, his career, his hopes and his dreams.

I began to type.

I could see the spark reignite as he relived the adventures of his past.

Throughout the pandemic, this became our ritual, and by the time the world was returning to normal, we realized we had inadvertently written his memoir. I remember sitting beside him on a pair of blue chaise lounges by his pool when he suddenly lifted a finger into the air, "Oh! We'll call it Only in America! Because something this extraordinary could only happen here."

The hotels reopened with gusto.

And yet, we continued to write. Maybe it was because he was a perfectionist, or maybe it was because his story was still being written. Or maybe, like me, he was afraid to lose these moments together—the two of us sitting side-by-side in this cozy nook of his kitchen table.

Just as the painful realization that I would be finishing that journey alone set in, I was interrupted by Ossie's unmistakable call as he swept across the sky again, a fish grasped firmly in his talons.

I could hear my dad's voice rising with excitement in my head,

"Did you see that, Shines?! Look at him go! Ossie's family's going to eat good tonight!"

That childlike amusement, his zest for life ... it was my favorite thing about him. And soon, he'd enter a chapter in his life that brought out a giddiness in him like never before.

On Father's Day 2023, while over for a visit, my husband and I let him stumble upon our nursery. A little onesie adorned with the Rosen Hotels & Resorts logo was draped over the crib alongside an ultrasound strip featuring his very first grandbaby. He fell to his knees and cried, "I'm going to be a Granddad?!"

He carried that title with so much pride; in his life he earned many—Black Belt, Veteran, Husband, Father, Grandpaw, COO ... and yet, "Grandpa" seemed to have a special ring to it in his ears. Watching him with my own daughter felt like a glimpse into the past—a window into those early moments of us before my own memories began. He unearthed a tenderness that made me eager to witness their bond continue to grow.

Just as we were settling into this beautiful new era, approaching my daughter's first birthday and the arrival of our second baby, my dad got sick.

There's something about watching someone so strong be torn down that just doesn't compute. At 85, he was sharper, stronger and more disciplined than most a fraction of his age. Yet, cancer doesn't discriminate—no matter how hard you pray, how much you pay, how valiantly you fight or how deeply you're loved, even the strongest of bodies carry what the heart endures, and we all knew the toll recent years had taken.

We had little time to brace ourselves for that final lakefront sunset ... one we'd all watch dip below the horizon together to the soft sound of Frank Sinatra's "My Way."

For months, grief weighed too heavily on my heart to find out if we were expecting a boy or another girl.

Before my dad had passed, our dear friend—and now president and CEO—Frank Santos was the only person to know the gender of



**Together, we reminisced. We talked about his hopes and dreams, and how we've made them ours. We vowed to carry his torch with the same unwavering values that drove his little company—integrity, humility and community.**

— Shayna Rosen

our second baby. In a quiet, sacred moment, he had leaned in and whispered it into my dad's ear—a special gift, a final thread tying my dad to a future he wouldn't get to see but would forever be a part of.

The evening before his celebration of life, surrounded by friends and family, the timing finally felt right.

My husband, daughter and I climbed aboard a helicopter graciously offered by the president of Orlando Helitours to carry us into the clouds—a way to feel closer to heaven. As the sun set over the Orlando skyline, we hovered above Rosen Plaza.

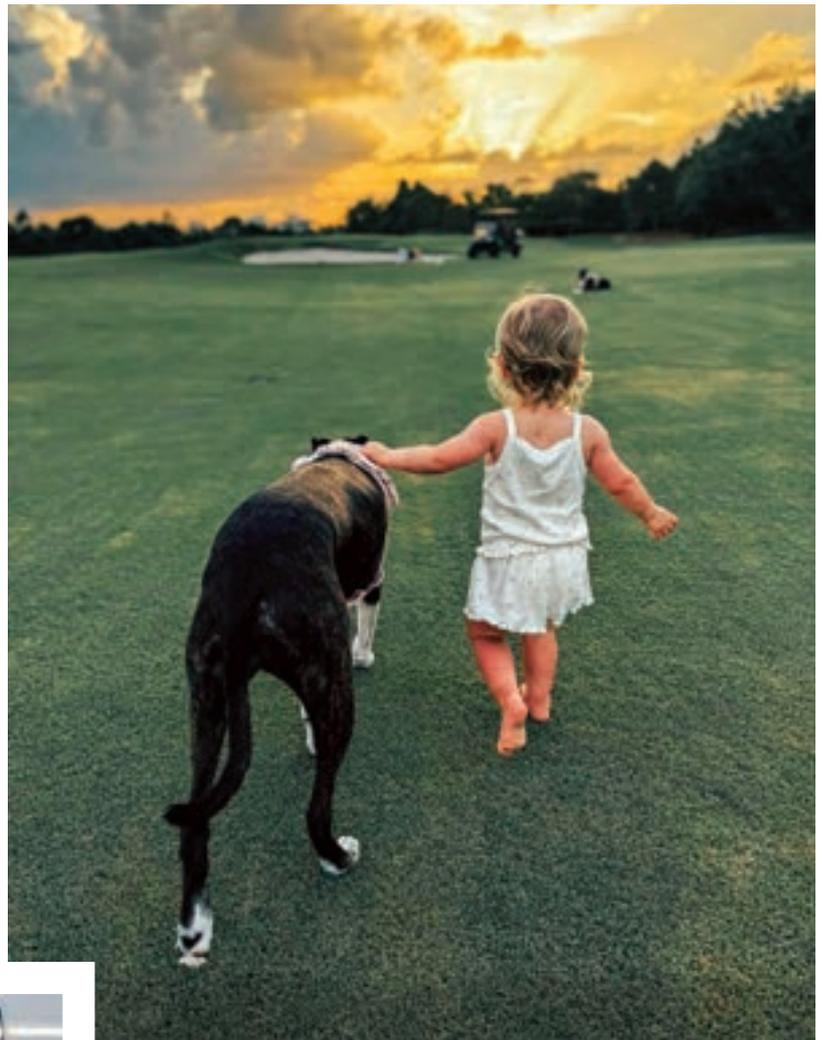
Suddenly, the hotel lit up. A bright, brilliant flash of color washed over the building.

*Pink.*

It was as if my dad had announced the upcoming arrival of his second granddaughter himself.

Several weeks later, her tiny hands wrapped tightly around a teddy bear made from her grandpa's favorite shirt—his hallmark plaid Peter Millar button-down. A piece of him stitched firmly into her story.

Just like the colorful fibers of that checkered shirt, his legacy is woven into the fabric of the Central Florida community. It's there in every associate who has become a part of the Rosen Hotels & Resorts family, every recipient of a Tangelo Park or Parramore scholarship, every graduate of the Rosen College, every child learning to swim at the Rosen Aquatic & Fitness Center, every patient benefitting from cancer research at the Adam Michael Rosen Neuro-Oncology Lab—and in countless others whose lives he has touched.



Outside the window, the cypress trees continue to sway and Ossie soars overhead.

And at this table, the very one that hosted a childhood full of our dad's famous French toast breakfasts, lively game nights of Rosenopoly and afternoons spent side-by-side getting lost in his stories, the next generation of Rosens gathered. Together, we reminisced. We talked about his hopes and dreams, and how we've made them ours. We vowed to carry his torch with the same unwavering values that drove his little company—integrity, humility and community.

Amidst our heartbreak in celebrating this milestone without him, we are grateful. Grateful that he built a foundation far too strong to crack, a legacy too extraordinary to fade, a heart too beautiful to break and a team too dedicated to lose sight of the philosophies that make Rosen Hotels uniquely Rosen.

To all who have read this tribute, I thank you not only for allowing me this cathartic moment, but for helping us keep his spirit alive. In every letter written, every memory shared and every award or recognition received in his name, Harris Rosen's story lives on.

And so, to end this the way he did all things—his way: God bless.

# Exceeding Expectations

Rosen Hotels & Resorts Tops the List as Orlando's Premier Meeting Destination.

EACH MORNING, AS THE SUN RISES, Rosen Hotels & Resorts associates begin their day with pride, purpose and a commitment to excellence. This is what industry leadership looks like: four thousand associates united by a single goal—to deliver the ultimate in guest service. Genuine care and a deep desire to serve. It comes from the heart.

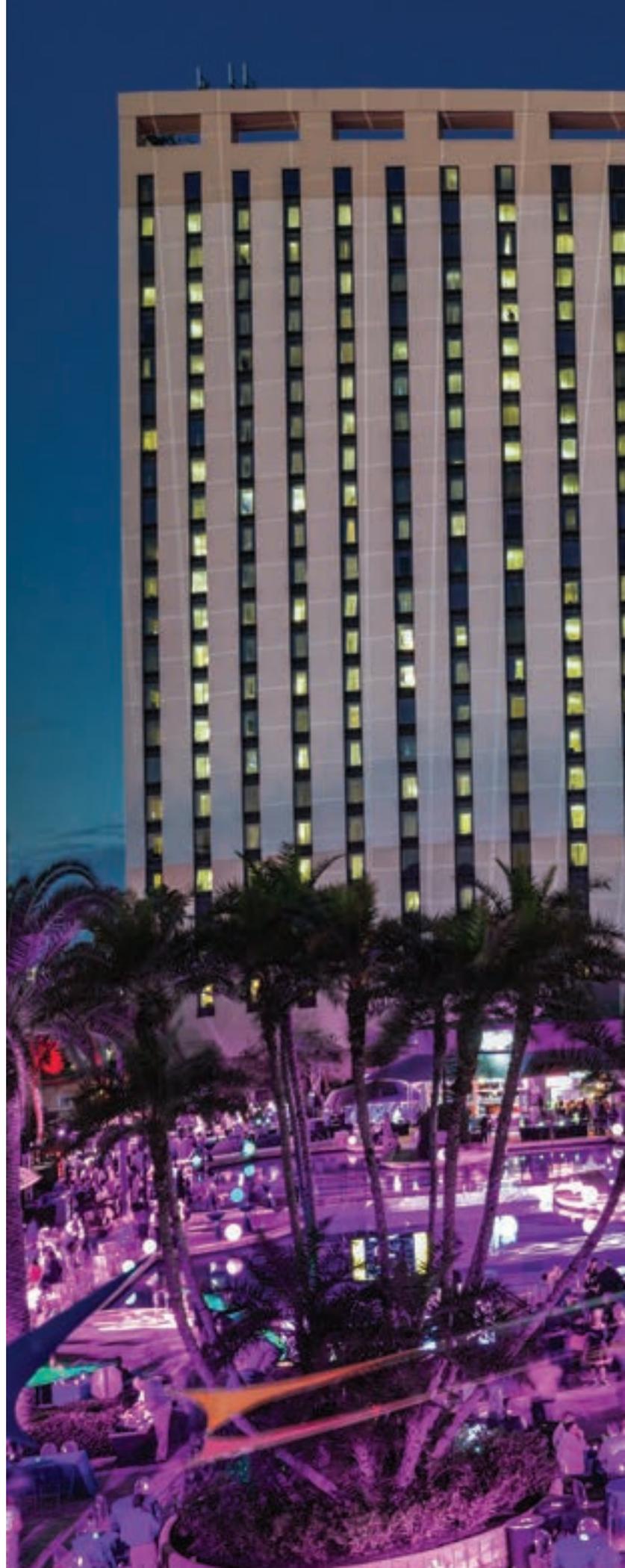
That deep commitment began with Rosen Hotels & Resorts late Founder and President Harris Rosen, who sadly passed away in November 2024. His passion wasn't just impressive, it was infectious.

"That kind of leadership is hard to find, but easy to feel" recalls Todd Frappier, chief sales and marketing officer. "Meeting planners tell us the legacy Mr. Rosen left behind, to be humble, to be kind and above all, to do the right thing, still echoes from these halls in the people he worked alongside, some for more than four decades."

That culture of connection is woven into the fabric of our three convention hotels: Rosen Plaza, Rosen Centre and Rosen Shingle Creek, each designed with discerning executives and meeting planners in mind. From the expansive ballrooms and award-winning cuisine to unexpected touches that make the business of business, these hotels don't just host events, they elevate them.

"It's why we've earned so many long-standing partnerships and why we invest millions into continuously staying ahead of the trends," said Dan Giordano, vice president of corporate planning and development. "The real luxury here isn't just the marble floors or the impressive, high-tech ballrooms, it's the flexibility to pivot and the trust we bring to every single group. We have the autonomy to always do what's right for our guests. That's what sets us apart."

This is more than hospitality. This is Rosen. And to us, that makes your event, your conference, your meeting ... personal.







Rosen Plaza

## Rosen Plaza

Ideally located in the heart of Orlando's convention and entertainment district, Rosen Plaza is a dream destination for event and meeting planners.

Boasting more than 60,000 square feet of versatile space and stylish décor, Rosen Plaza's experienced convention team ensures every event will be both inspiring and impressive. Whether hosting large conventions or intimate business meetings, Rosen Plaza consistently exceeds guests' expectations.

The hotel features a 26,000-square-foot Grand Ballroom and a 12,500-square-foot Ballroom Foyer, perfect for any occasion. The hidden jewel is Rosen Plaza's exclusive entertainment venue, 3NINE. This indoor/outdoor space includes two full-service bars, a poolside patio and state-of-the-art sound, lighting and visual effects to create a modern, yet private setting. "3NINE was quite impressive, with a great dance floor, vibrant lighting, lots of luxurious seating

and a cool vibe, perfect for us," said Shaun Mymudes, COO, SolidCAM, Inc. "The Rosen Plaza team accommodated our menu needs, music preferences and budget with excellent suggestions to make our event truly special. The food and service were beyond our expectations. Many remarked it was the best company event they had ever attended," Mymudes added.

Rosen Plaza offers 800 boutique-inspired guest rooms and stylish suites, including King Executive suites, Plaza suites and two Presidential suites. Each room provides a serene atmosphere to relax or recharge and exceptional views of Orlando's entertainment district.

Convenience is key as the hotel is connected to the world-class Orange County Convention Center's West building via the Gary Sain Memorial Skybridge and is mere steps from Pointe Orlando, an open-air shopping, dining and entertainment complex. This puts the area's biggest events

right outside guests' doors.

"We are a prime destination for association and corporate meetings," said Suzanne Kennedy, director of sales and 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's award-winning chefs present a wide variety of dining options, from grand events for 1,800 guests to intimate dinners for two. Savor aged prime steaks and fresh seafood at Jack's Place, recognized as the area's best steakhouse. Enjoy Florida's tropical evenings with outdoor dining at '39 Poolside Bar & Grill, featuring seasonal local favorites. The culinary team also crafts personalized menus for groups, ensuring dining experiences will be flavorful, fresh and full of flare.



Rosen Plaza

“At Rosen Plaza, we are always looking for ways to stay ahead of the trends. It is part of what we call the Rosen Difference, exceeding our customers’ needs in every way that we can,” Kennedy said.

## Rosen Plaza *Hotel Facts*

**Meeting & Event Space  
in sq. ft.:**

**60,000**

**Total Guest Rooms  
& Suites:**

**800**

**Largest Theatre-Style Capacity:**

**3,000**

**Largest Banquet-Style Capacity:**

**1,800**

**Number of Meeting Rooms:**

**22**

**Dining/Lounging Options:**

**7**

## Rosen Centre

Magnificence is on full display at the 24-story Rosen Centre, located in the heart of Orlando’s meeting district. As one of Orlando’s premier hotels, the commitment to unrivaled guest service is second-to-none.

With more than 160,000 square feet of imaginative convention and meeting space, highlighted by the 35,000-square-foot Grand Ballroom, meeting planners know events here impress guests and esteemed executives alike. The 18,000-square-foot Executive Ballroom and the nearly 15,000-square-foot Junior Ballroom complete the collection of sophisticated ballrooms in addition to nearly three dozen state-of-the-art meeting rooms. Rosen



Rosen Centre

Centre’s experienced events team elevates any client’s creative vision, taking full advantage of the hotel’s 21,000 square feet of outdoor patio space and its oversized tropical pool. It’s absolutely perfect for Florida’s beautiful, breezy evenings.

Newly designed VIP suites, featuring modern décor, sleek furnishings and crisp, cool color palettes headline the 1,334 guest rooms and suites. These award-winning VIP suites have a relaxing, contemporary feel, as do the Executive and Presidential suites. “Anytime you add a luxurious upgrade like we have, and we get to show it to a client, there is a feeling of pride that comes over us,” said Julie Ryczak, Rosen Centre’s director of sales and marketing. “The feedback and enthusiasm from our clients have been overwhelmingly positive, so naturally I am ecstatic over how these new VIP suites have enhanced the guest experience. It’s more than I could have ever imagined,” Ryczak added.

The Skywalk at Rosen Centre is another huge draw, adding convenience to guests’ stays by putting the world-famous Orange

County Convention Center just steps from their guestroom doors.

Rosen Centre’s award-winning chefs rise to every occasion, whether preparing custom menus for thousands of guests or catering to intimate executive gatherings. Everglades Restaurant offers a refined taste of Florida, featuring aged prime steak alongside local favorites such as grouper, rock shrimp and crab cakes. Harry’s Poolside Bar & Grill brings Caribbean-Cuban fusion to life with bold dishes like grilled chimichurri steak and mojito-glazed salmon. There are also seven additional dining venues, each showcasing high-quality offerings that range from hand-rolled sushi to perfectly seared filets.

No matter where you dine, every dish is elevated with farm-fresh herbs, spices and vegetables, ensuring a flavorful experience that complements any meeting or event. Here, exceptional food is more than an amenity. It’s a vital part of the hospitality that makes business feel effortless.

The Spa at Rosen Centre is an oasis unto itself, offering full-service spa therapies,

## Rosen Centre *Hotel Facts*

**Meeting & Event Space  
in sq. ft.:**

**162,000**

**Total Guest Rooms  
& Suites:**

**1,334**

**Largest Theatre-Style Capacity:**

**4,000**

**Largest Banquet-Style Capacity:**

**2,300**

**Number of Meeting Rooms:**

**35**

**Dining/Lounging Options:**

**9**

massages and wellness packages designed to soothe the mind, nourish the body and rejuvenate you from head-to-toe. The 24-hour fitness center features state-of-the-art cardio and strength equipment for your personal enjoyment.

Together, you see first-hand why Rosen Centre is repeatedly recognized with coveted, prestigious industry awards.

## Rosen Shingle Creek

Respected worldwide, Rosen Shingle Creek has earned its reputation as a premier destination for planners seeking event space that's as flexible as it is refined. Distinguished as a Top U.S. Meetings Hotel by Cvent, Rosen Shingle Creek sits on 255 acres of lush Florida flora, offering an ideal combination of purpose, accessibility and tranquility.

Discerning executives value the property's 524,000 square feet of flexible event space, highlighted by three expansive, column-free ballrooms specifically designed to ensure your event is as productive as it is memorable. The Gatlin Ballroom alone offers an impressive 95,000 square feet under 31-foot ceilings with precision acoustics. The Sebastian and Panzacola ballrooms bring the same flare and high-tech



*Rosen Shingle Creek*



Rosen Shingle Creek

features. Plus, with nearly 100 total breakout rooms and 136,000 square feet of outdoor space, a planner's creative freedom is limitless. The on-site planning team's wealth of experience means every event, from high-profile conferences to intimate retreats, will be both strategic and personalized.

"When you're managing logistics for thousands, venue versatility is everything," said Katie Bellas, the hotel's director of sales and marketing. "With more than half-a-million square feet of indoor and outdoor meeting space and meeting rooms, our capabilities are endless. Planners tell us our spaces are amazing. We can accommodate every need," Bellas added.

With 1,501 stylish guest rooms and suites, this luxury hotel offers accommodations designed to meet the demands of today's meetings and events. Guests benefit from a wide range of room selections, including Executive and Grande Suite Parlors, Petite King Suites and Presidential Suites, each suited for executives and VIPs alike. The rooms offer scenic views of the hotel's natural habitat

and the championship golf course winding its way through the property.

The concept of fresh takes on a whole new dimension under the guidance of Executive Chef Michael Dunton. Emma's Creekside Farm, the hotel's on-site garden, is the source of fresh vegetables, herbs and fruit featured prominently in the cuisine of its AAA Four Diamond restaurants, A Land Remembered and Cala Bella. This unique farm-to-table approach is always evolving as menus are created months in advance based on what will be harvested at the peak of perfection. A Land Remembered is best known for its renowned steaks and fresh seafood, while authentic Italian and Mediterranean flavors come alive at Cala Bella. The culinary team's personalized approach to menu creation caters to intimate groups and large gatherings alike.

Voted Best Golf Resort in the Southeast, Rosen Shingle Creek's 18-hole signature golf course was designed by the Arnold Palmer Design Company. It features wide fairways, elevated greens and strategically placed bunkers designed to challenge golfers at any level.

## Rosen Shingle Creek

### Hotel Facts

**Meeting & Event Space  
in sq. ft.:**

**524,000**

**Total Guest Rooms  
& Suites:**

**1,501**

**Largest Theatre-Style Capacity:**

**9,500**

**Largest Banquet-Style Capacity:**

**6,800**

**Number of Meeting Rooms:**

**99**

**Dining/Lounging Options:**

**15**



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*The greatest business leaders don't just run companies—*

**THEY IGNITE POSSIBILITIES.**

*They see what others can't, believe in what others doubt, and build bridges across divides.*

*Harris Rosen was a paragon of all that and more. His wisdom wasn't just shared—it was lived.*

**IT SHAPED A CULTURE GROUNDED IN  
OPPORTUNITY, COMPASSION, AND PURPOSE.**

*Though we feel his absence, we carry forward what he taught: that strength lies in kindness, community is everything, and true legacy lives on in what we collectively nurture. Rosen Hotels & Resorts is living proof of that legacy—felt in every guest welcomed, every team member empowered, and every neighbor uplifted in his spirit.*

**WHICH IS WHY THE FUTURE OF ROSEN HOTELS &  
RESORTS IS NOT JUST SECURE—IT'S INSPIRED.**

*Guided by Frank Santos and the Rosen family, the next generation will carry forward Harris Rosen's wisdom while forging an exciting new chapter. We're honored to be a part of it.*

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**&Barr**



Rosen Shingle Creek



From L-R: Suzanne Kennedy, DOSM, Rosen Plaza; Todd Frappier, Chief Sales and Marketing Officer, Convention Properties; Julie Ryczak, DOSM, Rosen Centre; and Katie Bellas, DOSM, Rosen Shingle Creek

The Spa at Shingle Creek features highly trained massage therapists who use soothing aromatherapy and wellness therapies to refresh the spirit and revitalize the body. The hotel's elite concierge service can schedule spa treatments, tee times, dinner reservations and free theme park shuttle services.

"I have scheduled numerous meetings at Rosen Shingle Creek over the past years," said Peter Brokaw, senior vice president of education, Florida Bankers Association. "I was expertly, professionally and attentively taken care of every step of the way. I have always been treated like a valued customer, which is why we return time and again. I highly recommend Rosen Shingle Creek for any size meeting."

At Rosen Shingle Creek, you are sure to enjoy elevated experiences without ever leaving the property.

# Get Away to Get Closer



## Experience hospitality that brings everything together.

From spacious guest rooms and our Kids Eat Free program\* to sparkling pools where you can splash the day away - all within minutes of Orlando's iconic theme parks - your dream Orlando vacation starts here.

*Complimentary Wi-Fi & Theme Park Shuttles • Zero Resort Fees*

*\*One free buffet meal for children ages 5 and younger with each paid adult buffet meal.*



Make Your Reservations: [RosenInns.com](https://www.RosenInns.com) | (877) 224-5377

# WHERE GRAND MEETS UNBELIEVABLE



## THE CENTER OF HOSPITALITY ++

Just a short walk from the Rosen Centre and Rozen Plaza hotels, the Orange County Convention Center (OCCC) stands as a dynamic force in the region – welcoming millions of guests, hosting world-class events, and driving meaningful economic impact for Central Florida. As one of the largest convention centers in North America, the OCCC continues to evolve and inspire.

In its 2025-2026 fiscal year, the OCCC is projected to host 185 events, welcoming 2.3 million attendees and generating an estimated \$5 billion in economic impact for Orange County. These numbers reflect more than just growth—they represent the Center's commitment to excellence and hospitality. From international trade shows and fan-favorite expos to industry-leading conferences and athletic championships, the OCCC is home to events that

shape industries and spark imagination. The Center's flexible layout, cutting-edge technology, and award-winning service make it a preferred destination for planners and attendees alike.

In recent years, events held at the OCCC have had record-breaking attendance including MegaCon Orlando, VMX, InfoComm and the AAU Junior National Volleyball Championship—each contributing hundreds of millions in economic impact and showcasing the Center's capacity to host large-scale, high-profile gatherings.



Looking ahead, the OCCC is entering an era of transformative growth. The Grand Concourse Expansion, set to start in 2026 and go through 2029, will add 44,000 square feet of meeting space and a 100,000-square-foot ballroom to the North-South Building. This \$560 million investment will enhance connectivity, increase capacity, and redefine the Center's hospitality footprint. In addition, the approved Phase 5B will later introduce 200,000 square feet of contiguous multi-purpose/exhibit space and create seamless connectivity between the North and South Concourses. Once completed, both phases will bring the North-South Building to a total of 1.15 million square feet of exhibit space, solidifying the OCCC's position as a global leader in the meetings and events industry.



Hospitality and sustainability go hand in hand at the OCCC. Since the conception of the program, the Center has donated more than 500,000 pounds of food and beverage to local charities and recycled nearly \$12.7 million worth of goods and supplies through thousands of donation hauls to Orange County non-profits. These efforts reflect the OCCC's dedication to environmental stewardship and community impact.



## POWERED BY PARTNERSHIPS <sup>+</sup><sup>+</sup>

The success of the OCCC is rooted in strong partnerships with organizations that share a commitment to creating memorable experiences for every visitor. These valued collaborators play an essential role in delivering seamless service and elevating the overall guest journey.

Among the Center's premier destination partners are Universal Orlando Resort, SeaWorld® Orlando, and Walt Disney World®. As Gold Key Members, these iconic brands help enhance the region's appeal through immersive environments, flexible event offerings, and world-class entertainment that bring a touch of magic to every visit.

Located along International Drive, the Center connects attendees to world-class hotels, dining, entertainment, and attractions—all within walking distance. With every event hosted, the OCCC helps fuel the region's economy, supporting thousands of jobs, driving business to local establishments and creating a ripple effect of economic and cultural impact across Orange County.

## LEARN MORE <sup>+</sup><sup>+</sup>

To explore upcoming events, expansion updates, and sustainability initiatives, visit [www.occc.net](http://www.occc.net). If you're interested in hosting your next event at The Center of Hospitality, submit a Request for Proposal (RFP) or contact our expert sales team at [sales@occc.net](mailto:sales@occc.net).





*Frank Santos attending the Parramore preschool graduation*

# Meet Rosen Hotels & Resorts' New President & CEO, Frank Santos

From busboy to CEO, Santos now leads Florida's largest independent hotel chain while continuing to give generously throughout Central Florida.



BORN AND RAISED in Fall River, Massachusetts, Frank Santos never envisioned life would lead him to Orlando—let alone Florida. Fall River itself has a rich, fascinating history tucked against the Rhode Island border. Once a prominent hub for textile manufacturing, it is best known as the home of the Lizzie Borden trial, Emeril Lagasse and George Stephanopoulos. The city grew into itself with a diverse cultural population and enduring charm. It was home for Santos. And while he did not know what the future held, he never imagined leaving New England.

Raised in a tight-knit Portuguese family, Santos grew up poor, and life was not easy.

“We lived in the projects. I remember many times not having food,” Santos recalled. “The food we did have was often subsidized by the government—50-pound bags of potatoes and flour, powdered milk, cheese and butter, all delivered to our home. Our rent was \$50 a month.”

At 14, Santos got his start in hospitality, working as a busboy at the local Holiday Inn. He rose through the ranks with multiple promotions under the mentorship of Chris Tustin. While advancing at the Holiday Inn, Santos studied culinary arts at Diman Regional Vocational Technical High School. Cooking had always been one of his pas-

sions—and it remains so to this day.

Santos faced his first major crossroads when he was offered a full scholarship to the Culinary Institute of America. At the same time, Tustin invited him to join the opening team for a new Holiday Inn in Merritt Island. Like many success stories, Santos took a chance on himself and his future by moving to Florida.

He thought he would spend two, maybe three, years in Florida before moving elsewhere. But in 1975, he was offered the opportunity to become the controller of the Red Carpet Inn on International Drive, as well as the Altamonte Springs Inn and Racquet Club and Lord Chumley’s restaurant.

Several years later, another soon-to-be mentor came calling: Lou Lou Castro. Santos worked under her direction as regional controller of five Central Florida hotels.

In 1982, Hilton Hotels appointed Santos as regional controller for its Orlando/Kissimmee properties.

In the fall of 1985, a young, rising hotelier named Harris Rosen was looking to fill the chief financial officer position at his Orlando-based company, then known as Tamar Inns. Rosen called Castro, who recommended another young up-and-comer: Frank Santos.

The two men met and continued meeting every Saturday morning for the weeks that followed. “We bonded almost immediately. We had the same philosophies on finance and accounting, and we often talked about opportunities we could take advantage of down the road.”

After multiple interviews with others at Tamar Inns—and a polygraph test—Rosen offered Santos the CFO position that December. Santos started in January 1986, and the rest, as they say, is history.

In the decades that followed, Santos worked hand-in-hand with Rosen to build the company into the Southeast’s largest independently owned hotel chain. He helped oversee the construction and openings of four hotels—Rosen Inn Lake Buena Vista, Rosen Plaza, Rosen Centre and Rosen Shingle Creek—along with multiple renovations and expansion projects. The company has been debt-free for years, an

achievement few can claim.

Santos played a pivotal role in spearheading additional key initiatives, including RosenCare, the company’s award-winning health care program; the Tangelo Park and Parramore preschool programs, which serve families in underserved communities by providing free early education and college scholarships; and a decades-long commitment to delivering water, medical supplies and housing to the people of Haiti.

He also worked with Rosen to help create the UCF Rosen College of Hospitality Management—now the nation’s leading hospitality school—and the Adam Michael Rosen Foundation, which supports cancer patients and their families. Twice, he helped save what is now the Rosen Aquatic & Fitness Center from permanent closure.

These efforts further diversified the company’s impact and earned Santos notable industry recognition, including the first-ever CFO of the Year (Large Company) award from the *Orlando Business Journal* in 2009.

Now, alongside the company’s new vice presidents, Santos is confident the future is bright for Rosen Hotels & Resorts.

“I consider myself a listener, a collaborator and I surround myself with good, quality people who, in some areas, have more talent than I do. But I also know how to be firm and make tough decisions when it comes to what’s best for the company. We are in a great position, and we look forward to even better results in the coming years,” Santos said.

Santos is well known for his community service, generosity and longstanding commitment to philanthropy. In 2023, he received the Kenneth F. Murrah, Esq. Award as Central Florida’s Outstanding Philanthropist.

Santos credits Rosen’s unselfish and giving spirit for inspiring him to live a similar life. “We both were very blessed later in life, but I still remember what it was like not to have food and to go to bed hungry. I owe it to that boy growing up in Fall River to try to help as many people as I can, in many ways. That drives me to be the best CEO I can be to our associates—and just as important, a better person within our community.”



*Back row (L-R): Dan Giordano, James "Jim" Bina, Glenn Rosen, Derek Baum and Jennifer Rice-Palmer. Front row (L-R): Dorea Mays, Frank Santos and Josh Rosen*

# Meet Rosen Hotels & Resorts' New Vice Presidents



## Josh Rosen

*Executive Vice President of Operations*

### COMPANY TENURE: 18+ YEARS

FOR JOSH ROSEN, working at the company his father founded in 1974 isn't like any other job. It's personal. In more ways than one. Josh grew up surrounded by hospitality; it's in his blood. Now, as the company's executive vice president, Josh credits Rosen Hotels & Resorts' family of associates not only for his rise through the company, but also the vaulted reputation of the company, its impact and reputation as a global hospitality leader.

"The tenure here is simply amazing. I have literally known the senior leadership team my entire life—I have grown up with them, learned from them and they are simply the best," said Josh. As executive vice president, he oversees hotel operations, sales and marketing, risk management and guest contact.

Josh got his start in the company as a teenager working summers for tips at the Shingle Creek Golf Club and has worked his way up through the sales force as an adult.

"Dad did so much, and he has proven quite impossible to replace. This new leadership structure is all the people Dad worked alongside with, trusted and loved dearly. I get excited to work with these people every day."

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## Derek Baum

*Vice President of Facilities  
& Building Operations*

### COMPANY TENURE: 38+ YEARS

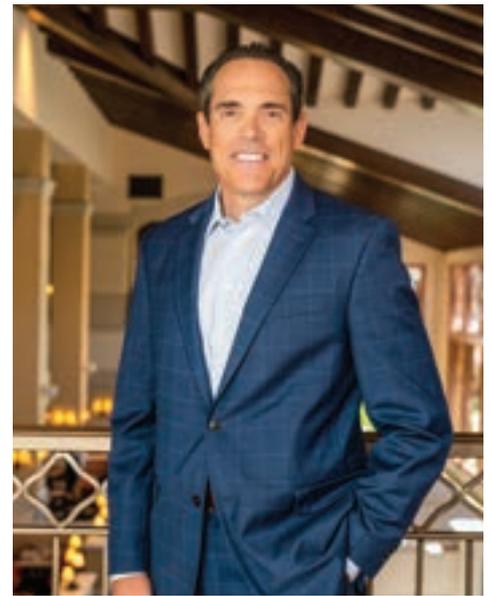
FOLLOWING HIS GRADUATION from Cornell University nearly four decades ago, Derek Baum began his career with Rosen Hotels & Resorts, where he has remained a foundational figure, helping to shape the company's identity and success. From his early days to his most recent position as general manager of Rosen Plaza, Baum has contributed across all seven Rosen properties, thriving in the fast-paced, ever-evolving world of hotel operations. "No two days are ever the same in hospitality," Baum said. "That's what keeps it exciting."

Throughout his career, Baum has witnessed a remarkable digital transformation across

the industry. Today's integrated property management systems connect every department—enhancing efficiency, safety and sustainability. "We've evolved. And with guests more connected than ever, attention to detail is everything. Consistency and high standards aren't just goals, they're daily expectations."

Now serving as vice president of facilities and building operations, Baum leads with purpose, partnering and collaborating with many team members he's worked alongside throughout his career. His passion for mentorship and growth shines through. "It's incredibly rewarding to see an associate rise from an entry-level role to a leadership position. That kind of advancement reflects our culture—one built on service, teamwork and strong relationships. I love that."

Outside of work, Baum stays active through sports and fitness—an extension of the energy and focus he brings to his role.



## Jennifer Rice-Palmer

*Vice President of Guest Contact  
& Revenue Management*

### COMPANY TENURE: 34+ YEARS

OVER THE YEARS, Jennifer Rice-Palmer has taken full advantage of the opportunity to grow with the company she calls "her family." Rice-Palmer's ascent has been nothing short of a success story, starting out as a front desk clerk and rising through the ranks ultimately to a hotel general manager, a corporate director and now as a vice president.

"What I love most about working at Rosen Hotels & Resorts is that we genuinely care for one another," said Rice-Palmer. "From the very beginning, I always felt welcomed and supported. I'm fortunate that

over the years, opportunities to grow opened up, many in ways I never expected."

As vice president of guest contact, Rice-Palmer's oversight includes reservations, guest relations, social media, the creative team, public relations and revenue management.

She credits the company's late founder, Harris Rosen, for his guidance and support over the decades, but most of all his passion for giving back. A passion Rice-Palmer pays forward as a board member for Runway to Hope, which raises money to help pediatric cancer patients and their families. "Whether it's through RosenCare, our education programs or community outreach, we're encouraged to make a difference. I've had the chance to be part of initiatives that truly change lives—and that's something I'm incredibly proud of."

## James “Jim” Bina

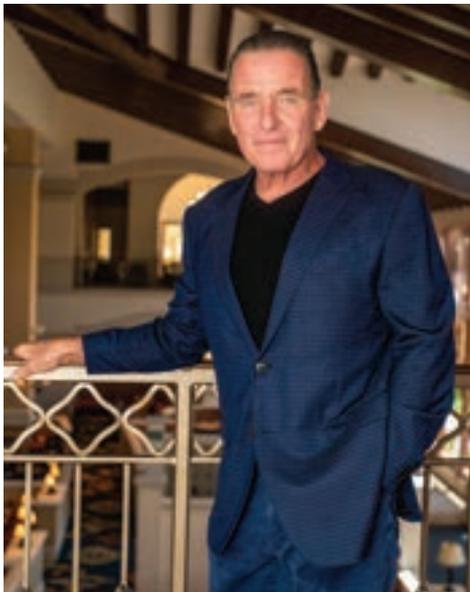
*Vice President of Finance*

### COMPANY TENURE: 33+ YEARS

OVER THE COURSE of his 33-plus years at Rosen Hotels & Resorts, flexibility has been ideal for James “Jim” Bina, now vice president of finance. Finance may scream numbers, but Bina is more than just a numbers guy. “I would tell you that my career with this company has been a colorful one,” said Bina. “Some people would say, ‘Wow Jim, 33 years in finance, doesn’t that get a little old?’ But I have moved around in my career here. I was the IT director, I was the president of Millennium Technology Group, a controller, director of finance and now a vice president.”

His stamp on the company is undeniable. Things guests might not see but expect from a hospitality leader. Bina was in charge of making sure every room had internet access. He automated the front desks at the Rosen Inn leisure properties, and he participated in the design of Rosen Shingle Creek, from the shovel in the ground to opening day.

Bina oversees finance operations for not only Rosen Hotels & Resorts, but all Rosen companies and subsidiaries. He also oversees operations for Millennium Technology Group, procurement and merchandising. Bina is the global president for Hospitality Financial and Technology Professionals, an international nonprofit association which empowers professionals in their career.



## Dan Giordano

*Vice President of Corporate Planning & Development*

### COMPANY TENURE: 30+ YEARS

ENTREPRENEURIAL SPIRIT. That is what caught the attention of Dan Giordano when he first learned about Harris Rosen and the company he built from the ground up. Giordano knew Rosen was different, his company was different and that “Rosen Difference” is what led him from the Walt Disney World Dolphin Hotel to Rosen Hotels & Resorts.

“Mr. Rosen inspired me and countless others. The bulk of my enjoyment here came in knowing that we were able to operate with a sense of unincumbered freedom. There were

no borders when it came to guest satisfaction or booking business. This allows us to move quickly and to do what’s right for our guests,” said Giordano.

Giordano was the very first general manager at Rosen Shingle Creek and his promotion comes at a time when the company is revitalizing and reimagining rooms and event spaces. Yet Giordano has grander visions. “I’m excited to help build and plan a vision for the future and determine how our company is going to look 10, 20, 30 years from now. Our future is very, very bright,” Giordano added.

Outside of work, Giordano says he’s all about family. “I’ve got a beautiful wife, two beautiful kids and now two amazing grandchildren, who I am just over the moon about. They are my greatest joy.”



## Dorea Mays

*Vice President of Human Resources*

### COMPANY TENURE: 24+ YEARS

FOR DOREA MAYS, people are her business. Mays has more than 35 years in Human Resources, but her expertise extends well beyond a traditional HR role. Not only is she a trusted leader who serves on the company's advisory committee, but she is a certified leadership performance coach, guiding managers, while building confidence and mentoring the company's rising stars. Her holistic approach has garnered numerous awards and recognitions, including Human Resources Florida State Council's highest honor as its Professional of the Year in 2024. In 2025, she was also recognized as one of the Women Who Mean Business in the *Orlando Business Journal*.

Mays' innovative programs and strategic initiatives have propelled Rosen Hotels & Resorts through the years—her colleagues describe her as one of the most caring and passionate leaders they have ever worked for. "I really love what I do because at the heart of it, I help people reach their full potential and give them the support they need to thrive," Mays said.

In addition to human resources and people strategies, Mays also oversees the Rosen Medical Center, RosenSure, community relations, corporate communications and public relations.

Outside of work, Mays is extremely involved within her community serving on multiple HR boards, as an executive board member for the Florida Youth Foundation and serving with the Juvenile Diabetes Research Foundation.



## Glenn Rosen

*Vice President of Construction  
and Owner's Representative*

### COMPANY TENURE: 15+ YEARS

FOR GLENN ROSEN, creating things and solving problems have been passions since early childhood—building block towers as tall as he could reach and fabricating weight-sensitive bird feeders of his own design to defeat the squirrels. It's no surprise Glenn earned a BS and MS in architectural engineering, a suitable blend of those passions, followed by a six-year career in structural engineering in New York, a professional engineering license and a pursuit of real estate development. When an opportunity arose to apply his technical background in analysis, design and permit-

ting to serve as a project coordinator and in-house owner's rep at his uncle's company in Orlando in late 2010, he jumped at the opportunity.

Now, after 15 years as an integral part of Rosen Hotels & Resorts' construction planning and development efforts—managing various renovations, additions and ground-up construction projects throughout the Rosen portfolio—Glenn begins his next chapter as vice president of construction and owner's representative. In line with Harris Rosen's vision and legacy, Glenn's evolving and dedicated construction team will continue to deploy its crucial expertise to help shape the future of Rosen Hotels & Resorts—via countless tricky renovations and repairs of existing buildings and especially the large expansions planned for the company's convention hotels as the company grows.



# What's New in Orlando?

Welcome to Orlando, Florida. The City Beautiful.

ONE OF THE WORLD'S most popular tourist destinations and the nation's top choice when it comes to meetings and conventions.

Here you will find a Magic Kingdom, Harry Potter and his friends, major international and national sporting events and a foodie scene rated #1 in the nation by WalletHub.

And let's not forget about the weather.

While most of the nation deals with snow, icy roads and people bundling up with layers upon layers of clothes, Orlando

enjoys an average temperature of 74°F from December through February.

Now that's something to brag about.

But there's more.

Since the last *Rosen Reveal* published, the "Theme Park Capital of the World" is now even bigger and better. Let's take a look.

## Universal Epic Universe

Opened in May of 2025, Universal Orlando Resort's Epic Universe features more than 50 attractions across five immersive, uniquely different worlds.

The Wizarding World of Harry Potter—Ministry of Magic™ allows guests to encounter "fantastic beasts" as they tour wizarding Paris in the 1920s, enjoying new thrills as they arrive to the British Ministry in the 1990s.

There's also SUPER NINTENDO WORLD™ where you can step inside the worlds of your favorite Nintendo games like Super Mario and Donkey Kong.

How to Train Your Dragon—Isle of Berk will send you soaring and Dark Universe will immerse you in a land of myth, mystery and monsters!



Last but not least is Celestial Park, right in the center of Epic Universe and where worlds literally collide amongst lush greenery, dancing fountains and rides featuring celestial lions and stardust racers.

### Walt Disney World

In July of 2025, The Magic Kingdom ushered in its new nighttime light up parade called Disney Starlight: Dream the Night Away. Your favorite Disney characters light up the skies and offer the perfect end to your day at the park.

Test Track 3.0 is now open for those looking to put the pedal to the metal. This overhaul of EPCOT's speed-racing

attraction allows riders to experience a mind-blowing racetrack, with speeds reaching up to 65 mph—the fastest at Disney World.

### SeaWorld Orlando

Expedition Odyssey is a first-of-its-kind Arctic Adventure at SeaWorld Orlando, taking guests on an up close and personal adventure exploring Arctic wildlife in their natural habitat. This high tech, simulation adventure lets riders dive into the depths of the Arctic Ocean, soar through glaciers and glide across the frozen tundra to experience its wildlife along the way.

### Beyond the Parks

Culture and the performing arts are on display year round in Orlando. The city's crown jewel is the Dr. Phillips Center for the Performing Arts. There you'll find Broadway shows like *The Wiz*, *Wicked*, *Mama Mia*, *The Book of Mormon* and so much more. New to this two-block downtown Orlando destination is Judson's Live, where atmosphere and acoustics collide. In addition to Grammy-winning artists performing in an intimate setting, guests get to enjoy a candle-lit table setting with craft cocktails and shareable plates. The Orlando Ballet performs timeless classics, like *The Nutcracker*, *Swan Lake* and *The Great Gatsby* at the Dr. Phillips Center's Steinmetz Hall, its performance home. Complete with a live orchestral music accompaniment, the Orlando Ballet's masterful productions wow audiences throughout the year.



Jack's Place Short Rib

# A Taste for Excellence

Exploring the restaurants where innovation, flavor and freshness converge.

GROWING UP on New York's Lower East Side, Harris Rosen knew, even as a young boy, he was fortunate to live in a dining and food mecca. Italian restaurants, Jewish delis, Chinatown and others all just moments from his doorstep at 18 Monroe Street.

Food was life.

Food was family.

It was a simpler time back then, but one

constant remains. Exceptional food with family cannot be beat.

Today, the culinary teams throughout Rosen Hotels & Resorts carry forward Mr. Rosen's passion for the palate with help from their own family recipes, which were passed down through generations, and forward-thinking trends from renowned chefs.

Now, with new menus and an on-site garden full of fresh vegetables, fruits and

herbs, we invite you to experience our culinary creations drawn from these new visions and traditional recipes. Trends and local food sources are scoured, vetted and reimagined as chefs from each restaurant create their flare for flavor. Each dish represents the team's vast collection of knowledge and tradition. Intentional acuity of exceptional dining designed to leave a lasting impression. Enjoy.



Rosen Plaza  
Restaurants



Jack's Place Tomahawk Steak

## ROSEN PLAZA

### Jack's Place Restaurant

This restaurant, named after Harris Rosen's father, is an award-winning steakhouse known for its house-aged prime steaks, fresh seafood and hundreds of autographed celebrity caricatures drawn by Jack Rosen himself.

Here you will find one of the best Maryland-style crabcakes in Orlando—we purposefully skimp on the filler to pile on the lump crabmeat. The poached pear and gorgonzola salad, with its frisée and arugula base topped with dried cherries and candied pecans dressed in sangria vinaigrette, reflects the contemporary flair of the chefs.

The menu features mouthwatering cuts of prime New York strip, classic 16 oz. ribeye, but the fork-tender filet mignon's flavor and presentation will leave you speechless. Steak enhancements, such as lobster tail, stacked atop the tender medallion elevate presentation and flavor.

The Italian-American inspired cioppino fulfills seafood lovers' desires. This hearty seafood stew is filled with shrimp, scallops, mussels and clams bathed in a spicy tomato broth.

For vegetarians, the newest dish on the menu is a plant-based filet drizzled with chimichurri sauce—delicious.

**Insider Tip:** *On Friday and Saturday nights, an artist at the restaurant will draw caricatures of dining guests to take home. You can also enjoy a condensed version of Jack's Place menu at the Lobby Bar, right outside of Jack's Place.*

### '39 Poolside Bar & Grill

This contemporary restaurant is a must for people who enjoy tropical fare with a cultural flair and maximum relaxation in a tropical pool setting.

Bite into the short rib burger stuffed with birria marinated short rib, cheddar cheese and zesty '39 barbecue sauce. Freshly made guacamole is always a hit with guests. So are the tacos stuffed with our

special pickled vegetable slaw, your choice of meat or seafood, and the addictive Mexican cheese blend and green chile crema.

Get stuffed guilt-free on the hummus salad bowl packed with garden-fresh vegetables or the tropical mixed green salad that mixes sweet fruits with tart fresh greens.

Or throw guilt out the window and chow down on your favorite style of wings.

### Café Matisse

Reflecting artist Henri Matisse's abundant and bold use of colors, the buffet always displays a strikingly beautiful array of food. Even the pickiest kids can find something delicious and exciting to eat. Buffet dining has always been a favorite of Harris Rosen's and is available at most of his hotels.

Looking for a quick and excellent place for your morning specialty coffee and some pastries? Head over to **Smooth Java** where Starbucks coffee is proudly brewed. For those on tight schedules, get a hot and made-to-order lunch at **Lite Bite**.



*Everglades Restaurant's Chilean Sea Bass Olive Crusted, Artichoke and Roasted Tomato Risotto, Béarnaise Sauce*

## ROSEN CENTRE

### Everglades Restaurant

Everglades' menu is a lesson on Floridian cuisine at its best, especially in the fresh seafood and trimmed aged steaks. Everglades continues to receive top honors for its menu, recently earning an Open Table's Diner's Choice award.

The classically trained, award-winning head chef Fred Vlachos has been in the Everglades kitchen since 2006. He's created some of its more popular perennial dishes such as alligator bay chowder, and a juicy char-grilled black Angus ribeye glazed with a garlic-herb butter and served with truffle mashed potatoes and baby vegetables. He helped craft the deeply satisfying olive-crusting Chilean Sea Bass served over artichoke and roasted tomato risotto and complemented with a creamy house-made Béarnaise sauce.

You must try the char-grilled filet Key Largo; a filet mignon topped with jumbo lump crabmeat in a pinot noir demiglace and Béarnaise sauce. Halibut, salmon and char-grilled aged New York strip steak also adorn the menu, leaving guests with a wide array of flavorful entrées.

### Harry's Poolside Bar & Grill

There are few chefs dedicated to the art of casual dining as Emeterio "Tello" Luna.

Whether you visit for lunch or dinner, a drink or snack, Chef Tello's menu invigorates

the palate with flavors of the Caribbean.

Set sail with Key West conch fritters and Little Havana sliders. Slip into island time with the mojito-glazed salmon dressed in a tropical mango salsa or the grilled chimichurri-marinated New York steak topped with sautéed mushrooms and onions with a flavorful Gorgonzola sauce. Dishes like the Jamaican Jambalaya with shrimp, chicken, chorizo and a zesty creole sauce are so good, you might need to stay an extra day to really explore this menu.

**Insider Tip:** *Harry's hosts off-menu specials for most holidays and Sip & Savor events, both featuring creative dishes from Chef Tello's team.*

### 98Forty Tapas & Tequila

Chef Tello steers the kitchens at Harry's Poolside Bar & Grill and the potent lobby eatery, 98Forty, where salsas, rustic gua-

camole, fresh ceviche, quesadillas and tacos join 40 different premium tequilas. The secret is in the sauce where chef Tello displays his blend of old-world techniques learned in his mami's kitchen in Mexico.

### Sam & Bubbe's Lobby Lounge

Get a taste of New York City's Lower East Side at this contemporary and cozy lounge named after Harris Rosen's grandparents. The menu's focus here is on cocktails and food that are both traditional and inventive. As it says on the menu, "From our family to yours."

### Café Gauguin

Inspired by French artist and sculptor Paul Gauguin, this expansive buffet blends global flavors into a vivid culinary palette. Enjoy beautifully prepared dishes served in an inviting setting for breakfast, lunch, and dinner. A seamless choice for families with varied tastes or hosting a refined, memorable team luncheon.

### Banshoo

The decades of experience standing behind the sushi bar at Banshoo are dedicated to the art of making beautiful and fresh sushi with a bold Latin cuisine fusion.

That influence shines in rolls such as the Caribbean Sunset, a roll that pairs tuna with sweet plantain, topped with a cucumber-wasabi sauce. Experience texture and light heat in the Acapulco roll filled with yellowtail and crushed tortillas with avocado and green chili, all dressed in a cilantro mayo sauce.



*Harry's Poolside Bar & Grill's Salad*

Rosen Centre  
Restaurants





THE MALL AT MILLENIA

*- a collection of luxury -*

**ROSEN SHINGLE CREEK**

The revered AAA reviews more than 31,000 restaurants a year for its coveted Diamond ratings. Fewer than 3 percent in the entire country are awarded a Four Diamond rating. Rosen Shingle Creek earned two of them for the exquisite culinary creativity executed at Cala Bella and A Land Remembered.

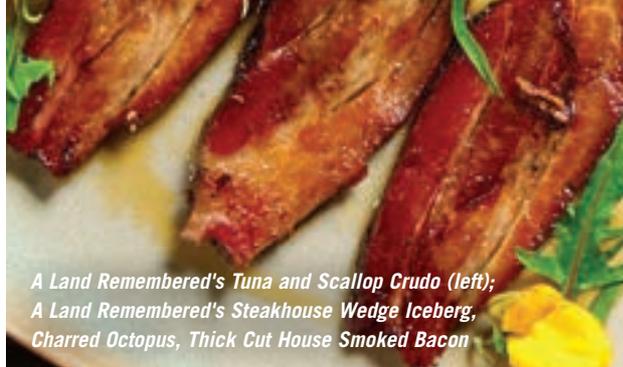
**AAA ♦♦♦♦**

**A Land Remembered**

The selection of cuts, sauces and accompaniments indulges all urges of the sophisticated carnivore. But turf needs its surf companion. The menu sparkles in the seafood and specialties section. Royalty of the seas—Chilean Sea Bass, Ora King salmon and halibut—are among the fresh catches of the day. Locally sourced chicken and pork offer selections unique to the Orlando region. From starters featuring thick cut house-smoked bacon, A5 Miyazaki Wagyu ribeye carpaccio, and seared sea scallops, through your entrée and onto dessert like the Lemon Blueberry Butter Cake Trifle pie made from Meyer lemons from Emma’s Creekside Farm, this is a culinary experience to savor.

By day, A Land Remembered operates as the Clubhouse Grille to serve lunch. Blackened grouper sandwich, anyone? We make midday meals an appointment-worthy occasion.

**Insider Tips:** *The Lobster Macaroni and Cheese is a must-try! A Land Remembered is one of two restaurants featuring fresh produce from Emma’s Creekside Farm, found on-site. All bread baked fresh in-house!*



*A Land Remembered's Tuna and Scallop Crudo (left); A Land Remembered's Steakhouse Wedge Iceberg, Charred Octopus, Thick Cut House Smoked Bacon*

Rosen Shingle Creek Restaurants





*Cala Bella's Local Catch*

AAA ◆◆◆◆

**Cala Bella**

Authentic Italian and Mediterranean flavors come alive in Cala Bella, a AAA Four Diamond restaurant, which offers guests beautiful, hand-crafted dishes fresh out of the open kitchen. 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 Mishima Ultra Wagyu Coulotte steak with garden herb black garlic butter served with gnocchi, Korean squash and greens. The salumi e formaggi is a tour de force of the best cuts of cured meats, including 16-month aged prosciutto, combining brilliantly with a powerful combination of fine cheeses. Mellowing out these intense ingredients is an intoxicating mix of sweet and saltiness of honeycomb, marinated olives, local jam, and Marcona almonds.

*Insider Tip: Cala Bella is the second restaurant to feature fresh produce from Emma's Creekside Farm.*

**Banrai Sushi**

For an eclectic and casual style, you cannot beat the creations at Banrai Sushi. Must tries include the Ceviche roll that marinates tuna, salmon and yellowtail in leche de tigre then rolls the concoction with sweet potato, cucumber, red onion and cancha chulpe. Even traditional rolls are elevated with the finest attention to detail. Orange-ginger reduction sauce and tingly Arima sansho pepper make the shrimp tempura in the dragon roll dance on your palate. Pair your selection with one of our specialty sakes or inspired cocktails for the full sushi experience.

**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 omelettes, eggs and breakfast sandwiches are served with a floor-to-ceiling view of the Rosen Shingle Creek grounds.

**Tobias Burgers & Brews**

The newly expanded Tobias combines an incredible burger list and pub specialties that explore taste and texture. We suggest trying the Slow Smoked Brisket Burger or a phenomenal flatbread, like the local mushroom or shaved cheesesteak.

Vegetarians will enjoy the Impossible burger with vegan mayo and the usual toppings all stacked on a house-baked pretzel bun.

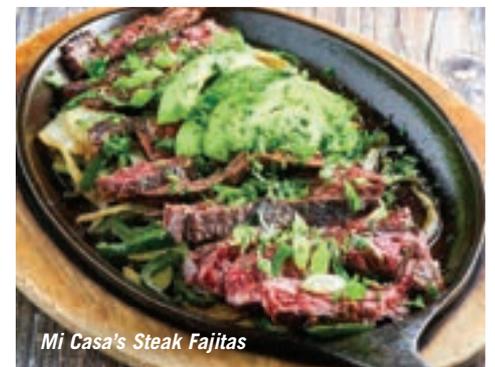
*Insider Tip: As the name suggests, Tobias has an extensive selection of craft beers and an impressive bourbon collection.*

**Mi Casa Tequila Taqueria**

Mi Casa takes Mexican food to new heights with its new menu, creating amazing renditions of classic dishes. The overwhelmingly popular tableside-made house guacamole is hand-ground in a lava rock molcajete. The combination of avocado, tomato, fresh cilantro and lime looks enormous but will disappear quickly.

Our little casa con sabor Mexicano wouldn't be much without its selection of fresh seafood, steak, pork, chicken and plant-based meat options filling our tacos and beautiful entrées.

When a quick snack or poolside relaxation is the order of the day, **Cat-Tails Pool Bar & Grille** offers everything from wings to pit-smoked pulled pork sandwiches featuring locally sourced pork. Salads and sandwiches, made fresh to order, are what make the deli side of the 24-hour **18 Monroe Street Market** a hot spot, or maybe it's the fresh Rosen's Perfect Pizza. **Headwaters Lounge** serves a full drink menu, flatbreads and incredible Angus beef hamburgers from Tobias, as well as fresh sushi from Banrai.



*Mi Casa's Steak Fajitas*



# The Rosen Difference

A legacy of service, a culture of care.

## THE ROSEN DIFFERENCE.

You may hear about it from friends, family or guests visiting Orlando who rave about their stay at any one of the seven Rosen Hotels & Resorts properties.

It is felt in every interaction, every decision and every detail.

The Rosen Difference is a guest-first philosophy shaped by our late founder Mr. Harris Rosen.

For more than 50 years, this commitment defines who we are and who we will be.

It's why guests feel at home the moment they arrive.

It's why business leaders return year after year.

And it's why our associates take pride

in going above and beyond for our guests. Every day.

No matter how big or how small the ask. It's a culture that is contagious.

It is how Mr. Rosen grew his company from humble beginnings to what it is today.

An approach to hospitality not seen anywhere else.

The guiding principle to the Rosen Difference is simple: exceed guest expectations, support our associates and always do the right thing.

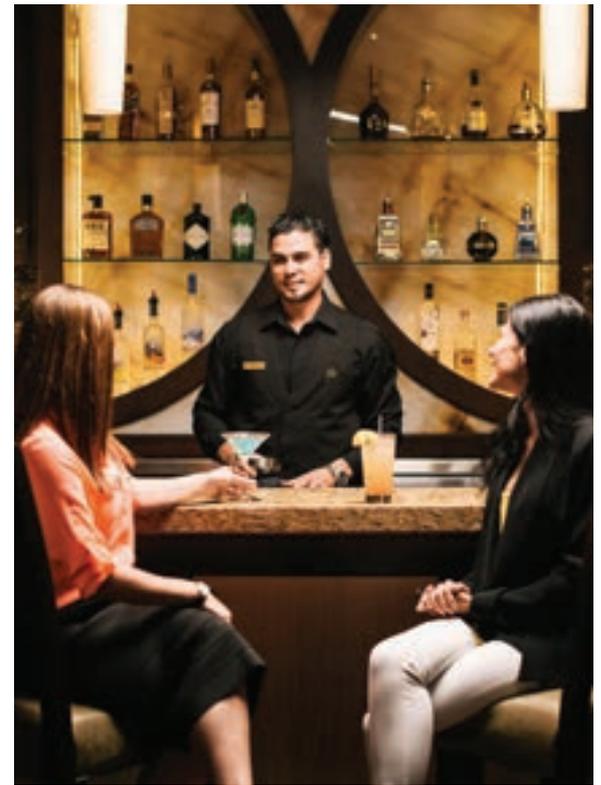
Not a day would go by when you wouldn't hear Mr. Rosen say those last five words.

It's not just a mission statement, it's a mindset.

At the core of Mr. Rosen's Rosen Differ-

ence was the trust he had in his long-tenured team and a philosophy he learned in the Army: K.I.S.S.—Keep It Simple, Stupid. Make decisions that benefit the guest or associate and let that be your compass.

"I remember standing outside of Mi Casa Tequila Taqueria and Mr. Rosen told me that the gift shop lease was expiring, and he asked me, 'What should we do with the space?'" said Martin Bonventre, general manager of Rosen Shingle Creek. "I told him I think we should switch Mi Casa from this smaller space, move Tobias Burgers & Brews as well and change the concept. He said to run some numbers on it and by week's end, we were making the changes. We had everything done, including a remodel, in less than



eight months. Where else does that happen?” Bonventre added.

The Rosen Difference is a straightforward approach that empowers every team member to act with confidence.

At Rosen Hotels & Resorts, individual success is built on team success.

And team success is measured by the guest experience.

From sales and convention services to food and beverage and behind-the-scenes operations, every associate works as one unified team.

“Here, we’re empowered to make decisions and are passionate about earning new clients, and we understand the importance of our returning business and guests,” says Julie Ryczak, director of sales and marketing at Rosen Centre. “We have an underdog mentality. So we work harder and push beyond limits, ensuring that our guests know at the end of the day, Rosen will outperform and outwork everyone else to exceed their expectations,” Ryczak said.

That effort doesn’t go unnoticed. Clients like Dustin Westling of OneWest Event Design & Logistics describe Rosen’s service as “professional, expert and committed to excellence

from start to finish.” Tom Pennington of Triangle Fraternity echoes that sentiment, praising the Rosen staff for their “highest levels of support” throughout his organization’s event.

“You see the results. We’re a privately owned company based in Orlando and we have to work twice as hard to get the guests

that we get,” said Fernando Ching, who has seen much in his nearly 20 years with Rosen Hotels & Resorts and is now the general manager at Rosen Plaza. “And once we get these companies and groups to experience Rosen Hotels, we go out of our way to keep them. That is why a lot of our business is



*Rosen Centre’s General Manager Phil Caronia and Director of Sales & Marketing Julie Ryczak*



*Rosen Plaza's Director of Sales & Marketing Suzanne Kennedy and General Manager Fernando Ching*

repeat business and that is a big part of the Rosen Difference,” Ching added.

Yet, guests are not the only people seen year after year at a Rosen property. Associates at Rosen Hotels & Resorts often stay for decades, creating a sense of continuity and belonging that guests feel the moment they arrive.

“The Rosen Difference is all of us,” said Josh Rosen, executive vice president of oper-

ations. “When you have the length of tenure that we do, and a strong company culture like we do, and most importantly when you have one unified vision shared amongst our associates top to bottom, you grow beyond a mere team or company and become a family of associates,” he added.

Todd Frappier is the chief sales and marketing officer for Rosen Hotels & Resorts and has been with the company more than 30 years. “To know ownership on a one-on-one basis is not the norm in today’s business world. Mr. Rosen made sure that we knew he was just a phone call away or just down the hall,” Frappier said. “And now Frank Santos (an almost 40-year veteran of Rosen Hotels & Resorts and the new president and chief executive officer) is carrying on that legacy.”

“Our longevity makes meeting planners ask, ‘How is this happening?’” says Phil Caronia, general manager of Rosen Centre, which celebrated its 30<sup>th</sup> anniversary in October

2025. “Guests return years later and see the same faces. That’s rare—and it’s powerful.”

Powerful is right. Vice President of Human Resources Dorea Mays says the Rosen Difference is one reason turnover at Rosen Hotels & Resorts is lower than industry standards. “We have a saying at Rosen and that is, we take care of our associates so our associates can take care of our guests. That is why we are constantly reviewing our benefits to make sure our associates know how much we care for them and the jobs they do,” Mays added.

Suzanne Kennedy, director of sales and marketing at Rosen Plaza, agrees: “The associates are the heart of Rosen Plaza—and really all our properties. Their positivity is infectious.”

As the Southeast’s largest privately held hotel group, Rosen Hotels & Resorts operates without layers of corporate bureaucracy. Decisions are made quickly, guided by values, not red tape.



“There’s no call to Chicago to get approval, like I experienced at another company,” says Bonventre. “We’re encouraged to be creative, take ownership and solve challenges. That’s the Rosen Difference.”

Katie Bellas works with Bonventre as the director of sales and marketing at Rosen Shingle Creek. “Our biggest strength is our company’s commitment to our guests. Every interaction we have is a chance to win someone over, to take care of someone,” said Bellas.

“We are not corporate America,” says Caronia. “Our associates are more involved, more invested in taking care of our guests and each other.”

“The Rosen team that makes magic happen for every guest,” said Ryan Minnick, who is the chief operating officer at the Federation of Tax Administrators, an organization very familiar with Rosen Hotels & Resorts. “The staff and service for our breaks, meals and overall logistics met and exceeded our expectations. As an organization that hosts more than two dozen events a year ranging from 20 to 500-plus attendees, we look forward to being a part of the Rosen family whenever we have a need for a meeting in Orlando.”

The people. The passion. The purpose.  
The unwavering commitment to guests and associates alike.

*That’s the Rosen Difference.*



*Rosen Shingle  
Creek’s General  
Manager Martin  
Bonventre and  
Director of Sales  
& Marketing  
Katie Bellas*

# The Ultimate Golf Escape

Shingle Creek Golf Club blends skill, strategy and scenery to reign as the Southeast's top golf destination.

FROM THE MOMENT you lay eyes on the Shingle Creek Golf Club, you immediately know you are in for a spectacular round of golf. The neatly manicured greens and perfectly maintained fairways dazzle you before you even step foot on the course. Here, everything is designed to deliver an amazing day on this immaculate but challenging championship course.

Set amongst 255 acres of Florida flora, with many species of wildlife along every hole, this world-class golf club has been redesigned by the esteemed Arnold Palmer Design Company to allow golfers at every level the flexibility and forgiveness to navigate all 18 holes. This par-72 championship course lies along the historic Shingle Creek, headwaters to the Florida Everglades and features undulating fairways, interconnecting waterways and a backdrop of dense oaks and pines to create 7,213 yards of unforgettable golf. Having served as a U.S. Open and Amateur qualifying venue, the course is masterfully maintained, and the beautifully kept greens are nothing short of amazing.

Wide fairways entice golfers to swing away, but elevated greens, challenging green complexes and strategically placed bunkers will require a strong short game.

The greens' speeds tend to be true, but their swales, slopes and tiered putting surfaces add an air of mystery as golfers try



*The beautiful 18<sup>th</sup> hole at Shingle Creek Golf Club*

to anticipate their ball's every move along this picturesque, manicured surface. "Nobody has greens like we do," said Shingle Creek's Golf Director Ryan Hosford. "The combination of unique shapes, variable sizes and strategic undulation is unparalleled in Central Florida," he added.

The scenic water throughout the course will also figure into your



*Scenic 17<sup>th</sup> hole at Shingle Creek Golf Club*



***Shingle Creek Golf Club is annually recognized as one of the Best Golf Resorts in the Southeast***

challenge people. It's very difficult, but it sets up well for me and my game."

Honored by *Golf Digest* as one of the Best Young Teachers in America for 2025-2026, Spalla works with golfers every day at the Shingle Creek Golf Academy, a Top 25 Golf School in the nation ranked by *Golf* magazine. The academy features new state-of-the-art swing analysis and game improvement technology in the indoor hitting bays.

Inspiring, challenging and illustrious, the Shingle Creek Golf Club is what golf is about for those who know the game best and those who love a challenge.

Exactly what you would expect from a championship golf course at a AAA Four Diamond hotel.

game and you will quickly realize why Shingle Creek Golf Club is annually recognized as one of the Best Golf Resorts in the Southeast. Variety. Strategy. Beauty. It is all here.

To help your game, each cart is equipped with state-of-the-art GPS technology, so you never have to guess how the hole lays out or how far you are to the flag.

Every hole has its challenges. *Orlando* magazine recognized Hole 17 as one of the course's trickiest. Named *Tobias' Fire*, this long

par 3 situated near the water requires bold play to reach the putting surface. Bunkers left and short right make pin positions near the edges of the green difficult to get close.

Chris Spalla, the director of instruction at the Shingle Creek Golf Academy will tell you Hole 8, named *Handshake*, is tough, but at the same time it is his favorite. "It's a long par 5, challenging and deceiving because it's a zig-zag design. It's also uphill, and depending on the wind it could really

## By the numbers:

Par:	72
Length:	7,213 yards
Slope:	137
Rating:	74.3



# Sting One out There

When you have to find the fairway, this shot is super useful.

By Chris Spalla

**EDITOR'S NOTE:** This article originally appeared in the July/August 2025 edition of Golf Digest and is republished with their consent.

ONE VALUABLE TEE SHOT FOR players who can generate decent swing speed is the stinger. The intent of it is to fly the ball lower with less spin, so it's great on windy days or in nail-biting situations when getting the ball in the fairway is crucial. That said, it's not the easiest shot to execute unless you make certain adjustments to your stance and swing. Here's what you need to know.

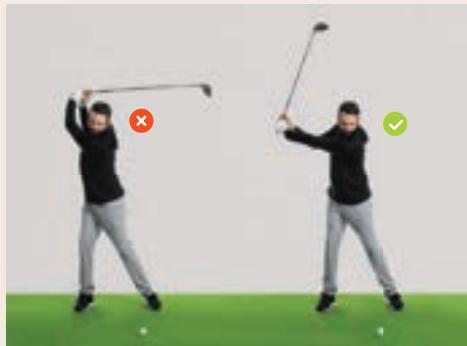
—With Ron Kaspriske

**CHRIS SPALLA**, one of Golf Digest's Best Young Teachers in America, is director of instruction at the **Shingle Creek Golf Club in Orlando**.

## STEP ONE:

*Change your setup*

- Tee it lower than normal
- Play the ball slightly farther back than your normal driver position
- Set your spine angle more vertical
- Your weight should still slightly favor your trail foot



## STEP TWO:

*Shorten your backswing*

- Take the club back until your lead arm is parallel with the ground
- Don't load up and turn way off the ball
- Feel like your chest is still hovering over the tee

## STEP THREE:

*Drag the club through*

- Don't lash at the ball
- Swing into it with 80-percent effort
- Feel like you're dragging the club through behind your body
- Focus on body rotation, not a whippy arm swing



## STEP FOUR:

*Deloft the face*

- Swing through on a level or downward path
- Try to reduce dynamic loft on the driver
- Start the ball low (it should stay low with less spin)
- Feel lower and longer after impact
- Restrict your finish (like a knockdown shot)

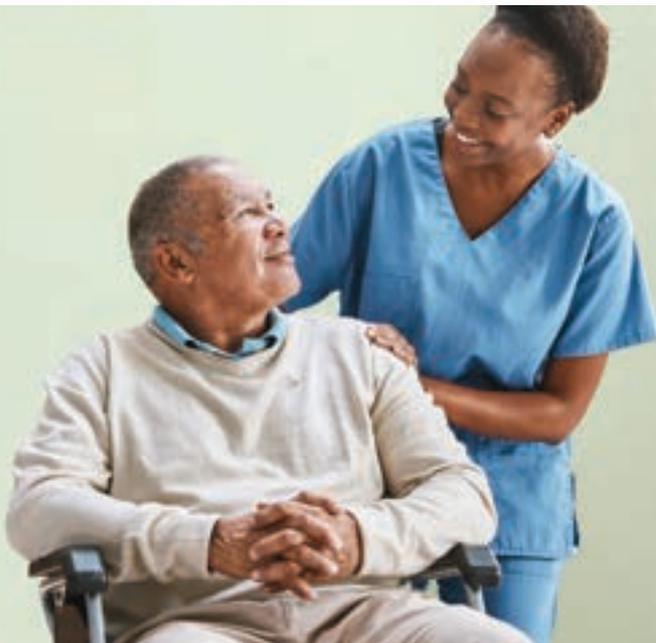


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From left: Chef Michael Dunton, Chef Michael McMullen, Chef Ricky Lopez

# Crafted With Heart:

Meet the Culinary Masters Redefining Plates and Palates.

*“Cooking is like painting or writing a song. Just as there are only so many notes or colors, there are only so many flavors—it’s how you combine them that sets you apart.”*  
— WOLFGANG PUCK

**Chef Michael Dunton,**  
*Executive Chef, Rosen Shingle Creek*

Raised in New England, Chef Michael Dun-

ton’s love for cooking began at an early age. Fishing and clamming in Cape Cod, he developed a taste for fresh seafood and a reverence for family recipes. “Coming from Armenian and Italian heritage, food was always a big production,” he said. “We made everything from scratch.”

That sense of tradition fuels Dunton’s culinary vision and creative flare at Rosen Shingle Creek, where Dunton is the executive chef.

One of Dunton’s passion projects is Emma’s Creekside Farm, the hotel’s exclusive on-site garden he brought to life in 2022.

Every day you will find the freshest ingredients growing and reaching their fullest flavorful potential just steps away from the kitchens at the AAA Four Diamond Restaurants **A Land Remembered** and **Cala Bella**.

Crops include many varieties of lettuce, tomatoes, pumpkins, wild arugula, mint and



*Cala Bella HertaBerkSchwein Farms Pork Scallopini, Local Catch, Farmer's Salad*

huge heads of cabbage. An orchard grows olives, avocados, Key limes, peaches and jaboticaba berries, which grow off the trunk of a Brazilian myrtle. Dunton is the first to brag about the amazing yield his citrus trees bring year round as well as the organic basil that finds its way into a multitude of dishes.

Fresh is the key ingredient in Dunton's menus, bringing bold and innovative flavor profiles to dishes. Partnerships were born and enhanced with area farms, ensuring locally sourced meats, seafood caught day-of, and other ingredients need not travel hundreds of miles before making it to the table.



"One of my strengths is knowing what grows in the area and what's coming from our local waters," Dunton said. "I love working with local markets."

One of Dunton's favorite dishes is the HertaBerkSchwein Farms (Groveland, FL) Pork Chop served with roasted Korean summer squash, braised lacinato kale, Parisian carrots, curry leaf sweet potato purée and a sage brown butter. Now the vegetables may change with the seasons, but the farm freshness is consistent and flavorful.

Chef Dunton credits his team for continually raising the bar and he provides them with the same trust the hotel gives Dunton in order to grow. "To share that passion with my team and our guests is amazing," he said. "There are not many people who can say they are living their dream, but I am truly living mine."

It is this kind of commitment to excellence which sets the dining experiences and catered banquets at Rosen Shingle Creek apart from others in the industry.



Everglades Black Angus Filet

## Chef Michael McMullen, Executive Chef, Rosen Centre

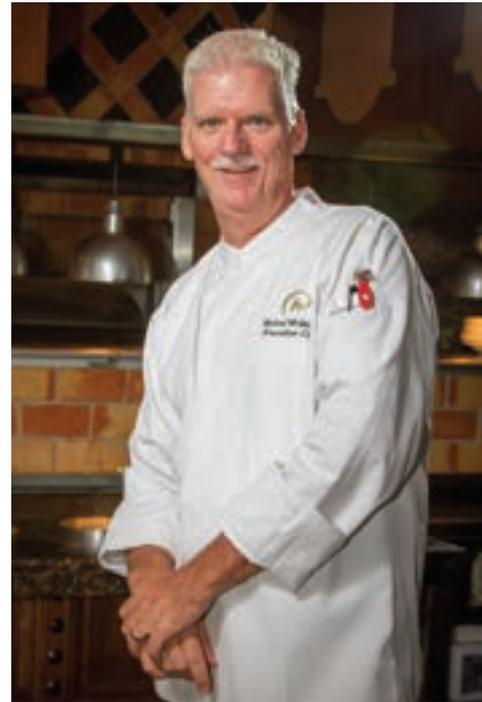
Executive Chef Michael McMullen’s story also begins at home, where his mother and grandmother would make everything from scratch. “My mom would have a roast in a big, cast-iron Dutch oven and she would put the carrots, the onions, the mushrooms and other fresh ingredients in there, and the aroma of the flavors would just overcome the house,” McMullen said.

Her attention to detail was spot on, a character trait Chef McMullen carries with him to this day. “Whether we are preparing an olive-crusted Chilean Sea Bass for one guest at our award-winning Everglades restaurant or a

five-course catered extravaganza for 1,000 in our Grand Ballroom, one thing remains the same: it is the attention to detail that sets us apart,” said McMullen.

Trained at the American Culinary Federation, McMullen’s passion and flair is on full display throughout Rosen Centre.

As Rosen Hotels & Resorts’ longest tenured executive chef, he knows he’s trusted to deliver fresh, high quality, mouth-watering excellence year-round. McMullen’s standards start with a deep understanding for the ingredients he and his team use. “Respect comes from how each ingredient is treated from a seedling to when the truck opens up on the dock. Once ingredients arrive, we make sure we are doing everything in our power to pre-



serve and maintain quality in its truest form.”

McMullen also thrives on 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.”

When large groups come to Rosen Centre, McMullen’s culinary mind kicks into overdrive. “Figuring out, like a puzzle—okay you have this many people coming. It’s not about making food for six people; it is about making food for hundreds. That is when my brain enjoys the challenge.”

McMullen has also embraced time-honored culinary traditions. He visited ranches and gleaned generations of wisdom from cowboys to know how to best care for cattle. He dug into the necessity of crop rotation with seasoned farmers and seeks out food sources for superior crops grown in ideal conditions.

“Ultimately, it takes a dedicated team to provide an incredible experience with food,” McMullen said. “In one day, the team can be challenged with developing a healthy menu for a youth group, creating made-from-scratch soups and sauces for our restaurants and preparing a gourmet awards dinner for our more discerning business clientele. The goal is to land a perfect 10 every time.”



*Chef Ricky showcases his cuisine and ice-carving abilities*

## Chef Ricky Lopez,

*Executive Chef, Rosen Plaza*

You could quite literally say that Executive Chef Ricky Lopez has *carved out* quite a niche for himself at Rosen Hotels & Resorts and throughout Central Florida. You see, he's not only an artist with his menus, but he's also somewhat of a local celebrity sculpting giant blocks of ice or carving holiday pumpkins with the most intricate of detail.

That passion for creating in the kitchen began in 1993, when Lopez came to Florida from Puerto Rico, where he was originally studying to be a doctor. On a visit to see family in Orlando, Lopez took a summer job

at a theme park. That's where he met a chef who created detailed ice sculptures using a power saw on 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," said Lopez. "And that's what started my journey in the kitchen and cooking."

Now the executive chef at Rosen Plaza, a huge bookcase behind his desk is like a road map to his creative genius. Cookbooks detailing cuisine from across the globe. Recipes and stories from famous chefs are dog-eared and tabbed. One menu Lopez worked on actually has handwritten notes and edits from the world renowned Mario Batali, known for his passion for Italian



cuisine and his effervescent personality.

"Culture is very important. Looking to other chefs for ideas is very important, not for you to steal, but for you to open your mind," Lopez said.

Lopez says he really elevated his flair for flavor when he worked at Rosen Shingle Creek's Cala Bella restaurant. "I said to myself, 'this is perfect. I could do more cooking, more artistry and learn new techniques.' That is what drives me, the desire to keep learning."

That desire to grow eventually led him to Rosen Plaza, where he now oversees the hotel's seven dining outlets and event catering.

Lopez and his team remain hyper-focused on every single detail, every dish and every ingredient. Every plate gets the same level of care and love; whether it's a signature filet at the award-winning steakhouse **Jack's Place** or fresh seafood at the always-popular **'39 Poolside Bar & Grill**.

Perfection is the standard. Always.

Still to this day, Lopez reflects on how he would watch his mother, one of 22 siblings, work with others to carefully craft meals for the entire family. It's all about teamwork. And of course, creating amazing meals. "The key is to always be humble. I don't feel like I'm *the* chef. I'm simply part of an amazing team."

# Rooted in Flavor

How a Thriving Garden Elevates the Dining Experience.

TO SAY EXECUTIVE CHEF Michael Dunton is bursting with pride would be an understatement. His creation, Emma's Creekside Farm at Rosen Shingle Creek, is flourishing now more than ever before.

Fresh vegetables. Fresh fruit. Fresh herbs. Check, check and check.

From a culinary perspective, that's about as good as it gets for a chef and his team.

Harvested at the peak of perfection, freshly plucked produce like broccoli, tomatoes, sweet potatoes, squash, a variety of lettuce, combined with a host of herbs

and a bevy of sweet, juicy fruit elevate the culinary flair and fare at Rosen Shingle Creek to new levels.

"The soil is in prime shape and the crops we are producing are simply amazing," said Dunton. "Year after year of care, thoughtful fertilization and watering are really paying off. The crops are more plentiful and we're really able to zero in on what has worked best from a culinary perspective. One great example is our sweet potatoes. We started off growing them in a small plot. The next year we

expanded a bit and now almost the entire middle section is sweet potatoes. They're so versatile we can use the entire vegetable ... the potato, the greens and even the stem. Nothing goes to waste."

Emma's is a 9,500 square foot sustainable farm which sits along the walking path through Rosen Shingle Creek, just outside the Gatlin ballroom. Wood fencing gives it a picturesque border for the passersby and the curious. But don't worry, the gates are open so guests can stroll along the pebble walkway and





**Emma's Creekside Farm at Rosen Shingle Creek allows the culinary team to harvest fruit, vegetables and herbs at the peak of perfection. Top right: The garden's bounty is used in the hotel's kitchen; seen here is A Land Remembered's Wedge Salad**

admire the garden's form and function. You are encouraged to walk in and enjoy freshness you can see and smell. Other wildly popular crops include pumpkins, wild arugula, huge heads of cabbage, mint, basil, olives, avocados, Key limes, peaches and jaboticaba berries, which grow off the trunk of a Brazilian myrtle.

"The guests are over the moon when they learn about the garden and get to taste the freshness in the various dishes and desserts," said Dunton. "And that's what it's really all about, because we do it for them!"

The farm is named after Emma MacIvey, a farmer's wife in the novel *A Land Remembered* by legendary novelist Patrick D. Smith. Emma can cook an unforgettable meal from anything she and her husband Tobias grow or find in the Florida wilderness. *A Land Remembered* is also the inspiration behind two of Rosen Shingle Creek's restaurants:

Tobias Burgers & Brews and the AAA Four Diamond steakhouse, A Land Remembered.

Regularly you will see Chef Dunton and the experienced farm team inspecting the crops, talking about what to plant next and when it will be ready for harvest. You see, planting and menu planning go hand-in-hand here with menu culinary creations mapped out months in advance based on what crops are ripe and when. This ensures the fruit, vegetables and herbs are gathered in their bloom of brilliance.

Once they are harvested, the bounty is then carried just steps away to the kitchens at A Land Remembered and Cala Bella, which is another AAA Four Diamond Restaurant with an award-winning Mediterranean-inspired menu.

The farm has also spawned something that isn't planted. Culinary creativity. "The chefs get excited for the seasonal transitions

and they have fun trying to come up with new ways to use these amazing ingredients," Dunton said. "What they don't say is, well, we did a sweet potato ravioli last year, so let's do that again. No, they have fun coming up with new creations, creating flavor profiles and trying new things they might not have thought about last year. So not only is it really fun, but there's also a sense of kitchen pride that's contagious," added Dunton.

Emma's Creekside Farm is also available for events, having hosted several gatherings looking for a more intimate setting overlooking the hotel's 255 acres of lush Florida flora.

Make no mistake, Emma's isn't just growing crops, it's rewriting the recipe for success at Rosen Shingle Creek.

Call (407) 996-3663 for a reservation at A Land Remembered or Cala Bella. Your server can identify dishes featuring Emma's produce.



# From Reels to Real Impact

How Rosen Hotels & Resorts (and our guests!) Wins Big on Social Media.

*Making connections.  
Building relationships.  
Engaging with people.*

AT ROSEN HOTELS & RESORTS, social media is more than just a platform. It's an experience. It's an extension of the Rosen commitment to outstanding guest service and memorable stays.

The goal is simple. To creatively connect Rosen Hotels & Resorts with Orlando in the audiences' minds.

So when people think of the true spirit of Orlando, they think of Rosen Hotels & Resorts, the unique culinary experiences and

the people behind the scenes who make it happen for millions of guests year after year.

Add a little creativity and memorable flair ... and in seconds this WOW content is seen around the world.

## Content that Tells the Story

The Rosen Hotels & Resorts social media channels (Instagram, TikTok, Facebook, etc.) offer guests a glimpse into the full Rosen experience. Through thoughtful content, users are guided through our welcoming hotels, the massive state-of-the-art convention spaces and all of the excitement Orlando brings. From world-famous attractions, like the brand new

Epic Universe, to unique local events and cultural happenings, guests can literally picture their journey before it even begins.

## Feeding the Feed with Food (and Drinks!)

Social media is one of the most popular ways to draw attention to the amazing food and beverage offerings at Rosen Hotels & Resorts. Whether it's focusing on seasonal menu additions or the classic menu mainstays, social media provides followers with a first-hand account of the mouthwatering food throughout our properties. The pictures of these fabulous fares themselves are enough to make people drool over how they're made and the chef's inspiration for combining ingredients some would never think to combine. The addition of Emma's Creekside Farm at Rosen Shingle Creek gives viewers an inside look into what is fresh, seasonal and now on the menu.

## A Stronger Connection

An important part of Rosen's social media success comes from the work of the company's vlogger. This role has become essential in building authentic engagement with the audience. Through creative storytelling and a personal presence, the vlogger brings guests closer to the Rosen brand and introduces users to the people who make it happen, in front of and behind the scenes. "The impact this one-on-one connection has with our audience has been tremendous, through the roof," said Faye Albanna, Rosen's social media manager. "When content is creative, entertaining and informative, our audience engagement soars," Albanna added.

## Your Personal Concierge

The hotels' concierge teams are known for their hands-on approach and high standards. Now, through social media, that same level of complete service begins before guests even arrive. Direct communication from people all over the world allows the social media team to answer questions, help with trip planning and address needs quickly and professionally. This digital interaction adds a personal touch that reflects our dedication to genuine hospitality.

[f](#) [@](#) [d](#) [in](#) @rosenhoteles



# Unlock the Unforgettable

Founder Harris Rosen was both a hospitality pioneer and a dedicated philanthropist. His community focus endures at Rosen Hotels & Resorts, delivering exceptional experiences for over 50 years. As their event production partner, we're proud to contribute to this history and excited for the future.

From small meetings to milestone life events, to large-scale, complex conferences, our team brings a unique combination of technical expertise with a hospitality mindset to craft unforgettable experiences.

We'll handle every detail around the way so you can focus on what really matters – making unforgettable memories.

[www.encoreglobal.com](http://www.encoreglobal.com)

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President/CEO Frank Santos accepting the OnSpot Dermatology Life Saving Achievement Award

# From Hotels to Health Care:

One Man's Vision for a Better Future.

HAVE YOU EVER STOPPED to think about the legacy you will leave behind?

For some, legacy is about wealth.

For others, it's about reputation or success.

For our late founder, Harris Rosen, legacy was always about something greater.

It was about people.

It was about the associates who built their careers with **Rosen Hotels & Resorts**.

It was about the children in underserved neighborhoods who deserved a chance at education and opportunity.

It was about families who needed health-care they could actually use—without the crushing burden of cost.

“I was told in the beginning that I was crazy, that this was something very sophisticated that I knew nothing about,”

Rosen said on multiple occasions. “But it is not that complicated. It takes courage. One must be diligent and work hard. But the benefits are absolutely amazing for our associates.”

From the very beginning, Mr. Rosen knew he wanted to build more than hotels. His vision was bigger: to create a business rooted in service, compassion and community



impact. That vision became the foundation of **RosenSure** and **RosenCare**—a legacy that continues to change lives every single day.

## A Legacy Bigger Than Hotels

When people think of **Rosen Hotels & Resorts**, they think of hospitality, spacious conference centers and the beautiful hotels that helped make Orlando a world-class destination.

But for Mr. Rosen, hospitality was never just about rooms and buildings—it was about *people*.

“I always believed that if we took care of our associates, they would take care of our guests,” Rosen would say. That simple belief guided every decision Mr. Rosen made—and it came to life most powerfully in the creation of a new healthcare model, **RosenCare**.

What began as a way to provide associates with the best care possible grew into something much bigger. The fundamentals of **RosenCare** have been featured on TED Talks, written about in *Wall Street Journal* bestsellers, and even studied by Harvard University, which conducted a case study and invited **RosenSure** and **RosenCare** lead-

ers to share insights at its business school.

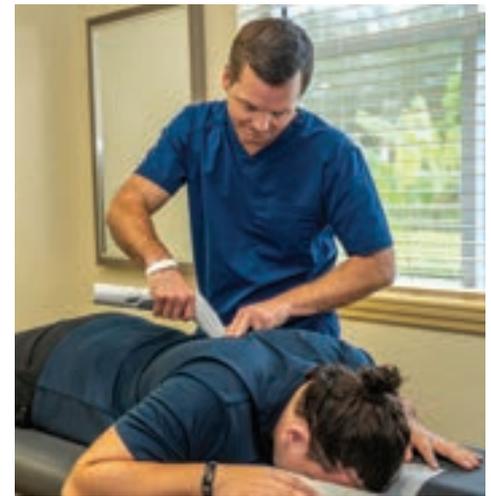
Its influence sparked a nationwide movement—one that has inspired innovations like **Health Rosetta**, **The Walk-On Clinic** and a community of leaders determined to change the status quo. They set the gold standard for **Health Rosetta’s Rosie Awards**—winning “best-in-class” health plans every year since 2023.

Today, thousands of employers and advisors across the country have stepped away from the broken system and chosen to follow the path Mr. Rosen first blazed—proof that his vision was never just about **Rosen Hotels & Resorts**, but about reshaping healthcare for everyone.

The philosophy is simple: remove barriers, hyperfocus on prevention and provide access to high-quality care at little or no cost.

Associates never have to choose between paying a bill and seeing a doctor. Families have access to life-saving medications, often for free, and guidance from care advocates help employees and their families make the best choices without financial worry. Care is always available—day or night—through the **Rosen Medical Center** and telehealth services.

Today, **Rosen Associates** enjoy an



insurance plan with no deductibles, no co-insurances, \$5 medical center co-pays and approximately 90% of all prescription medications are at no cost, including insulin and other specialty medications.

**The Rosen Medical Center**, a 12,000-square-foot, state-of-the-art facility, is the heart of the system. With doctors, nurses, therapists, chiropractic medicine and wellness experts all under one roof, associates and their families have access to comprehensive care—from cancer screenings to mental health support. A laser-like focus on preventing health issues is key. **Kenneth Aldridge**, director of health services, notes that having medical care “right at the associates’ doorstep,” like mobile dermatology, mobile mammograms and mobile vision, makes it far more likely they’ll get routine screenings and check-ups.

“We’ve caught serious issues early, like invasive melanoma, and our mental health programs are helping people before problems escalate,” Aldridge said. “I will never forget one new patient, a 47-year-old woman who said she never had a mammogram and never would. For months, we built our trust with her. One day, our provider and a nurse convinced her to walk through the mobile mammography bus. She decided that day to get her first mammogram. Good thing. The test revealed early-stage breast cancer. We were able to do a small surgery and save her life! Not only are these regular check-ups saving lives but they’re also saving downstream health expenses when patients hold off on check-ups,” Aldridge added.

Aldridge's role is multi-faceted, including directly negotiating with hospitals and medical providers. There is no "middle man." If there's a need or a trend, Aldridge researches options and finds proven solutions.

And the results are undeniable.

Since its founding, RosenCare has saved Rosen Hotels & Resorts more than \$550 million—and, more importantly, saved countless lives.

Employers who adopted similar strategies save, on average, 20-40% on healthcare costs—all while giving employees better access and higher-quality care.

What began as one company's bold experiment has grown into a nationwide shift, proving that when you put people first, both lives and dollars are saved.

## A Legacy of Community

The savings created through the RosenCare model didn't just transform healthcare; they fueled investments back into the community. As Ashley Bacot, a health plan architect with RosenSure, explains, "Had they stayed with a traditional healthcare program, over the next five years they would have paid an additional \$100 million. That money isn't going to Wall Street—it stays in our community."

Those same dollars helped support projects like the Rosen College of Hospitality Management at UCF, the Tangelo Park Program and the Rosen Parramore



PS8 Foundation—initiatives that opened doors to education, opportunity and generational change.

These stories show the ripple effect of a healthcare system that works: money once lost to runaway medical costs can instead build schools, fund scholarships and strengthen neighborhoods.

That is the real power of the Rosen approach.

## Healthcare That Changes Lives

The impact of RosenCare can't be measured

by numbers alone. Its true value lives in the stories of people who have benefited directly. An associate discovered melanoma during a routine skin screening, caught early enough to be treated. A family welcomed a premature baby into the world without facing a mountain of medical debt. Thousands of associates never had to delay a doctor's visit or skip medication because of cost.

Nationally, one in three Americans delay care due to financial barriers, but at Rosen Hotels & Resorts, those barriers don't exist. Rosen associates and their families have access to the care they need, when they need it.

## Legacy That Continues

Legacy is not about what you achieve in your lifetime. It's about what continues after you. The legacy of Mr. Harris Rosen lives on every day.

It lives on in every associate who walks into the Rosen Medical Center with peace of mind.

It lives on in every student who studies at the UCF Rosen College of Hospitality, preparing to lead the hospitality industry.

It lives on in every Tangelo Park or Parramore preschool student who dreams bigger because they know college and opportunity are within reach.

It lives on in the ripple effects spreading across Central Florida and beyond.

Organizations like the School District of Osceola County (SDOC), Orange County Public Schools (OCPS) and Second Harvest





(L-R) Dan Giordano, Frank Santos, Fmr. Lt. Gov. Jeanette Nuñez, Ashley Bacot and Kenneth Aldridge touring the Rosen Medical Center in 2025

Food Bank of Central Florida have built Rosen-inspired health programs that mirror this model—and the results speak for themselves.

SDOC transformed rising healthcare costs into a predictable, sustainable program, saving more than \$76 million over five years while ensuring employees have access to quality care.

Second Harvest reduced costs while keeping care accessible, using the savings to fund paid maternity and paternity leave and expand food access for employees. The organization has been recognized nationally for excellence in employee healthcare for three years in a row.

The impact hasn't gone unnoticed. At the 2025 Health Rosetta Rosie Awards, Frank Santos, president and CEO of Rosen Hotels & Resorts, presented the newly renamed Harris Rosen Dividend Award, a lasting

tribute to the revolutionary example Mr. Rosen set for healthcare.

### Carrying the Legacy Forward

This is what Mr. Rosen wanted: a legacy far greater than hotels.

A legacy of health, education, opportunity and community.

In February 2023, one of the last things Mr. Rosen realized was that he wanted to reach more people—meet **RosenHealth**.

RosenHealth is focused on partnering with other employers to offer “Rosen-like” health benefits to their employees.

Again, employers partnered with RosenHealth spend 20-40% less on healthcare while offering higher-quality, more accessible benefits. Reduced costs allow resources to be redirected toward wages, capital investments or other employee-focused initiatives, ensur-

ing employees and families can access care at \$0 or minimal cost.

The vision that began with one man's desire to care for his associates has grown into a scalable model for businesses and communities nationwide.

And now, the question comes back to you: *What legacy will you leave?*

Because the best legacy isn't built in buildings ...

It's built in people.

For those ready to explore how the RosenHealth approach can bring this legacy to their organization, scan the QR code below.





*Group photo in front of new Adam Michael Rosen Neuro-Oncology Laboratories*

# Hope, Research and Rosen

Inside UF's ReMission Alliance to Cure Brain Cancer.

THE FIGHT AGAINST BRAIN CANCER moves forward every day, thanks to the efforts of millions of people around the world. Yet one man stands out: Mr. Harris Rosen, the late founder of Rosen Hotels & Resorts and a passionate philanthropist.

His gift from The Harris Rosen Foundation led to the launch of the University of Florida Health-led ReMission Alliance Against Brain Tumors in 2019.

To date, the ReMission Alliance, a global consortium of top brain cancer research institutions led by the University of Florida, has developed promising treatments by focusing on immunotherapy, which uses a patient's own immune system.

ReMission Alliance's focus is on reprogramming a patient's own T-cells, specifically CAR T-cells, to attack this disease. They have succeeded in creating an incredibly personalized and living drug exclusive to the patient.

Immunotherapy has unlocked hope for patients. With promising trial results and new strategies on the horizon, the future looks brighter for those facing this disease.

## Legacies of Hope

Behind the bright future are past journeys that left lasting impacts. Such is the case with Adam Michael Rosen, Harris Rosen's youngest son, whose legacy continues to inspire meaningful advances in brain cancer research.

Adam Rosen was diagnosed with an inoperable high-grade malignant glioma. ReMission Alliance helped provide Adam with the best possible quality of life after his diagnosis. Adam fought valiantly until his passing on November 23, 2018.

Driven by hope and determination to spare other families the heartbreak his own endured, Rosen turned profound loss into powerful advocacy.

Rosen not only supported the ReMission Alliance with a \$12 million contribution in 2019, but he served as ReMission Alliance Against Brain Tumors co-chair and remained actively involved with the organization until his passing. That commitment continues to



Dr. Duane Mitchell

this day through the Rosen family.

The Adam Michael Rosen (AMR) Foundation fulfills Rosen’s mission to advance research and support patients and their families while The Harris Rosen Foundation continues to support the global consortium. In honor of that support and in memory of Adam, the clinic where neuro-oncology patients receive their care is named the Adam Michael Rosen Neuromedicine Clinic. The neuro-oncology laboratories are also named in Adam’s honor.

## Frontline Research

At ReMission Alliance where Duane Mitchell, M.D., Ph.D., leads the charge, the fight against brain cancer intensifies. International collaboration with Canada and the United Kingdom encouraged expansion from 12 partnering institutions to 15 in this united front. Mitchell says this growth brings new talent and strength to ongoing research.

ReMission Alliance is currently testing a new FDA and IRB-approved CAR T-cell therapy for patients recently diagnosed with glioblastoma. Three patients have participated in the early-stage clinical trials so far.

“We’re actually pretty encouraged with the clinical results in the sense that it has been safe and that all of the patients have tolerated the therapy quite well,” Mitchell said. “While it is very early and we’ve only treated a small number of patients, they have actually exceeded expectations in terms of disease control, which is encouraging.”

## The Future in AI

Beyond human intelligence, artificial intelligence (AI) quickly emerges as a reliable and invaluable tool that could help improve current treatments and therapies by contextualizing the extensive amounts of data in researchers’ hands.

In fact, UF has been working with engineers from NVIDIA Corporation on how to incorporate AI, efforts supported by the state of Florida and the UF President’s Strategic Research Initiative.

“Bringing in the power of AI to help us

unravel some of the mysteries of cancer and the immune system is really going to be the next frontier for breakthroughs,” Mitchell said. “We’re entering an exciting next 10 years for the field.”

Mitchell’s goal is to build an AI-powered “Google Earth” of the brain, brain cancers and the immune system. He calls this project the Intelligent Immunotherapy Initiative (i<sup>3</sup>) which he expects to discuss at future ReMission Alliance summits.

## A Shining Legacy

Harris Rosen’s legacy shines clearly through Mitchell’s work.

Mitchell reminisces on the phone calls with Rosen and his family. He still admires how engaged they were in understanding the team’s efforts. Rosen would send Mitchell articles related to their focus on immunotherapy, T-cells and glioblastoma to see how these topics related to their work. Rosen would suggest potential challenges and how the team could address them.

Mitchell remembers Rosen as “a genuine person and a true entrepreneur. He built successful organizations, knew how to set and tackle ambitious goals. He was an intellectual partner in our work and contributed in more ways than I can enumerate.”

*To learn more about the Adam Michael Rosen Foundation, visit [AMR-Foundation.com](http://AMR-Foundation.com).*



Adam Michael Rosen Neuromedicine Clinic at UF



Dr. Phillips Center for the Performing Arts

## Experience Orlando's Cultural Heartbeat

For many travelers, a trip to Orlando means theme parks, shopping and sunshine. But just minutes from your Rosen Hotel, there's another world waiting to be discovered—one where the arts take center stage.

In the heart of downtown, Dr. Phillips Center for the Performing Arts has quickly become a landmark destination for entertainment, innovation and community. Since opening in 2014, the arts center has welcomed more than 5.6 million guests, staged over 7,500 performances and invested more than \$26.7 million in local initiatives—all in pursuit of its promise: Arts for Every Life®.

The lineup is as diverse as the city itself. Chris Rock's high-energy comedy, Jennifer Hudson's powerhouse vocals and Herbie Hancock's legendary jazz have all graced the stage. Broadway blockbusters like Disney's *The Lion King*, *MJ: The Musical*, *Aladdin* and *Hamilton* have brought the magic of New York theater straight to Orlando.

The venues are just as memorable. Walt Disney Theater is home to large-scale productions, while Alexis & Jim Pugh Theater provides an intimate space for smaller performances. Steinmetz Hall, celebrated by *Architectural Digest* as one of the "11 Most Beautiful Theaters in the World," offers flawless acoustics that draw international acclaim. And the newest addition, Judson's Live, open six nights a week, showcases local, national and international artists in an intimate lounge setting.



Walt Disney Theater



Steinmetz Hall

The Dr. Phillips Center is more than a stage. Through AdventHealth School of the Arts, students of all ages discover their creative voices ensuring the next generation of performers have a place to grow.

Whether you're in town for business or leisure, make time to experience this cultural gem. For tickets and showtimes, visit [drphillipscenter.org](http://drphillipscenter.org)—and see why this extraordinary venue is the cultural heartbeat of Orlando.



# Judson's LIVE Big-City Energy, Intimate Vibe

In the heart of downtown, there's a place where music feels close enough to touch. Welcome to Judson's Live, Orlando's newest nightlife gem inside Dr. Phillips Center for the Performing Arts.

Modeled after legendary listening rooms across the globe, Judson's Live pairs the sophistication of a big-city feel with the intimacy of a cozy lounge. With nearly 140 seats, every table feels close to the stage, creating a connection between artist and audience that's rare to find.

The lineup is as eclectic as it is exciting. Six nights a week, the stage comes alive with jazz, blues, country, rock, Latin, gospel and hip-hop. Since opening, Judson's Live has hosted more than 375 shows—from beloved local musicians to nationally touring acts. A highlight for many guests: the popular Nashville Nights series, which brings a taste of Music City to Orlando.

Recognized by *DownBeat Magazine* as one of the World's Top Jazz Venues, Judson's Live is more than the music. The culinary program is just as thoughtful, with chef-curated small plates, seasonal dishes and craft cocktails delivered right to your table. It's the kind of elevated dining-meets-entertainment experience.

Whether you're looking for a soulful jazz set, a high-energy night of blues or a glass of wine during a Master Sommelier-led tasting, Judson's Live offers a special night out. It's where locals and visitors alike gather to connect and discover new sounds.

For tickets, menus, and upcoming shows, visit [judsonslive.org](http://judsonslive.org) and find your new favorite scene in Orlando.

# UCF Rosen College: From Vision to Vanguard



MORE THAN TWENTY YEARS AGO, a bold idea took shape at the intersection of education and industry. Harris Rosen, a hotelier whose career embodied vision, perseverance, and generosity, believed that the next generation of hospitality leaders should learn in the very heart of the field they hoped to shape. His transformative gift to the University of Central Florida created that opportunity, giving rise to a college that would bridge knowledge and practice, classroom and career, learning and leadership.

When the UCF Rosen College of Hospitality Management opened in 2004, it was something the industry had never seen before. A purpose-built campus, planted not in isolation but in the center of Orlando's thriving tourism corridor. Surrounded by hotels, resorts, theme parks, and convention centers, Rosen College offered students an unrivaled

proximity to opportunity and a front-row seat to the business of hospitality itself.

From its earliest years, the college grew quickly in size and stature. Under the leadership of founding dean Abraham Pizam, Rosen College established a reputation for academic excellence and real-world relevance. It became a model for how universities and industries could work together to shape the future of service. The result was an education that blended theory and practice, intellect and empathy, innovation and tradition.

## A Legacy of Excellence

Today, that legacy continues to flourish. Rosen College is ranked #1 in the world for hospitality and hotel management education by *CEOWorld Magazine* and #1 in the United States and #2 globally in the 2025 ShanghaiRanking Global Ranking of

Academic Subjects. Its faculty are among the most cited hospitality researchers anywhere, with fourteen earning single-year recognition and four honored for career-long achievement on the 2024 Stanford Elsevier Top Scientists list, representing ten percent of UCF's honorees.

The college offers six undergraduate programs, a growing portfolio of graduate degrees and certificates, including Florida's only doctoral program in hospitality management, and professional training that reflects the latest trends shaping the industry. Students come from across the nation and more than sixty countries, creating a global classroom that mirrors the field they are preparing to enter.

Here in Orlando, the world's hospitality capital, students do more than study. They intern and work with the leader of the industry such as Universale Destinations & Experiences,

Walt Disney World Resort, Darden, Marriot, Hilton, Rosen Hotels & Resorts and countless others. These partnerships often become lifelong career pathways. But beyond the résumés and rankings, Rosen College remains a community built on connection. It even has a rhythm all its own. It lives in the conversations that spill out of classrooms, the laughter that fills the courtyard, and the shared belief that hospitality can change lives. Students often say they love it here because there is no other place like it. Where else can you study the industry while standing in the middle of it? At Rosen College, learning is not confined to the classroom. It's part of the city, the people, and the experiences that surround it every day.

Dean Cynthia Mejia sees that spirit as the heart of the college's success. "Hospitality is about people," she says. "It is about empathy, understanding, and leadership through service. Those values are what make our graduates stand out in the industry and what make this college such a special place to learn."

## A Future Defined by Innovation

As the industry evolves, Rosen College continues to lead. The 2030 Strategic Plan envisions a future where technology is integrated into every program and experience. Students will learn to use artificial intelligence to improve guest service, virtual reality to design events and attractions, and analytics to anticipate the needs of travelers.

The curriculum is expanding into new frontiers, from space tourism to sustainable



destination development, while planned renovations will create flexible classrooms, immersive labs, and collaborative spaces that reflect the modern world of hospitality. Through global partnerships, research collaborations, and study abroad opportunities, Rosen students are building the skills to lead in a connected, ever-changing industry.

## The Spirit of Service Endures

For more than two decades, Rosen College has been a place where passion meets purpose. Its rankings and research reflect its impact, but its greatest strength comes from the people who bring hospitality to life every day.

Harris Rosen's vision lives on in every

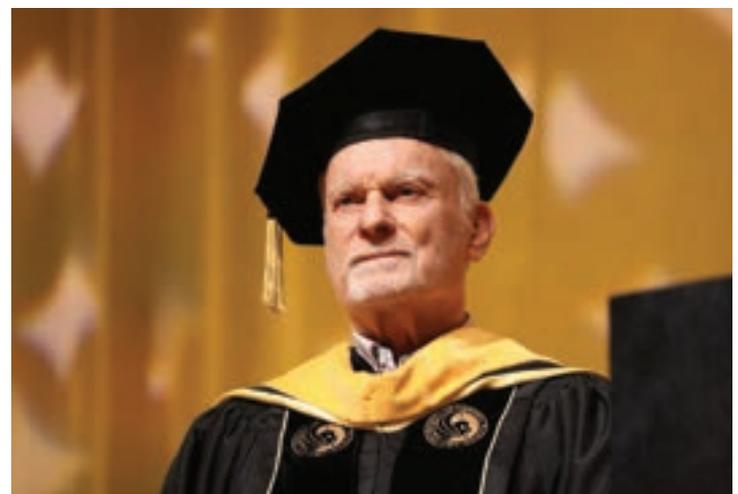
student who walks through the doors of the college that bears his name. His belief that success is rooted in hard work, kindness, and opportunity remains woven into Rosen College's culture. What began as one man's dream has become a global institution and a community that continues to welcome, inspire, and empower.

The story of Rosen College is still being written, and its next chapter will be guided by the same values that built it: hard work, innovation, and a genuine love for hospitality. For those ready to begin their own story, this is where it starts.

For more information, please visit [hospitality.ucf.edu](https://hospitality.ucf.edu).



*Harris Rosen pictured with Dr. Cynthia Mejia, Dean of the UCF Rosen College of Hospitality Management.*



*On August 3, 2024 Harris Rosen received an honorary Doctor of Public Service degree from the University of Central Florida, one of the university's highest recognitions.*

# A Lasting Legacy: Investing in Education

Inside the Harris Rosen Foundation's decades-long impact on Orlando's underserved neighborhoods.





*As a 5<sup>th</sup> grader, Morgan Pinnock met Harris Rosen*



*Morgan Pinnock and Frank Santos*

MORGAN PINNOCK is living proof of what is possible when a community invests in its youth. A doctoral student studying allied health and physical therapy, Morgan is also a Tangelo Park resident, a first-generation college student and the daughter of an immigrant mother. It's easy to see why she is setting up a future she, and others, may not have thought possible some twenty years ago. Her path to success was paved by Harris Rosen, who believed in her potential and the potential of all of the youth within the Tangelo Park neighborhood. Now, through the Harris Rosen Foundation's scholarship program, Morgan's story is just one of many successes from the community.

This success story started more than three decades ago when Harris Rosen began a partnership with the Tangelo Park community to offer free preschool education for all children ages 2 to 4 and pay college tuition and living expenses for high school graduates. At the time, Tangelo Park was characterized by the plights of underserved neighborhoods such as drug problems, high crime rates, poor school attendance and increasing high school dropout rates. After speaking with a county official and civic groups, Mr. Rosen began this scholarship program to support the community from the ground up.

This program later expanded to the Parramore neighborhood in downtown Orlando. Now, two fully funded preschools are the talk of their respective neighborhoods: The Rosen Preschool in Parramore and the Rosen Tangelo Park Preschool. By providing anywhere from one to three years of learning before kindergarten, students enter the public school system more prepared than those who did not attend preschool. This is complemented by the scholarship to any public college, university or vocational school in Florida—an opportunity that many students may not have considered otherwise.

This education program, supporting students on both ends of their education journey, was revolutionary at the time and was later adopted by other businesses. “The Tangelo Park Program was one of the first of its kind. Over the years, it shaped the way our community saw education and opportunity, building pride in our community and a legacy of success,” said Samijah Butler,



The Harris Rosen Foundation awarded college scholarships to high school seniors in Osceola County. Each school board member was able to select a deserving student in their district



Rosen Scholar alumna and foundation programs specialist at Rosen Hotels & Resorts.

“I still live in Tangelo Park, and you can feel the difference in our neighborhoods—in the way people talk about their futures, in the way family units support their kids, and in how we show up for one another. This level of success is something that should absolutely be replicated in other communities,” added Butler.

The results speak for themselves. Tangelo Park graduation rates have increased from approximately 25% to nearly 100%, a testament to the power of sustained educational investment. Because of this, the community has begun to benefit. It is estimated that for every dollar that the Harris Rosen Foundation invests in education, seven dollars returns to the community.

Orange County Mayor Jerry Demings once told Mr. Rosen that when he was sheriff, Tangelo Park went from a crime hot spot to what he now calls a “quiet oasis ... crime has just almost evaporated,” thanks to the



preschool and scholarship program.

But it's not just about education, it's about realizing dreams. The scholarship program gives students, like Morgan Pinnock, something to work toward from day one. "I first learned about the scholarship at an early age, probably around first grade," said Pinnock. "Tangelo Park really made sure we were equipped to succeed. They told us that if we put our best foot forward in school and kept our heads held high, there was a scholarship waiting for us at the end of the road—it was just up to us to grab it. I may not have completely understood the concept of a scholarship at the time, but it motivated me to focus on my grades and strive for success."

What makes this program special isn't just the financial support. It's about creating hope and showing kids what's possible. "The schools would bring in college students at every stage of our education, from elementary school to high school, so we could see examples of students who were already doing it and see what our future could look like," said Pinnock. "More than anything, the Harris Rosen Foundation allowed young people to have hope, knowing that the program always had their back."

As of 2025, more than 500 students have graduated through the program with scholarships toward higher education or vocational schools. Both the Tangelo Park and Parramore programs continue to flourish, representing ongoing investments in the communi-

ties' most precious resources, their youth.

Recently, graduates from years past gathered for the first ever Rosen Scholars Alumni Mixer, where they could see the vision of success played out in each other. That's where we sat down with Pinnock to hear her story.

*"As a first-generation college student, the Tangelo Park Program has made a huge impact on both me and my family. My mom came to the United States from Jamaica—the only one of her eight siblings to come here. She worked hard and bought her first house in Tangelo Park, so the program not only supported me but supported her as a single mom. She now works as a teacher at one of the Tangelo Park Home Preschools, inspiring so many young minds and giving them a*

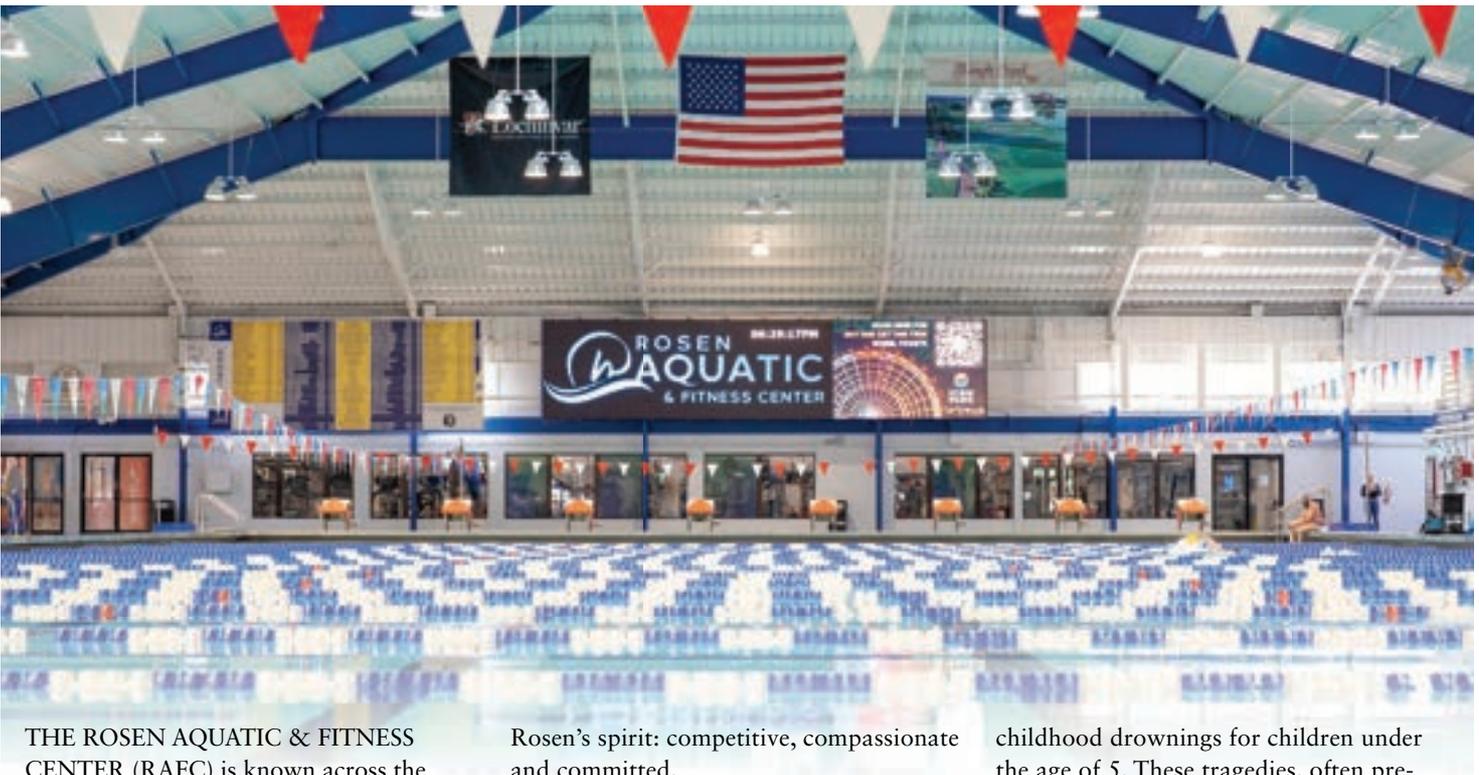
*space where they can learn and excel.*

*Now, I'm in a different place than many of my family members because of the scholarship. I'm even more grateful that I now have the chance to uplift the rest of my community, who may not have the same resources. It allows me to show them that there are opportunities for us and that we can achieve anything we want to.*

*There are really no words to describe what this program has done for me. If I could talk to Mr. Rosen again, I would say thank you. I hope that he remembers the little girl who gave a speech in his honor and sees where I am today. I would tell him that he touched so many young minds. He showed us that there is love and support in the world."*

# Making Waves, Changing Lives

The Rosen Aquatic & Fitness Center is a multi-faceted lifesaver.



THE ROSEN AQUATIC & FITNESS CENTER (RAFC) is known across the Southeast for making a big splash, from hosting state-sanctioned swim meets to the Special Olympics USA games. Even its most unique feature attracts a lot of attention—the “fast tank.”

Tucked in the corner of this impressive facility is a simple gold plaque. It marks the lane where Harris Rosen, founder of Rosen Hotels & Resorts, swam 1 ¼ miles nearly every morning. This modest marker pays quiet tribute to a great yet humble man. Someone who understood the value of healthy living and giving back to his community.

Amid the bustle of competitive swim meets, life-saving swim lessons and training sessions, the Harris Rosen Legacy Lane stands as a serene reminder of

Rosen’s spirit: competitive, compassionate and committed.

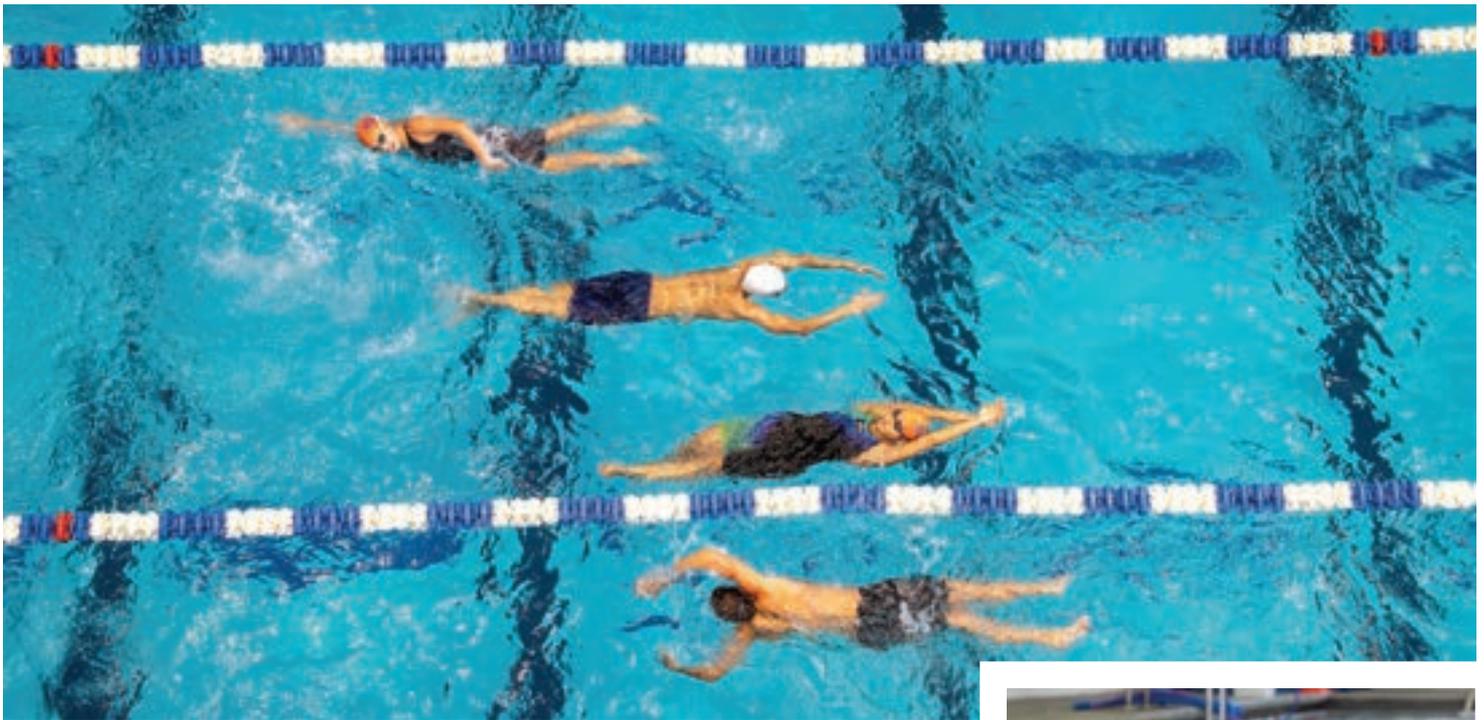
Rosen’s impact on the RAFC is both deep and lasting. He stepped in to save the facility from closure not once, but twice, preserving it as a vital hub for health, wellness and connection. Today, it’s recognized as one of the premier aquatic centers in the Southeast. The RAFC has welcomed record-breaking Olympians, Special Olympics USA champions, and elite U.S. Paralympic athletes, college and high school teams, water polo tournaments, and even the niche sport of underwater hockey.

Yet the RAFC’s mission goes far beyond sports. As a 501(c)(3) nonprofit, it is committed to saving lives through swim education. A life-long swimmer, Rosen was deeply troubled by Florida’s ranking as the state with the highest rate of

childhood drownings for children under the age of 5. These tragedies, often preventable, are attributed to many factors including lack of supervision, barriers to pool access, and, most critically, the absence of basic swimming skills.

In response, RAFC launched the *Step Into Swim* program, supported by the Meisenheimer Family Foundation, the Pool & Hot Tub Alliance, and Olympic gold medalist Rowdy Gaines. With their support, since January 2024, RAFC has provided more than 5,000 lessons, teaching essential water safety skills to over 1,500 children.

Building on this effort, Florida passed the *Every Child a Swimmer* law in 2022, requiring schools to share with families information on water safety and where swim lessons are taught. As part of this initiative, the Florida Department of Health in Or-



ange County now sponsors beginner swim lessons at RAFC for children ages 6 months to 12 years.

To remove another barrier—transportation—the Truist Foundation recently awarded RAFC a grant for ride-share vouchers. The results are remarkable: families using the service have achieved 100% attendance.

RAFC's reach goes far beyond youth swim lessons. Some of Central Florida's major water parks train lifeguards here. Airline and cruise ship safety teams practice rescue procedures in the facility's 17-foot diving tower pool. The Orange County Fire Department conducts blackout dive simulations annually,

training over 200 rescue divers for complex underwater missions, including how to rescue and recover people in Florida's murky lakes and ponds.

The RAFC also serves as a wellness center for the people throughout the community. The **Adam Michael Rosen Fitness Center**—named for Mr. Rosen's late son—now features state-of-the-art Technogym equipment with scannable QR codes for guided use. Combined with a wide range of land and aquatic group fitness classes, the facility provides a welcoming, tech-forward environment for all ages and physical abilities.

The popular cardboard boat race raised



funds for drowning prevention efforts and ongoing improvements. These community-funded investments ensure RAFC can continue to host world-class events, attract top aquatic athletes and serve its growing community.

As a nonprofit guided by a dedicated board of directors, RAFC remains rooted in its mission and Mr. Rosen's legacy: service, inclusivity and hospitality. It continues to evolve as a pillar of the Orlando community, extending its reach and deepening its impact.

While the Legacy Lane may stand in quiet tribute to its remarkable founder, Rosen's influence moves with every ripple in the water. Each lesson taught, each life saved, is part of a living legacy. And there is no greater tribute than that.

*Visit [rosenaquatic.com](http://rosenaquatic.com) to learn more about the RAFC*



# The Art of Unwinding

Rosen Hotels & Resorts' two award-winning luxury spas redefine wellness and tranquility.



*The Spa at Rosen Centre*

## The Spa at Rosen Centre

As you walk through the doors at The Spa at Rosen Centre, soothing sounds greet you. There's a refreshing aroma of relaxation in the air. You know from the moment you arrive, your well-being is in skilled, highly trained, caring hands.

A classic or specialized massage may be what you need. Body treatments like the Lavish Milk & Honey Ritual are always standout selections. Skin-caressing facials are also on the expansive menu. For finishing touches, the spa also has a full-service hair and nail salon to help you get ready for an important event.

Our spa associates are passionate about their craft and actively listen to guests' needs. Each experience, designed with your comfort in mind, is part of what makes this

award-winning boutique spa unique.

"We have put more emphasis on the needs of our guests," said Rosen Centre Assistant General Manager Doug Ribley, whose spa is rated as one of the top four spas in all of Orlando. "We offer more tailored experiences, including massages and facials catered to individual needs and preferences."

The new line of Spa Inspirations invites guests on a sensory journey where a relaxing bouquet of essential oils meets a therapeutic touch. Treatments include the sweet sensation of a hydrating sugar scrub on tired feet that heals you from within and the warm embrace of a moisturizing body wrap.

Masculine energies need tending, too. Gentlemen's Domain, another new line of treatments, offers therapeutic massages,



*The Spa at Rosen Centre*

hydrating body buffs, and skincare enhancements specifically catered to men.

From the moment you arrive, the tension will begin to melt away. All that's left to do is show up and let the team of experts give you the rest you deserve, "Our team



The Spa at Shingle Creek

is committed to helping our guests relax, rejuvenate and feel their best,” added Ribley. Services and treatments last anywhere between 25 to 80 minutes. Reservations are recommended; walk-ins are welcome based on availability.

To book, please call 407.996.1248 or visit [SpaRosenCentre.com](http://SpaRosenCentre.com).

### The Spa at Shingle Creek

Delight the senses, experience indulgence and simply slip away at The Spa at Shingle Creek, recognized in 2025 as the best spa in all of Orlando by the readers of *Orlando* magazine.

Here, you will enjoy a tranquil, yet rejuvenating wellness experience catered to your every desire. This full-service luxury spa, ranked by *TripAdvisor* worldwide as a Top 10 Spa in Orlando, features an extensive menu of services, each deliberate and destined to soothe your senses and prepare you for the day or evening to come.

“People come here to relax, they come here to get away from it all even if just for an hour,” said Jennifer Woods, director

of spa and wellness. Paying attention to guests’ needs and always seeking out the newest and best treatments is what drives Woods. “We get a lot of repeat guests, so it’s important to me that we refresh our program, stay on top of trends and deliver the ultimate experience every time.”

New, elite offerings include everything from an Espresso-limon Exfoliation Detox, leaving your skin sleek, smooth and purified, to an Island Escape body treatment, with a coconut sugar exfoliation and honey body mask designed to rid tension and leave your skin glowing.

The Creekside Signature Massage with aromatherapy, heat and gentle stretching is beyond luxurious as its revitalizing oils calm the nerves and relieve overused muscles. Rejuvenating add-ons including mineral-rich Himalayan salt stones or a leg and foot revitalizer boost relaxation.

All spa experiences are meticulously customized to your body, mind and personal needs.

Deluxe relaxation lounges provide an escape as a sauna, steam room and whirlpool

whisk away the day’s demands.

The lights are kept low and there are no clocks in sight.

Group offerings include spa buyouts, chair massages and custom fitness classes. “We’ve all learned in the past couple of years that self-care is really important,” Woods explained.

The Spa at Shingle Creek makes it effortless for you to take time for yourself. No matter how much time you have.

To book, please call 407.996.9772 or visit [SpaatShingleCreek.com](http://SpaatShingleCreek.com).



The Spa at Shingle Creek



# Concierge of Couture

Discover fashion-forward finds just steps from your room.

## FASHION IS A LOT LIKE TRAVEL.

Sometimes it's spontaneous. Sometimes it's strategic. And it's always better when it feels personal. At Rosen Hotels & Resorts, boutique shopping isn't just an amenity, it's an experience. Whether you're here for a conference, a golf getaway or just escaping for a weekend staycation, the boutiques at Rosen Plaza, Rosen Centre and Rosen Shingle Creek offer a wide selection of fashion, accessories and gifts designed to elevate your Rosen guest experience.

These boutiques anticipate needs and

offer clothing, jewelry and other accessories that feel like a personal recommendation from someone who *gets* them.

The person who *gets* them at Rosen Hotels & Resorts is Jeannie Stanisch, the company's merchandising manager who has spent some 20 years here tracking the trends.

She's part fashion forecaster, part style strategist and fully committed to making sure every item on the shelves feels like a personal recommendation.

"We see where the design trends are going from season to season," Stanisch says.

"Sometimes the whole market can shift quickly, so we are constantly reviewing everything."

Her selections are based on market research, vendor insights and of course, guest feedback.

All with an eye toward what guests will want next.

For the ladies, upscale women's apparel is always a hot seller, with name brands like Joseph Ribkoff and others leading the way.

If you are looking for something shiny, Stanisch says the Crislu collection has really



## Boutique Tip:

### *Special Orders Available*

Can't find your size or preferred color? Just ask. All Rosen boutiques offer special orders, with items shipped directly to your home. Because great style should never be out of reach.



taken off, offering high-quality, yet affordable fine jewelry. She adds that the new designers have really elevated the Crislu product line, which is very popular at **Rosen Shingle Creek's DJ's Boutique**—even for the gentlemen. Crislu cuff links, tie clips and fashionable accessories really fly off the shelves during convention season.

At **The Shoppe at Rosen Centre**, Brighton jewelry and other finely crafted accessories are popular amongst the guests and people visiting. Crislu competes here too, giving guests looking for a little sparkle a multitude of options.

**The Shoppe at Rosen Plaza** offers a wide array of men's and women's fine fashions and it's evident by their continuously steady stream of shoppers. "The shoppers at Rosen Plaza love a good sale. When those finer items start to drop in price, our shoppers are quick to buy because it's a great product at an even better price," Stanisch adds.

The selection at all three boutiques is quite diverse ranging from men's Italian leather belts to shoes to evening wear for men and women. Top-of-the-line sunglasses like Ray-Ban and Oakley are also popular buys for people here visiting the

Sunshine State or Floridians looking to freshen up their look.

At the Shingle Creek Golf Club pro shop, fashion meets function. Golfers can browse stylish performance wear from Peter Millar, TravisMathew, G/Fore and Under Armour. Stanisch works closely with the Director of Golf and brand reps to keep the shop stocked with what's trending now and what's about to be.

"You watch the tournaments and see who's wearing what," Stanisch says. Seasonal color palettes that are light and breezy, really pop for spring and summer, while the deeper tones for fall and winter keep your look fresh year-round.

Whether you're browsing between meetings or indulging in a little retail therapy after a round of golf, Rosen's boutiques are here to make your stay stylish. Go ahead, treat yourself.

# What's in a Name?

A lot of thought goes into naming our venues and restaurants. They are intentional and purposeful. People are honored and the storied history of Rosen Hotels & Resorts and our community is recognized.



## ROSEN SHINGLE CREEK

**A Land Remembered** is a AAA Four Diamond steakhouse named after best-selling author Patrick Smith's novel by the same name. The book is known as a Florida classic, and Mr. Rosen was able to meet Mr. Smith and share his love of the book with him.

**Tobias Burgers & Brews** is also a nod to the *A Land Remembered* novel, as Tobias is one of the main characters.

**Cala Bella** is a AAA Four Diamond fine dining restaurant with authentic, Italian and Medi-

terranean-inspired cuisine. Cala Bella means "beautiful creek," a tribute to Shingle Creek, which runs adjacent to the property and is the headwaters of the Florida Everglades.

**Rosen Shingle Creek's address** is 9939 Universal Blvd. 9/9/39 is Mr. Rosen's birthday. (The hotel's phone number also includes 9939 as the last four digits.)

**18 Monroe Street Market** recognizes the address of the Lower East Side apartment in New York City where Mr. Rosen grew up. Those who visit the market will see a framed picture of the apartment building along the front wall.






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## ROSEN CENTRE

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### Everglades Restaurant

This fine dining restaurant is a tribute to the Florida Everglades, the largest subtropical wilderness in the United States, and part of an amazing ecosystem featuring hundreds of bird species, alligators, endangered manatees and the Everglades' most endangered animal, the Florida Panther.

### Harry's Poolside Bar & Grill

It is impossible not to relax, unwind and enjoy the food and the ambiance at Harry's Poolside Bar & Grill. The sparkling blue tropical pool, sunny skies and amazing Caribbean-Cuban infused cuisine are all equally inviting. It is named after Harry Rosenofsky, Harris Rosen's paternal grandfather, who left Europe behind in the early 1900s to chase the American dream.



### Sam & Bubbe's Lobby Bar and Lounge

Sam & Bubbe Rosenhaus were Harris Rosen's maternal grandparents, immigrants who left Eastern Europe and settled on New York's Lower East Side. "Bubbe" is Yiddish for grandma.

### Café Gauguin (Rosen Centre) & Café Matisse (Rosen Plaza)

Café Gauguin is named in honor of famed artist Paul Gauguin, a French Post-Impressionist artist, who influenced many other artists including Henri Matisse, one of the most respected painters in the modern art movement.

### Red's Deli & Market

Red's Deli is a tribute to Harris Rosen's mother, Lena, and her beautiful, red hair which earned her the nickname "Red."

### 98Forty Tapas & Tequilla

98Forty is simply a nod to the Rosen Centre address, 9840 International Drive.

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## ROSEN PLAZA

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### Jack's Place

Jack's Place is an award-winning steakhouse named after Harris Rosen's father, Jack. The food is always amazing, but the scenery is what will really take your breath away. The walls feature caricatures Jack Rosen drew himself while working at the Waldorf Astoria in New York City. He would draw two. One



he would give to these A-list celebrities, world leaders and athletes as a gift. Then he would ask them to sign the other for his collection, which is what you see today.

### Café Matisse (see Café Gauguin above)

'39 Poolside Bar & Grill and 3NINE both reference the year Mr. Rosen was born (1939).

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## ROSEN INNS

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**The Rinny Room** is a conference room at Rosen Inn International, Mr. Rosen's first property. Rinny is the nickname given to Rin Tin Tin, Mr. Rosen's German Shepherd, who aside from being a man's best friend, also held the title of Chief Security Officer during the early years.

**The Magnolia** and **the Camellia Meeting Rooms** are two meeting rooms totaling 1,400 sq. ft. located in the Rosen Inn at Pointe Orlando. Both are named after longtime associates, Maggie Boulineau and Camille Tornatore, who dedicated countless years to the company.

# Kitchen Confidential

A Restaurant Classic You Can Master.

ROSEN SHINGLE CREEK Executive Chef Michael Dunton's passion for seafood and garden-fresh vegetables really stands out in A Land Remembered's flavorful, Seared Sea Scallops appetizer. Pan-seared to perfection, these tender scallops are served on a delightful corn puree using corn from nearby Zellwood, locally

sourced mushrooms, radishes from Emma's Creekside Farm and a mouthwatering house-smoked bacon. All of the flavors tie in perfectly with each other, creating an explosion of flavor. Pair these scallops with a fine chardonnay for a perfect start to your fine dining experience.



## Seared Sea Scallops

(Serves 6)

### WHAT YOU WILL NEED:

- 3 tbsp. clarified butter or olive oil
- 18 large scallops, U12 or larger  
(season lightly with salt and black pepper)
- 3 oz. corn puree (recipe at left)
- 1 lb. house smoked bacon or smoked slab  
bacon, or any thick cut bacon (diced)
- 1 lb. local mushrooms
- 3 radishes, shaved thin

### INSTRUCTIONS:

1. Render bacon on low heat in large skillet until bacon is crispy, remove to side and reserve bacon fat.
2. In the same pan, sear both sides of the scallops in bacon fat in the same pan until golden brown. (about 2 minutes each side). Only do a few scallops at a time or they will leach too much liquid.
3. Place scallops on an oven safe plate and place them in the oven, on very low temperature, to keep warm.
4. While scallops are resting, add clarified butter or olive oil and cook mushrooms over high heat until there is nice caramelization. Utilizing the same pan as above.
5. Warm corn puree on stove.
6. Using a ladle, coat the bottom of each plate with the corn puree recipe.
7. Add the scallops, mushrooms and bacon to the plate.
8. Garnish with the radish and any other garnishes such as fennel fronds, carrot tops, baby greens, etc.

## Corn Puree

(Serves 6)

### WHAT YOU WILL NEED:

- 4 ears of corn, grilled and removed from the cob
- 3 tbsp. butter
- ½ cup heavy cream
- Salt and pepper to taste

### INSTRUCTIONS:

1. Grill all sides of the corn on the cob.
2. Once cool, cut the corn off the cob and add to a sauce pot.
3. Cook the corn in the cream and butter for 15 minutes on low heat.
4. Season with salt and pepper.
5. Blend well in blender.
6. Strain through fine mesh.



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### Harris Rosen

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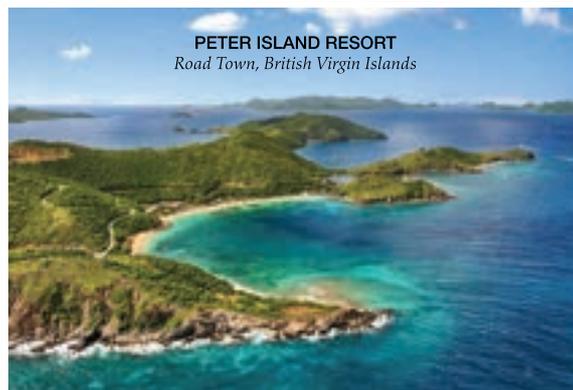
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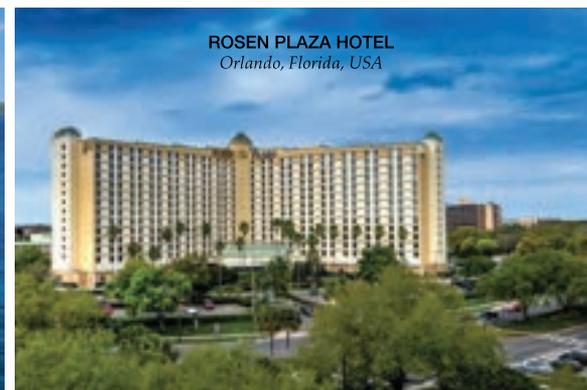
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