

ROSEN

REVEAL

HARRIS ROSEN

Changing
America One
Community
at a Time.

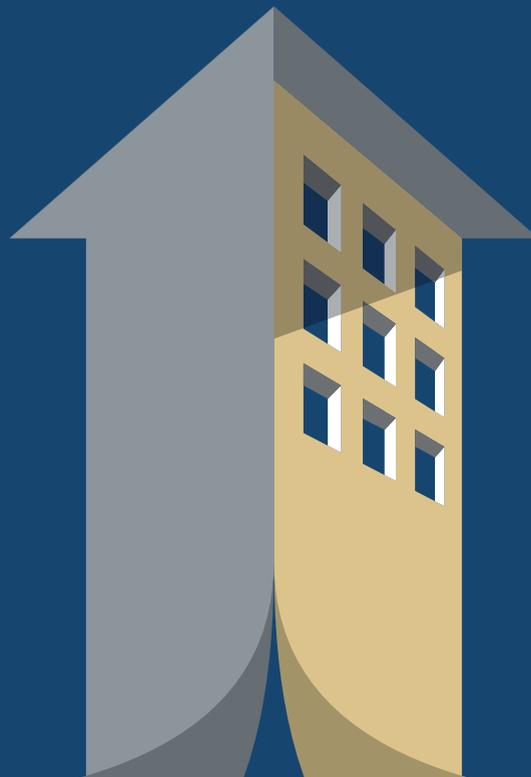
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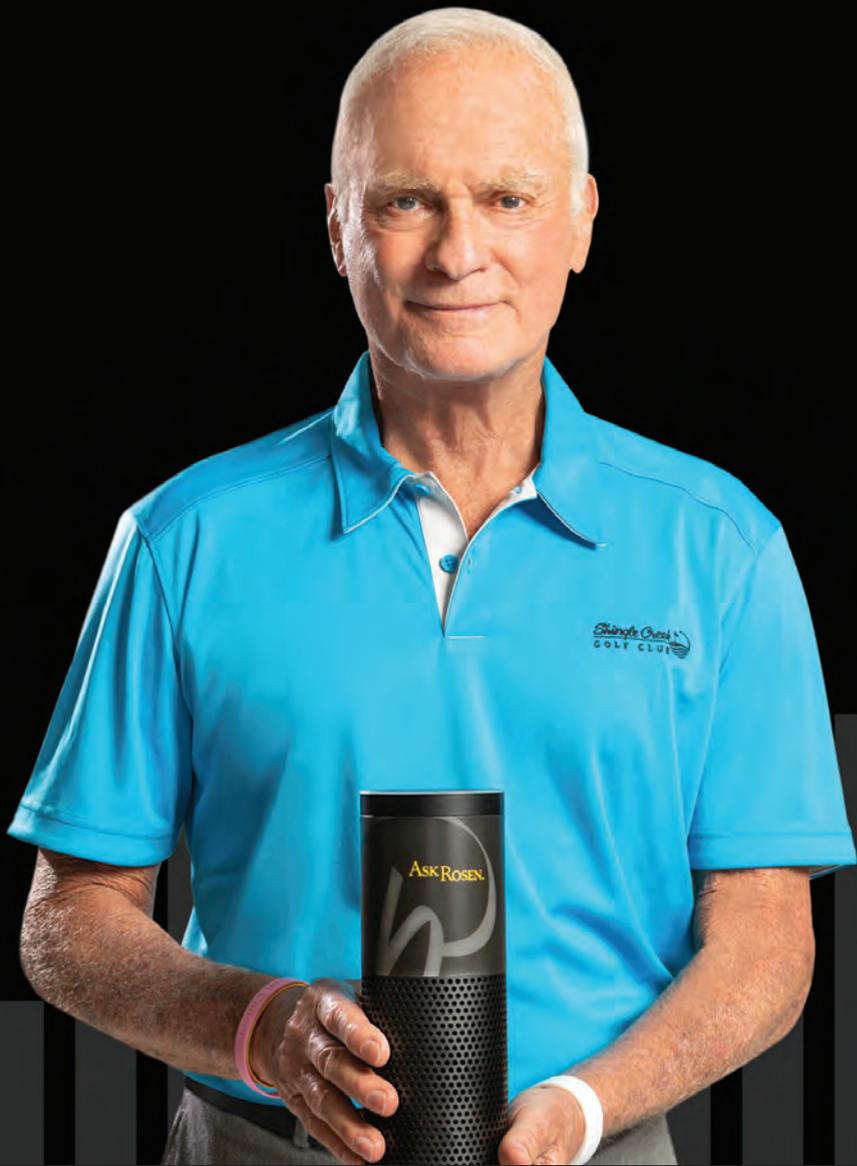
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WANT TO KNOW ALL ABOUT ROSEN HOTELS & RESORTS?

ALL YOU HAVE TO DO IS ASK.

ASK ROSEN™

Announcing the Ask Rosen™ skill for Amazon Alexa. Created by Rosen Hotels & Resorts, it helps meeting planners get instantaneous access to the many facts, stats and differences that set Rosen Plaza, Rosen Centre and Rosen Shingle Creek apart. So, go ahead. Explore.

And feel free to Ask Rosen just about anything, like:

“Alexa, Ask Rosen to tell me about Rosen Hotels & Resorts’ three meeting properties.”

Harris Rosen
President & COO
Rosen Hotels & Resorts



Rosen Plaza

delivers the discerning features you look for, including 800 guestrooms and suites, 60,000 sq. ft. of diverse meeting space, and an ideal location across from the dining and entertainment of Pointe Orlando.



Rosen Shingle Creek

is one of Orlando’s largest full-scale convention properties, boasting 524,000 sq. ft. of flexible meeting and event space, 1,501 guestrooms and suites and amenities that include a full-service spa and championship golf course.



Rosen Centre

is conveniently situated on I-Drive and offers 150,000 sq. ft. of event space, 1,334 ultramodern guestrooms and suites, as well as a full-service spa and direct access to the Orange County Convention Center via Skywalk.

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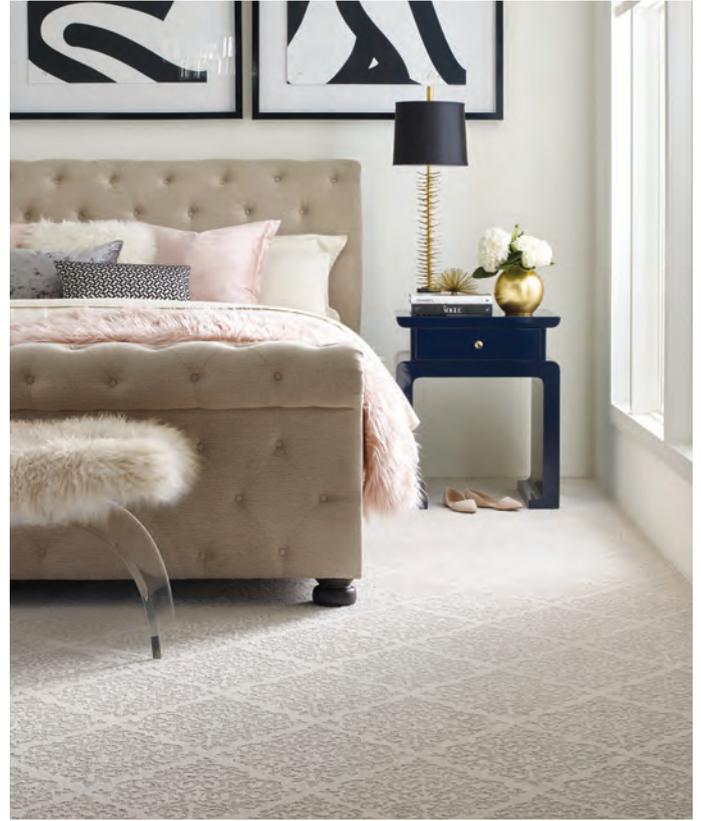
ON THE COVER

Photographer Roberto Gonzalez captures Harris Rosen, owner of Rosen Hotels & Resorts, in front of the Adam Michael Rosen Memorial Bench.

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- are devoted to you, your community, and to making your home better than ever

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



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ROSEN REVEAL

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

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Orlando's

Orange County Convention Center



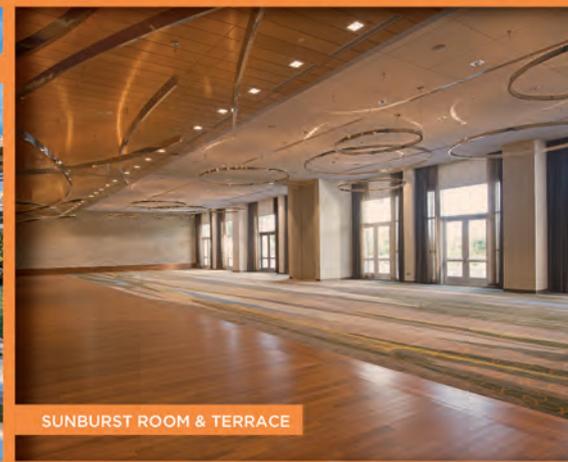
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DESTINATION LOUNGE



WEST BUILDING



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EXPERIENCE THE CENTER OF HOSPITALITY

The award-winning Orange County Convention Center (OCCC) located in the heart of the Convention District and only fifteen minutes from the Orlando International Airport provides a multitude of event options in two beautiful buildings – the West Building and North-South Building. Connected by covered pedestrian bridges from the West Building to Rosen Plaza and Rosen Centre, the OCCC provides easier walkability to events. The OCCC is consistently rated a top-tier convention center with incredible flex spaces, hosting nearly 200 meetings, conferences, banquets, conventions and tradeshows including the Southern Women's Show, Central Florida Home & Garden Expo, Central Florida International Auto Show, Florida Bridal and Wedding Expo and many more. To learn more, visit www.occc.net.

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A LETTER FROM THE PRESIDENT

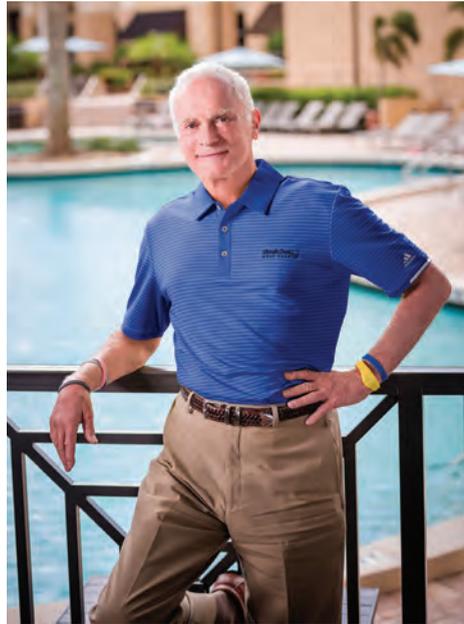
WHETHER THIS is your first visit to Rosen Hotels & Resorts or if we have had the privilege of previously hosting you, we sincerely thank you for selecting us as your home away from home during your Orlando stay. Our primary goal is, of course, to provide our guests with the very best in service and accommodations. It is with this in mind that we wish to share some information about our company through our annual magazine, Rosen Reveal.

In this issue, we recognize our Rosen family and the Rosen Difference. Having celebrated our 45th anniversary on June 24, 2019, one of my proudest achievements is that while we have grown to more than 5,000 associates, we operate much like we did when we started, as a small company that worked together as a great team. In fact, many of our associates have been with us for more than 25 to 35 years! When guests arrive, they are welcomed with open arms and warmly embraced as extended members of our family. Our associates are empowered to provide the highest level of service and hospitality to create for our guests a most engaging and enjoyable stay. We have heard on occasion that this makes us different from other hotel companies.

You will discover that we are a company that isn't comfortable resting on our laurels. We are continuously dreaming up new ideas in an effort to exceed even your highest expectations. As such, we will look behind the scenes at some of the inventive handiwork of our culinary masters that seem to continuously "wow" our guests. And we will share more about our highly regarded self-insured healthcare plan, created 29 years ago as an innovative solution to better meet our associates' and their families' healthcare needs.

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

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



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

Florida public college, community college or vocational/trade school, and now Rollins College as well.

In the meantime, it is with tremendous excitement that I share with you that we have implemented a similar program in another underserved neighborhood, the downtown Orlando Parramore district. Since the spring of 2016, we have awarded more than 50 college scholarships to Jones High School graduates. We also are now funding the 24-classroom Rosen Preschool, which opened in August 2017. It is our hope that others will witness the extraordinary success both initiatives have achieved and will consider replicating a similar program in their own city.

We are a relatively small, independent hotel company that prides itself on being responsive to the ever-changing needs of our guests. It is with this in mind that we would like to get to know you a little better and ask that you please send us an email with any comments to hrosen@rosenhoteles.com.

Sincerely,

Harris Rosen
President & COO
Rosen Hotels & Resorts



ONE OF ORLANDO'S MOST IMPRESSIVE HOTELS IS ALSO ONE OF THE MOST REWARDING.

Independently owned and nationally celebrated, Rosen Shingle Creek provides the spaces, services and skills you need for a flawless event. We invite you to experience the Rosen Difference for yourself by contacting us today or visiting our website for the many personalized incentives available.

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ORLANDO

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Preferred
HOTELS & RESORTS

WHATEVER
YOU WANT,
WHATEVER
YOU NEED,
WE DELIVER.

Memorable meetings and events begin with unforgettable surroundings and end with uncompromising success. Which is why Rosen Plaza offers everything you need for experiences that are far from typical, delivering the difference you've come to expect from one of Orlando's most respected independent hotels.

- 60,000 sq. ft. of diverse meeting space
- 800 guestrooms and suites
- Connected via Skybridge to the Orange County Convention Center
- 7 restaurants and lounges, plus banquet and catering services for up to 1,800 guests

To learn more about the Rosen Difference and custom concessions, visit RosenPlaza.com/ROI.



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The logo for Rosen Plaza, featuring a stylized 'R' inside a circle above the text 'ROSEN PLAZA' with a registered trademark symbol.
ROSEN
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The setting for business that sets you up for success.

Always inviting, Rosen Centre is your gateway to *everything* Orlando. Conveniently situated on I-Drive and exceptionally appointed, we're not only a stellar setting for executive-level events, we're one of Orlando's most respected independently owned hotels, dedicated to delivering measurable results. *Always.*



- 150,000 sq. ft. of refreshed and refurbished meeting and event space
- Connected via Skywalk to the Orange County Convention Center
- 1,334 ultramodern guestrooms and deluxe suites
- 9 restaurants and lounges
- Full-service luxury spa
- Ranked a Top 75 U.S. Meeting Hotel by Cvent

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CENTRE[®]
ORLANDO

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For details on our custom concessions, email Sales@RosenHotels.com, call 407.996.4890 or visit RosenCentre.com/ROI.



CONNECT[™]
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Famous Encounters

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



Laughing All the Way

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



CLOSE ENCOUNTER

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



A FASHIONABLE CAUSE

The Adam Michael Rosen Foundation presents Runway to Hope's Spring Soirée supporting pediatric cancer programs at Rosen Shingle Creek. (Above) A pool of fashionistas circle "Shark Tank" star and billion-dollar fashion brand entrepreneur Daymond John, celebrity host of Runway to Hope. (Right) Celebrity hosts Lindsay Arnold and Joey Fatone pose with fashion-forward guests at Runway to Hope.



(THIS SPREAD) COURTESY ROSEN HOTELS & RESORTS (8)



Flying High

The Rosen family is flying high after a team skydive at Ft. Bragg in October 2019 in memory of Adam Michael Rosen for his Oct. 30 birthday.

STRIDES FOR MENTAL HEALTH AWARENESS

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



TWO CRUSADERS

Two crusaders take to the streets of Rosen Shingle Creek for an unexpected joyride spreading hope and good cheer.

Tickled Pink

Pop singer Katy Perry only had eyes for Adam Rosen during the Dentsply Sirona conference at Rosen Shingle Creek.



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'39 Poolside Bar & Grill, and
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WE SPEAK EXPERIENCES

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

Top 25 DMC for 10 consecutive years
Winner of 51 industry awards with 55 additional award nominations
Trusted by top Third-Party Travel companies as Supplier of the Year



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Rosen Shingle Creek

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



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

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

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

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

Expanded communal seating areas throughout the popular Headwaters Lounge and grand lobby create new "social" hubs to mix and mingle while enjoying gorgeous views of the hotel's manicured gardens and pristine golf course designed by the Arnold Palmer Design Company.

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

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

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

HOTEL FACTS

Total **Guestrooms and Suites:**
1,501

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

Number of **Meeting Rooms:**
99

Largest Theater-Style Capacity:
9,500

Banquet Seating Capacity:
6,800

Dining/Lounging Options:
15

MEETING SPACES THAT AMAZE:

Rosen Shingle Creek features 524,000 square feet of meeting and event space with everything under one roof.

SUITE SUCCESS:
Recently re-imagined suites inspire creativity among intimate gatherings.

LET THE SUN SHINE:
New jewel-tone colors create sun-filled meeting spaces.

Rosen Centre

New contemporary guestrooms and meeting space inspire with style.



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

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

In addition to the renovation, Rosen Centre has upgraded its guestrooms to double queens and has increased king guestrooms by 24. New pillowtop mattresses have been customized with extra quilting for Rosen Centre guests to provide unsurpassed comfort and support for a superior night's sleep. Guests always enjoy complimentary Wi-Fi and can charge all of their devices at once on the multi-outlet connectivity bar located below a new wall-mounted 50-inch flat screen TV. Additional comforts of home include mini refrigerators and coffee makers.

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

Further inspiration is found amid the poolside views and elegant Caribbean ambience flowing through Harry's Poolside Bar & Grill. With built-in décor, Harry's is an excellent choice for hosting everything from a 70-person board of directors reception to a special event of 1,700 (when combined with the adjacent pool deck).

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

HOTEL FACTS

Total Guestrooms
and Suites:
1,334

Meeting & Event
Space in sq. ft.:
150,000

Number of
Meeting Rooms:
35

Largest Theater-
Style Capacity:
4,000

Banquet Seating
Capacity:
2,300

Dining/Lounging
Options:
9

MADE FOR MEETINGS:

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

STYLISH UPGRADE:

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

SIGNATURE STANDOUT:

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

Rosen Plaza

Sleek and modern set the tone for both socializing and relaxation.



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

For the best Orlando experience, location is key. Look no further than Rosen Plaza, ideally situated just steps from the Pointe Orlando entertainment complex and minutes from the area's world-renowned theme parks, attractions, shopping and dining. The hotel is conveniently connected via the Gary Sain Memorial Skybridge to the Orange County Convention Center for easy access to additional meeting space.

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

For special events or just an exhilarating night out, Rosen Plaza is the only hotel on famed International Drive to feature an evening venue for entertainment. 3NINE brings partygoers to their feet with music, specialty drinks and casual dining. The 5,000-square-foot 3NINE is ideal for private events, providing a turn-key solution including built-in staging, state-of-the-art sound, lighting and AV and multiple customizable flat panel TVs. The venue accommodates 500 people indoors, or 1,500 guests when the event is extended to the patio and pool deck of '39 Poolside Bar & Grill. Here, guests can drink in balmy breezes and beautiful poolside scenery with cocktails in hand while still enjoying the indoor nightlife scene.

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

HOTEL FACTS

Total **Guestrooms and Suites:**
800

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

Number of **Meeting Rooms:**
22

Largest Theater-Style Capacity:
3,000

Banquet Seating Capacity:
1,800

Dining/Lounging Options:
7

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

STYLISH COMFORT:
Elegant touches highlight Rosen Plaza's revitalized guestrooms.

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

BUILDING A DREAM

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

By Harris Rosen

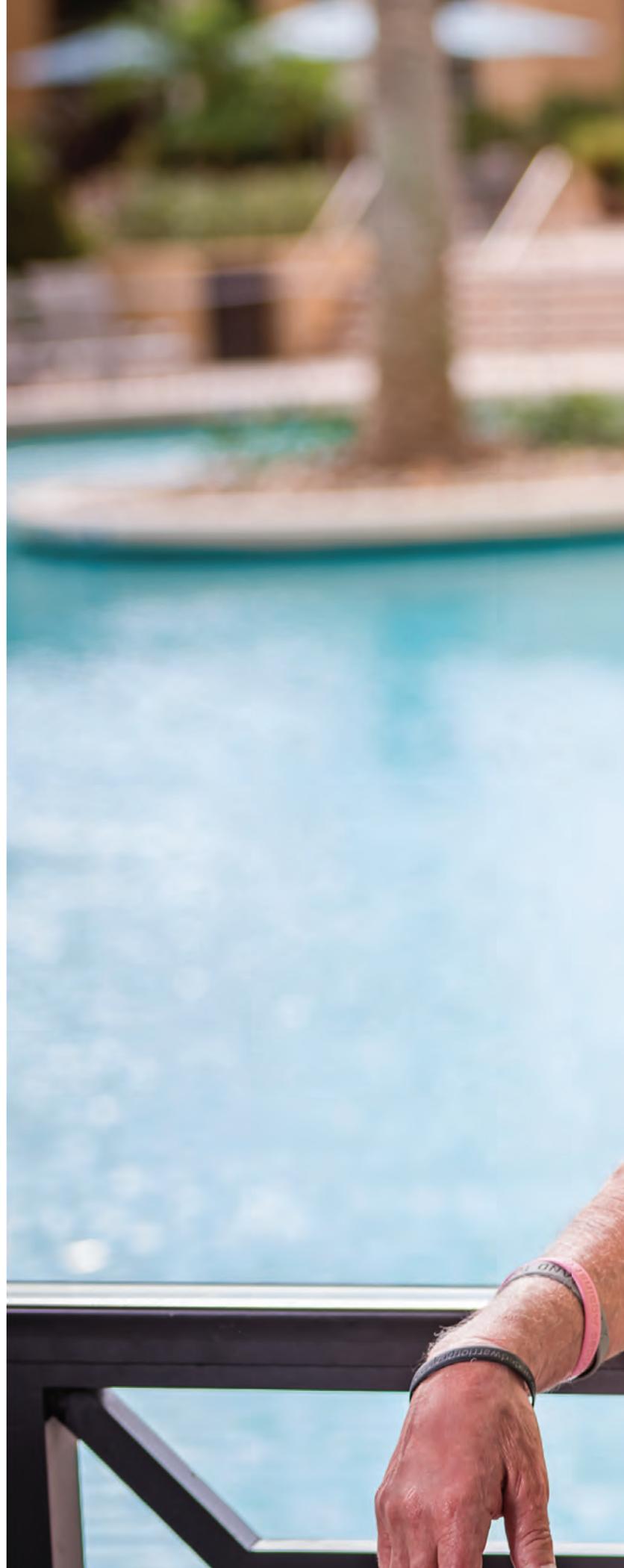
MY STORY BEGINS in the early 1900s, when my grandfather, Harry Rosenovsky, arrived at Ellis Island to start a new life. Harry left his wife and four sons in Russia (the Ukraine) because he believed there was no future for his family there. Around the same time, Samuel Rosenhaus, a captain in the Austrian Cavalry, also left for America, leaving behind a wife, two daughters and two sons, to pursue his dream to create a better life for them.

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

After several years, Harry eventually rented a storefront on Hester Street and opened a small, 25-seat restaurant. With the help of his wife and sons, he performed virtually all of the restaurant's duties, from server to cook and dishwasher to night cleaner. Samuel, on the other hand, started his career as an apprentice barrel maker in a small shop near the Fulton Fish Market where he worked directly for the owner. When the owner passed suddenly, Samuel, much to his own surprise, became the new sole proprietor of the business. Roughly three years after their arrival, both men sent for their wives and children. Shortly thereafter, there were additions to both families. Harry had a fifth son, Jack; and Samuel had a third daughter, Lena.

Jack and Lena met shortly after Jack's high school graduation. They dated, fell in love, married and on Sept. 9, 1939, I was born. We lived in a rented apartment on the Lower East Side of Manhattan. Our apartment was on the seventh floor, and it was located between the East River, Little Italy, the Bowery and Chinatown. Five years later my brother Ron was born.

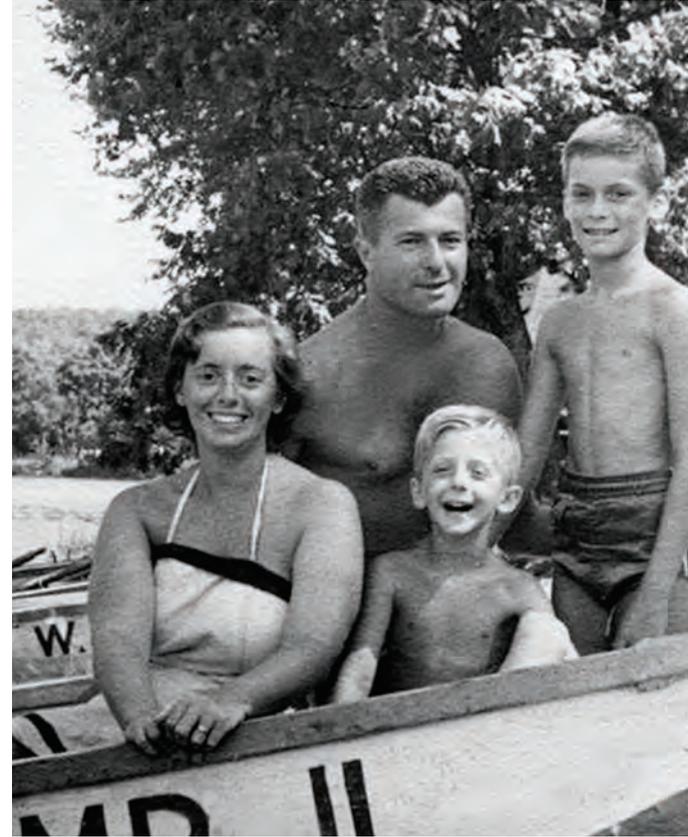
When I was about 10 years old, I remember spending weekends with my dad at the Waldorf Astoria Hotel, where he worked as a safety engineer and a poster artist. Dad was very talented and supplemented his pay by creating safety posters for various





Shingle Creek
GOLF CLUB

adidas



departments and special handwritten place cards for fancy banquets.

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

On numerous occasions, while delivering the place cards, we would meet famous people in the elevator. For instance, I remember meeting General Douglas MacArthur, who lived in the Waldorf Towers. We also met Ty Cobb, Jackie Robinson and the Pope. One day, the most beautiful lady I had ever seen was in the elevator with a very tall, distinguished-looking gentleman. Although I was only 10 years old, I was very impressed with the young blonde lady and I whispered to Dad, "Can you please introduce me?" Dad said, "Sure." He first introduced me to the gentleman, who was the former Ambassador to Great Britain, Joseph Kennedy (Ted, Bobby and John Kennedy's dad). He then introduced me to the beautiful blonde lady when he said, "Harris, I would like you to meet Marilyn Monroe."

WOW! What a thrill that was! At the time I did not fully comprehend the relationship Marilyn had with the three Kennedy men (the ambassador and two of his sons, Bobby and John). I must confess that after meeting

Miss Monroe, it occurred to me that even though I inherited some of my dad's artistic ability and was contemplating a career as an artist, I began to believe that perhaps a career in the hotel industry just might be a bit more interesting.

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

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

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



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



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

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

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

IT'S A WONDERFUL LIFE:

(From left) Harris Rosen at nine months, 1940; on a New York City playground, May 1941; with his mother, Lee, his father, Jack, and his little brother, Ron, 1948; Harris with his mother, Lee; the budding artist, late 1940s; the Rosen family (back row from left) Adam (who passed away in 2018), Harris, Shayna, Jack (holding Apple) and Joshua and (front row from left) Samson, Hanna, Gabbana, Holly and Dolce.

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

Over the next several years, I eagerly accepted a multitude of assignments, each lasting several months to a year: I was the resident manager of the New Yorker Hotel in New York City; the food and beverage manager at the Pittsburgh Hilton; the assistant general manager at the Buffalo Statler; the resident manager at the Cape Kennedy Hilton; and finally, the resident manager at the Dallas Statler. It was in Dallas that I met a very successful local real

estate developer who, after we got to know each other, offered me a job managing his brand new resort in Acapulco, Mexico.

Torn between this fantastic opportunity and being loyal to Hilton, after much thought, I accepted the position in Acapulco and spent one incredible year there. However, shortly after my arrival in Mexico, a new president was elected, and strict new laws were put into place stipulating that only Mexican nationals could own more than 49 percent of any real estate property in Mexico, ultimately forcing my boss to sell his majority interest in the resort to a Mexican group. Shortly after the new ownership arrived, I was terminated. With much sadness, I headed to California unsure of my future.

The morning after landing in Los Angeles, I read in the local paper that the Disney corporation was planning a huge development in Orlando, Florida, called Disney World. Several days later, I decided



to drive to Disney headquarters in Burbank, California, and apply for a job. Amazingly, I was hired as the administrator of hotel planning for the Disney World hotel group. This project included the Contemporary Hotel, the Polynesian Village Resort, The Golf Resort and the Fort Wilderness Campground.

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

In early 1970, I left California for Orlando to help in the final stages of construction, and in October of 1971, the hotels and campground opened to much acclaim, running virtually full all year round. I enjoyed my time with Disney but, sadly, I left Disney in 1973, but not voluntarily. It was explained in my exit interview that although I did a great job and exceeded all of my goals, it had become apparent to the Disney hierarchy that I “most likely would never become a fully integrated Disney person.” Although I did not fully comprehend what was said, I quickly realized that if I was going to be happy and fulfilled, I had to consider being in business for myself. I loved Orlando and wanted to stay, but the current economic situation was terrible.

Beginning in late 1973 and into 1974, the Central Florida hotel industry was in economic shambles. With the stock market decline and

the Arab oil embargo, virtually every hotel in Orlando was in serious financial difficulty, with foreclosures and bankruptcies looming. It was during this time that I decided to buy a small, 256-room Quality Inn fronting both Interstate 4 and International Drive. In early April 1974, I met with the owner of the hotel, Jim Morgan, who was so pleased to have a prospective buyer that he hugged me saying, “God must have sent you to me.”

A week later, I met with Mr. Morgan and a representative from Travelers Insurance Company in Connecticut to discuss my interest in the hotel.

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

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

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



to Orlando. Buses were still able to purchase gas and were indeed still making trips to Orlando.

Because I didn't have enough money to fly, I hitchhiked to New York City. Once there, I cannot express how kind the motor coach companies were when they heard I had hitchhiked from Orlando. So kind were they, that in the four days I was away, I was provided with lodging and free transportation wherever I needed to go.

I met with the top seven motor coach companies on the East Coast and they all received me with respect, albeit with a certain amount of curiosity. Prior to the trip, I had purchased business cards that I presented to each person I spoke with. I asked them to please write down a room rate they felt comfortable with and promised that the rate would be honored for a minimum of one year. They were all very excited to write down their own rates, which ranged from \$7.25 to \$8.25 a night. They all filled out the cards and promised that if I honored the rate, they would use my hotel. I promised to send each a contract confirming the business card rate, which I did as soon as I returned to Orlando.

My last visit was with Paragon Tours in New Bedford, Massachusetts, where I met with Jim Penler, the president of the company, and Ed Camara, the chief operating officer. They requested a room rate of \$7.25, which I gladly agreed to honor. My final meeting with Mr. Penler ended on a very high note when he said that he knew of a couple who were leaving the next morning for Florida, and that they would be happy to drive me back to Orlando if I would agree to provide them with

MAKING MEMORIES: (From top left) *Harris Rosen as a Disney character, 1971 at Walt Disney World; tea with British Prime Minister Margaret Thatcher at Rosen Plaza; receiving First Year Lieutenant bars in Germany while in the Army from 1961-64; in front of his Orlando Comfort Inn, mid-1980s; working on the grounds of his Quality Inn (now Rosen Inn International), mid-1970s; in his office, 2015.*

overnight accommodation at the Quality Inn. The next morning, we all departed and headed back to Orlando. So thankful was I for their kindness that I invited them to stay with me several weeks every year as my guests at the Quality Inn. They continued to visit us until about 20 years ago when they both passed away. I will never forget their kindness.

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

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



the Rosen Inn closest to Universal. And so, in one year, I went from a very sad person who believed he had just done the dumbest thing a human being could possibly do, to an owner of two hotels, both doing quite well. Our little company continued to expand as we added rooms to existing hotels and built new properties; no doubt I was experiencing the American dream.

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

But something very important happened to me just about 27 years ago while sitting at my desk dreaming of building even more hotels (I had five and was planning a sixth and dreaming of a seventh), when suddenly it became clear that it was time for me to say thank you to God for all the blessings I had received and to start offering a helping hand to those in need. I enthusiastically created The Harris Rosen Foundation, an organization that provides funds for a multitude of philanthropic



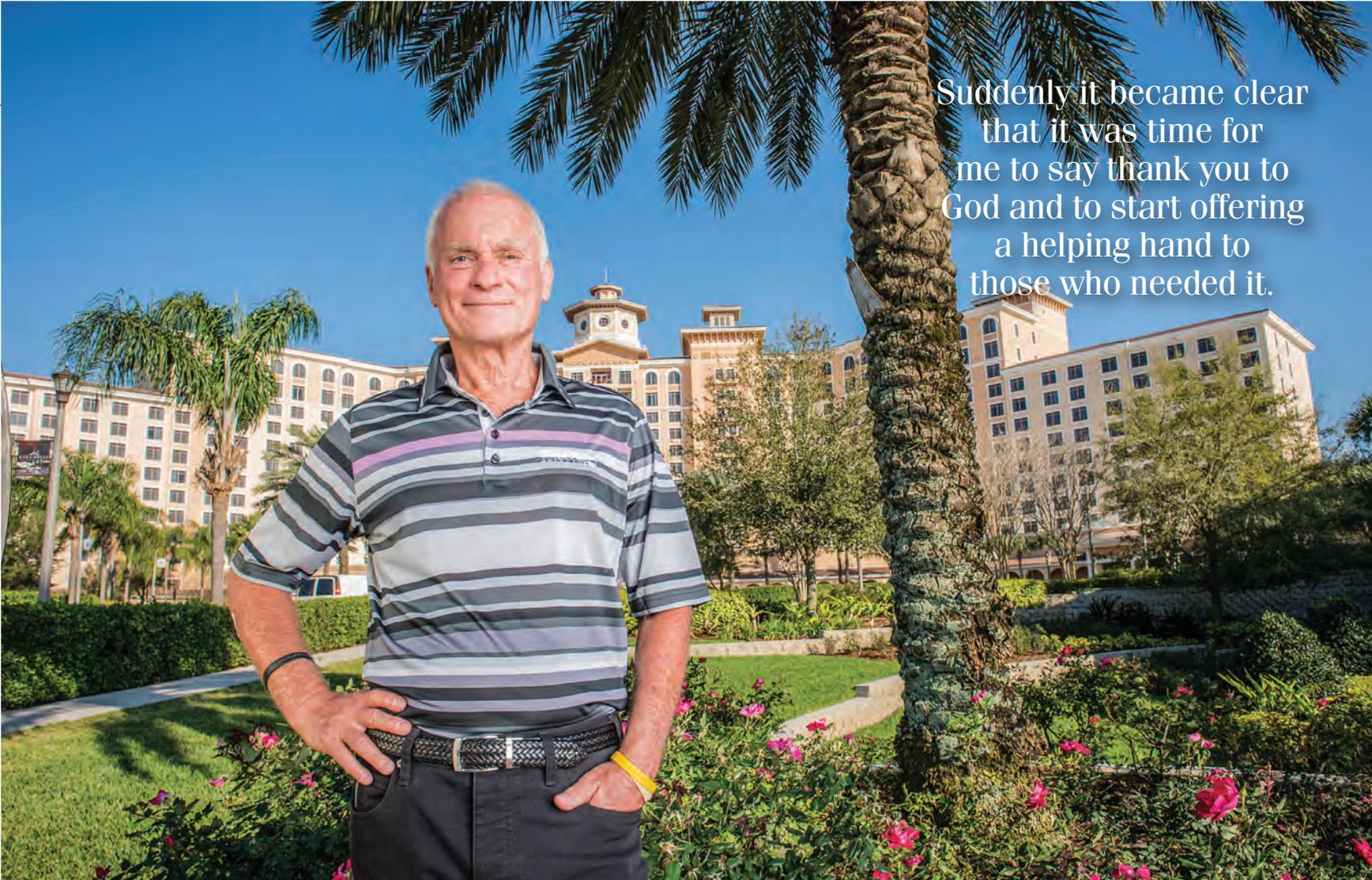
THE SKY'S THE LIMIT: Rosen's annual birthday skydive at Ft. Bragg, N. C.

initiatives. One of these is the Rosen College of Hospitality Management at the University of Central Florida, where we donated \$18 million to purchase the land adjacent to Rosen Shingle Creek and to help build the college—which opened in 2004 and which I am proud to say is now rated as one of the top five hospitality colleges in the world.

In addition, a \$5 million endowment fund was established that provides 100 to 150 scholarships annually, more than all of the other colleges at the University of Central Florida combined. Soon we shall begin design work for an up to 50,000-square-foot building to accommodate much-needed classrooms, offices and kitchen space as the college has grown from approximately 1,000

students in 2004 to nearly 3,500 students today.

The Tangelo Park Program was created when we adopted an underserved, high-crime neighborhood in Central Florida where, for the past 27 years, we have provided a free preschool education for every 2-, 3- and 4-year-old in the neighborhood, by creating 10 little schools in neighborhood homes (six children per school). We also mentor our youngsters from kindergarten through high



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

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

In April 2016, we announced our second similar initiative to benefit the Parramore neighborhood in downtown Orlando. The new Rosen Preschool opened at the new OCPS Academic Center for Excellence (preschool through eighth grade) in Parramore in August 2017. The school is the first of its kind in Florida and may one day become a prototype for other communities in America to replicate. This endeavor is reflective of the spirit of the Tangelo Park Program; however, the scope of the effort is nearly five times as broad. Nonetheless, we do anticipate results similar to what we have witnessed in Tangelo Park.

Both programs provide students upon graduation from high school with a fully paid vocational or trade school, community college or a four-year Florida public college scholarship, to include tuition, room, board and books. Most recently, we added three scholarships available to the renowned private Rollins College, located in the Orlando suburb of Winter Park. Through the years, more than 226 youngsters have received college degrees. Today, we graduate close to 100 percent of our high school students. However, when we started the program, that number was closer to 60 percent. Crime in the neighborhood has also declined by more than 60 percent.

LIVING THE DREAM: (From left) *Tangelo Park and Parramore recipients of college scholarships to private Rollins College in nearby Winter Park, Fla.; Harris in front of his crown jewel, the AAA Four Diamond Rosen Shingle Creek.*

It is now our dream to encourage others to replicate our program throughout America. We firmly believe that these initiatives have the power to dramatically change our society, primarily because they offer hope for a better future for the young men and women living in our nation's underserved neighborhoods.

Our philanthropic work continues. We recently built the Jack and Lee Rosen Southwest Orlando Jewish Community Center, which has one of the top early childhood learning centers in Orlando and an after-school program with approximately 180 students. Just recently, we completed a theater (event center), which can accommodate more than 300 people for special events.

We have also been involved in Haiti for the past 24 years, providing our Haitian brothers and sisters with food, educational materials, healthcare supplies and more than 200 water filtration systems. In December 2017, I visited families in Les Cayes where we had completed a major rebuilding effort to repair and replace more than 100 homes that were badly damaged or destroyed by 2016's Hurricane Matthew.

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



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Celebrating a Life, Adam Michael Rosen

(Oct. 30, 1992 - Nov. 23, 2018)



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

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

He seemed poised for a great future when tragedy struck just 23 years into his life.

The Rosen family, alongside dedicated friends and an incredible team of caring physicians, therapists and caretakers, banded together as Adam’s Army and let hope shine bright. Despite losing his ability to walk and talk, as well as constantly enduring the demands of treatment, Adam remained steadfast in his determination and positivity, and never lost his hallmark smile.

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

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

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



COURTESY ROSEN HOTELS & RESORTS (3)



*(Opposite, from left)
Team Rosen supports
breast cancer awareness.
The YMCA renames its
International Drive aquatic
center in honor of Harris
Rosen. (This page)
Harris Rosen visits Haiti
after funding more than 100
hurricane-resistant homes.*

Rosen Gives Back

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

By Mary Deatrick



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

—HARRIS ROSEN

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

“His motivation in life is to help others, not just the associates, but worldwide,” said the company’s 33-year CFO Frank Santos. “It’s been nice to be surrounded by someone who doesn’t have yachts, planes and homes. Instead, he is motivated to find the financial resources to give to others who have a need.”

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

and is now a top-five hospitality school in the world. His impact is endless.

Education

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

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

Then, in 2016, Rosen adopted another, similar Orlando community, Parramore, in addition to the program’s flagship community of Tangelo Park. As of 2018, between

both programs, a total of 525 high school graduates have been eligible for the scholarships.

To complement his scholarship program, Rosen started educational initiatives at the preschool level in both communities. After launching the Parramore scholarship program in 2016, in 2017, Rosen opened—in partnership with Orange County Public Schools—the 24-classroom Rosen Parramore Preschool. Rosen furnished the facility and provides the annual funding for the teachers' and aides' salaries. Currently, he funds home day cares (for children ages 2 to 4) in the community of Tangelo Park. As a result, those preschoolers test incredibly well when they enter kindergarten. In 2019, he opened the Rosen Tangelo Park Preschool. It is estimated that for every dollar Rosen has spent on the Tangelo Park educational programs, \$7 have come back into the community.

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

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

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

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

The Rosen giving is endless.

"He tries to keep his philanthropy as anonymous as possible,"

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

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

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

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

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

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

Rosen Associates

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

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

Most every weekend, there is a race, a run, a Habitat Home build or something unexpected like a supply drive for hurricane victims where Rosen associates—from general managers and room attendants to bartenders and sales associates—come together as family for the betterment of others. As for service projects and boards, associates represent the company among more than 100 charities and associations, including fundraising events, many of which the company sponsors.

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

In September 2016, Rosen committed to rebuild more than 100



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



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



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

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

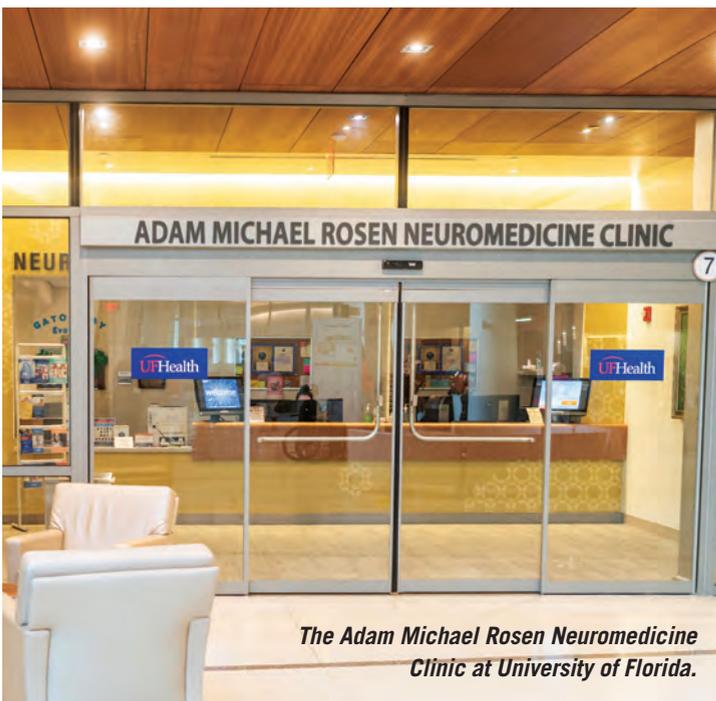
The Adam Michael Rosen Foundation

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

However, in August 2016, Rosen’s son Adam was diagnosed at the young age of 23 with gliomatosis cerebri, a rare, malignant brain tumor. Rosen and his family embraced and continue to be grateful for the outpouring of kindness, overwhelming support and many thoughts and prayers they received from friends old and new, local to global, and from the numerous physicians and healthcare providers whose profound dedication touched the family.

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

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



The Adam Michael Rosen Neuromedicine Clinic at University of Florida.

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

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

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

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

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

“Adam was an incredible athlete,” said Rosen, who swims daily. “He never gave up. He fought this to the bitter end, and I think he would be incredibly proud to have his name associated with what one day we hope and pray will be a cure for that horrible, horrible disease.”

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

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

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



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



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

COURTESY ROSEN HOTELS & RESORTS (2)



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

Phil Caronia, General Manager, Rosen Centre, says Rosen’s optimism and enthusiasm are what inspire his associates to unsurpassed levels of service. “Mr. Rosen shows an unbridled passion for all aspects of the business. Through tenacious daily visits and ongoing inspections, he ensures that his properties all provide unprecedented customer service and are exceptionally well-maintained. His approach and the enthusiasm he exhibits are contagious and become the mantra for each and every day. These are just a few of the many aspects that help define The Rosen Difference.”

The associates at Rosen Hotels & Resorts stand out within the industry, delivering unsurpassed service for more than 45 years. With a longevity unheard of in the industry, Rosen associates are experienced, knowledgeable and empowered to offer valuable, on-the-spot solutions to meeting planners in a way that typical corporate hotels can’t match. Couple this with the award-winning hotels’ expansive offerings and you have the formula for what has made the company Florida’s largest independent hotel chain. It is the Rosen Difference.

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



October 26, 2019—Orlando’s Heart of the District hosts key clients at the 82nd International Gold Cup in Virginia.

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

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



COURTESY ROSEN HOTELS & RESORTS (4)



Treating planners to a bird's eye view of Orlando from the ICON Park Wheel shows to just what heights the Rosen sales team will aspire to please their clients!

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

All three convention hotels—including Rosen Plaza, Rosen Centre and Rosen Shingle Creek—have recently unveiled new enhancements, from refreshed guestrooms to new event spaces. The 800-room Rosen Plaza recently unveiled chic new furnishings and stylish décor, creating an elegant new look for its front desk and lobby and new décor and contemporary carpeting throughout the hotel’s 60,000 square feet of meeting and event space. A stunning refresh of Rosen Centre’s 1,334 guestrooms, including suites, reflects sleek and polished new furnishings, a calming color palette and plenty of tech-friendly integrations to keep business travelers and families rested and recharged. An amplified version of the guestrooms’ calming color palette now adds a touch of stimulation and inspiration to the hotel’s 150,000 square feet of recently renovated meeting space. Planners seem to appreciate these enhancements and aspects of the Rosen Difference.

“Harris Rosen is a passionate leader who thrives on being intimately woven into the fabric of his life’s work, that being his hotel portfolio, subsidiary companies and numerous philanthropic initiatives,” said Dan Giordano, General Manager, Rosen Shingle Creek. “His ability to listen, exude patience and keen sales acumen provide all of us with key elements that we can incorporate in our personal rituals. Mr. Rosen continues to foster a sincere confidence in his leadership teams and their family of associates. His goal remains to provide the finest quality hospitality product and service provision in the industry.”

The AAA Four Diamond Rosen Shingle Creek recently completed extensive décor and technology upgrades in its 1,501 guestrooms, which includes the hotel’s impressive selection of suites, common areas and restaurants. Stylish, trend-setting new carpeting has been

installed throughout the indoor meeting and event space among the hotel’s total 524,000 square feet of versatile indoor and outdoor spaces. The hotel also introduced a new outdoor covered golf pavilion, offering spectacular views of Shingle Creek Golf Course.

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



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



University College of Northern Denmark hospitality students learn about the Rosen Difference while touring the Rosen Plaza with General Manager Derek Baum (far right).

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

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

Annie Marie Bittencourt, CEO of the event management company Aloha of America, is impressed with the company’s exemplary reputation for customer service. “Our company has been working closely with the 3NINE team for the past three years, hosting more than 50 of our client’s events, clearly all done very successfully. It is not only the attention that the sales and operations teams give us. It also is that they exceed expectations by caring so much for our international clients. Rosen Plaza always makes us feel welcome and part of the Rosen family.”

“Harris Rosen is the epitome of an authentic leader. He walks the walk and talks the talk,” says Derek Baum, General Manager, Rosen Plaza. “He really enjoys meeting our guests and clients in the hotel lobbies while attending site visits. It’s the personal connections he develops that impresses guests and meeting planners and inspires them to bring their business back time and time again.”

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

“It was our first year here, but it won’t be our last,” said Feichtner.

Whether planning a tournament at Shingle Creek Golf Club or hosting an inspired event in one of the hotels’ versatile venues, plan-



Capella University takes learning from the books to the streets with its partnership with Rosen Shingle Creek (from left: Dr. Richard Senese, Capella University President & Chief Academic Officer; Michelle Russell, Global Sales Manager, ALHI; Leslie Menichini, Vice President, Sales & Marketing, Rosen Hotels & Resorts; Jessica Ahlborn, Capella University Senior Manager, University Event Programs).

PLANNERS

EXPERIENCE THE ROSEN DIFFERENCE
AND EARN A “SIGNING BONUS.”

Planning a new meeting or event in Orlando? Take advantage of the Rosen Hotels & Resorts “Signing Bonus” promotion. New leads on select “hot” dates in 2020 may qualify for a bonus starting at \$3,000; events must be a minimum of 250 room nights and include a food and beverage contribution for Rosen Plaza, Rosen Centre or Rosen Shingle Creek.

For details, call 407.996.4890.

ners are not just appreciated clients of Rosen Hotels & Resorts, you and your attendees are family.

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KEEP CLIMBING



The Road to Wellness

Redefining healthcare.



WHILE ROSEN HOTELS & RESORTS continues to garner national recognition born of 45 years leading hospitality in Orlando, a less profiled, yet vital aspect integral to the company's success has been gaining prominence, lauded as another of Rosen's marked accomplishments. And most recently, it has secured a first-of-its-kind achievement.

Launched in 1991, the Rosen healthcare model, known as RosenCare™, is a revolutionary wellness program and the vision of Harris Rosen, President and COO of Rosen Hotels & Resorts. His sense early on was that by self-insuring his associates, he could provide superior service and care to the people who matter most, his family of associates, while simultaneously reducing company and employee healthcare costs.

"RosenCare began as a way for us to combat rising healthcare costs and to give our associates a better quality of healthcare and improved benefits," said Rosen, who funnels savings from his healthcare program to fund college scholarships for his company's associates and their dependents, as well as to fund numerous philanthropic projects benefiting underserved communities in Orlando. "The simplicity and cost savings for the employer and employee make it a mutually beneficial option that can be easily replicated across any industry. The beauty of this program is

that, despite the savings, benefits are not sacrificed at all."

As a comparison, Rosen's costs have remained relatively stable, averaging approximately \$5,600 per covered life for the past five years versus the national average of approximately \$11,000. Premiums for most Rosen associates, for example, are just \$18.60 per week, while family coverage is \$57.14 per week. Participation in a goal-based wellness program results in even lower premiums, rewarding those who actively engage in their personal health. Physical exams are at no charge to the patient, while other primary care co-pays are only \$5, specialist co-pays are only \$20 and associates pay a maximum of \$750 each for up to two in-network hospital admissions per year. After that, there is no charge for a hospital admission within that year.

RosenCare has served to raise the bar as an innovative and progressive in-house healthcare provider and as a result has been nationally recognized by its peers. In 2018, RosenCare received three prestigious World Health Care Congress Awards in Washington, D.C., including one silver and two diamond awards, the highest honors for Harris Rosen's lifetime achievements in healthcare. The plan's success has been featured numerous times in national media



Osceola School District ribbon cutting.



Rosen Medical Center.



Associate fitness center.



Associate health stations.

FIT TO BE FABULOUS

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

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

outlets, including Forbes magazine and on national news shows.

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

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

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

One key to Rosen’s success is the 12,000-square-foot Rosen Medical Center, A Place for Healing and Wellness. The center, modeled as a patient-centered medical home, includes a multilingual staff of five full-time physicians, three nurse practitioners, two physician assistants and one chiropractor. A dietician, a team of physical therapists, a podiatrist and other contracted specialists support the center.

The Rosen health plan offers 5,967 Rosen patients and their families low premiums, no deductibles, minimal co-payments for office visits and free or low co-pay specialty prescriptions. Through an innovative partnership, associates also can pick up free generic prescriptions including insulin at Walmart stores. As an added bonus, Rosen associates can visit the medical center “on the clock,” with free transportation provided if needed. While at work, associates can keep an eye on their health by measuring their blood pressure, weight and BMI at one of the nine health stations conveniently located throughout the properties. The easy access to this information promotes screening, monitoring and an overall commitment to health supported by the company.

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

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

vitamins on-site is such a great value—on both my time and my wallet.”

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

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

To help others reap similar benefits, Harris Rosen through RosenCare now offers to assist companies in either setting up their own primary-care medical centers or establishing and operating their own facility on a turn key basis. In a recent Forbes article, Dave Chase encourages, “If you are a shareholder or employee, send this article to the CEO asking them when they will take actions similar to Rosen Hotels & Resorts.” Now with the accessibility of RosenCare, there’s no reason why they can’t.

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



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Shop Orlando, Finding Treasures on a Whirlwind Trip

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

By Kristen Manieri



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

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

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

MaxAzria dresses, as well as hundreds of stellar finds at Saks Fifth Avenue OFF 5TH. A triumphant day at Vineland Avenue might include a great buy on jeans from True Religion, a classic trench coat from Burberry or swimwear from Vilebrequin.

Still looking for more shopping? Pointe Orlando, also on International Drive, offers an excellent mix of specialty boutiques and iconic brands. By the way, the I-RIDE Trolley offers stops at all three for a \$5

unlimited-ride fee per day, serving as a good option when you would rather not give up your plum parking spot.

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

COURTESY MALL AT MILLENIA



(THIS PAGE, CLOCKWISE FROM LEFT) COURTESY THE MALL AT MILLENIA; ©IAN DAGNALL/LAMY STOCK PHOTO

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

Wander into Tiffany & Co. to see the latest ways to spend thousands on a diamond heart-shaped pendant. Check out Gucci, Chanel, Jimmy Choo and David Yurman, before packing your purchases into a classic Louis Vuitton trunk available at the French icon's 5,040-square-foot store.

In the afternoon, make the short trek to The Florida Mall, the area's biggest mall, which has undergone a major renovation. The modern shopping center boasts more than 1 million square feet with more than 250 stores and restaurants. Be sure to see M&M's World featuring nearly 50 colors and flavors of M&M's, the 15,000-square-foot American Girl store (complete with a bistro and doll hair salon), the Crayola Experience and the Build-A-Bear Workshop.



The Florida Mall.



Winter Park.

DAY 3 Orlando's version of Rodeo Drive, Winter Park's brick-lined boulevard known as Park Avenue, boasts a compilation of more than 100 luxury boutiques, one-off shops and excellent eateries. Here is where well-heeled locals go to fill their closets with fashions from such favorites as Tuni, ALEX AND ANI, Lilly Pulitzer and John Craig.

In this upscale neighborhood north of downtown, you will also find gourmet cheese shops, croissant cafés and the Peterbrooke Chocolatier, home to fantastic candy and gelato. Be sure to stop in at The Wine Room to enjoy a cheese plate with one of their 150 wines that you serve yourself from their Enomatic self-dispensing system.

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

The concierge and valet can easily pre-arrange or arrange town cars and taxis, available 24 hours. No shuttle. **NOTE:** Prices are one way unless otherwise indicated. Prices subject to change. Travel times and pricing are approximate. The I-RIDE Trolley operates daily from 8:00 a.m. to 10:30 p.m.

ROSEN SHINGLE CREEK POINTE ORLANDO

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

THE FLORIDA MALL

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

THE MALL AT MILLENIA

20 min. travel time
 • Town car/SUV: \$33
 • Approx. taxi fare: \$28

PREMIUM OUTLETS: I-DRIVE

10 min. travel time
 • Town car/SUV: \$30
 • Approx. taxi fare: \$28

PREMIUM OUTLETS: VINELAND

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

WINTER PARK/PARK AVENUE

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

ROSEN CENTRE

POINTE ORLANDO

2 min. travel time
 • Town car/SUV: \$10
 • Approx. taxi fare: \$8
 • I-RIDE Trolley: \$2 per ride or \$5 a day

THE FLORIDA MALL

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

THE MALL AT MILLENIA

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

PREMIUM OUTLETS: I-DRIVE

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

PREMIUM OUTLETS: VINELAND

15-20 min. travel time
 • Town car/SUV: \$30
 • Approx. taxi fare: \$22
 • I-RIDE Trolley: \$2 per ride or \$5 per day, daily from 8:00 a.m. to 10:30 p.m.

WINTER PARK/PARK AVENUE

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

ROSEN PLAZA

POINTE ORLANDO

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

THE FLORIDA MALL

15 min. travel time
 • Town car: \$30
 • Approx. taxi fare: \$22

THE MALL AT MILLENIA

20 min. travel time
 • Town car: \$33
 • Approx. taxi fare: \$27

PREMIUM OUTLETS: I-DRIVE

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

PREMIUM OUTLETS: VINELAND

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

WINTER PARK/PARK AVENUE

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

A Little R&R

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



The Spa at
Rosen Centre.



The Spa at
Shingle Creek.

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

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

The Spa at Rosen Centre

Voted Orlando Style magazine's top spa, The Spa at Rosen Centre's sleek, contemporary entrance sets the tone for a luxurious spa experience. Wrapped in the arms of a plush spa robe, prepare for a tranquil massage or invigorating facial using the latest, most sophisticated techniques. Bask in one of seven softly lit, aromatherapy infused treatment rooms as your customized service begins.

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

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

A private entrance to Rosen Centre's palm tree-lined pool reveals a tropical escape. Sink into a poolside lounge chair, then order cocktails and Caribbean-Cuban fusion dishes from Harry's Poolside Bar & Grill. Spa guests are invited to enjoy the pool and spa facilities throughout the day for an extended mind and body escape.

To book, please call 407.996.1248 or visit SpaatRosenCentre.com.

The Spa at Shingle Creek

When seeking the finest quality and pure indulgence, look no further

than The Spa at Shingle Creek, located at the exquisite AAA Four Diamond Rosen Shingle Creek. Selected by Trip Advisor's worldwide audience as a Top Ten Spa in Orlando, the plush, nine-treatment room retreat uniquely reflects the hotel's rich Florida history and picturesque location aside historic Shingle Creek. An extensive menu of sumptuous services beckons, from citrus-infused facials to the lusciously enveloping Everglades wrap, all sure to soothe your soul.

A deluxe private men's lounge and impeccably appointed women's relaxation lounge welcome spa guests for a day's departure from reality. Each offers fully equipped whirlpool, sauna and steam rooms, luxe seating and healthful refreshments. Four lushly landscaped outdoor pools promise a refreshing post-treatment dip.

Insiders claim “serenity now” blissfully awaits couples with decadent, expertly performed treatments experienced together followed by a catered lunch as you both luxuriate in the spa's peaceful sanctuary.

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

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

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

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



Your fountain of youth awaits.

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

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407.996.1248 Hotel Guests, Touch *65

SpaAtRosenCentre.com



THE SPA
AT ROSEN CENTRE

9840 International Dr., Orlando, FL 32819

Enduring Legacy

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

By Scott Kauffman

THE KING OF GOLF LIVES ON. Arnold Palmer's legacy is stronger than ever at Rosen Shingle Creek. Just a few years after the golf legend and Orlando neighbor passed away in September 2016, the AAA Four Diamond hotel is honored to showcase its Palmer-inspired Shingle Creek Golf Club.

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

Shingle Creek Golf Club has always been a favorite destination for avid local golfers and visitors seeking a golf escape amid Orlando's tourist and convention-center corridor. The Arnold Palmer design offers even more reason to revel in the renowned Rosen golf experience, as the layout has enhanced and redefined the original course design that opened 17 years ago on a 230-acre footprint alongside the historic headwaters of the famed Florida Everglades.

For instance, Arnold Palmer Design Company Vice President and Senior Golf Course Architect Thad Layton designed three holes on a 25-acre parcel of land at the northern end of the hotel, re-created numerous other holes to accommodate a future hotel expansion, and updated greens and infrastructure, all without compromising the eco-conscious landscape.

According to Layton, his design philosophy was putting strategy and variety at the center of the course with features that "hearken back to the golden age of golf course design." Shingle Creek golfers will notice elevated greens and cross bunkers strategically placed in the middle of fairways, such as the pot bunkers on the par-5, 567-yard second hole.

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



The beautiful 18th hole at Shingle Creek Golf Course.

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

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

As Layton put it, when the Palmer team embarked on the project, they set out to "do something resolutely different at Shingle Creek." "Orlando is a golf town and our backyard," Layton adds. "As such, we sought to design and build a golf course that would inspire and challenge every type of golfer—handcrafting a course with design features reminiscent of some of the finest courses in the world."

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



Scenic 17th hole at Shingle Creek Golf Club.



WHERE WORLD-FAMOUS HOSPITALITY MEETS WORLD-CLASS GOLF.

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

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brad brewer
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ALL IN THE FAMILY

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

By Joseph Hayes



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

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

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

The 24-hour Red's Deli at Rosen Centre (there is a deli in every Rosen Hotel) is in honor of Harris Rosen's mother, Lee, who his dad called "Red." Rosen's passion for food and hospitality even passed



Cala Bella presentation bar.

down to his children, who have attended the University of Central Florida Rosen College of Hospitality Management (which he funded), the country's largest program of its kind. 18 Monroe Street Market at Rosen Shingle Creek comes out of Harris Rosen's childhood address book; it is where he grew up in New York's Bowery district.

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



Harry's Poolside Bar & Grill.

ROSEN CENTRE

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

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

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

Banshoo. Chef Yoshi Kohazame brings decades of experience and a master's focus to sushi at the lobby side Banshoo, with skills as sharp as the sword-steel knife he uses. "Banshoo" means sunset, with no better way to start the evening than with Yoshi-san's creations, such as Banshoo Ceviche Usuzukuri of citrus-dressed

tuna, white fish, salmon and octopus or a sunomono salad of lobster, scallop, crab and seaweed. It would be difficult to find a more appealing roll than the HaRo Surf & Turf of lobster, lump crab and sea scallops, topped with seared sirloin beef and sweet eel sauce.

98Forty Tapas & Tequila. There are few chefs as dedicated to the art of casual dining as Emeterio Luna. Chef "Tello" steers the kitchens at Harry's Poolside Bar & Grill and the potent lobby eatery, 98Forty, where ceviches, quesadillas and rustic guacamoles join 40 different premium tequilas. The glow of back-lit tequila bottles accompanies a splendid menu of mahi mahi marinated in lime and Meyer lemon, roasted corn and black bean salsa and flavorful tacos, seafood and empanadillas. There is even a linguça sausage and roasted jalapeño pizza.



ROSEN CENTRE *continued*

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

ROSEN SHINGLE CREEK

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

AAA ◆◆◆◆

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

Rosen Shingle Creek features two superb AAA Four Diamond Restaurants.



A Land Remembered.



Cala Bella Lounge.



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



COURTESY ROSEN HOTELS & RESORTS (3)

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

AAA ◆◆◆◆

Cala Bella. Executive Chef Jorge Oliveira, who oversees all restaurant operations

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

salad; mozzarella-stuffed meatballs. The impressive entrées give meaning to the Italian word "abundanza": Roasted lamb chops, braised osso buco or the abundantly exquisite Cala Bella Seafood Pescatore extravaganza of lobster, mussels, calamari, shrimp and scallops make the perfect entrée. And rounding out the evening are the creations of the hotel's chocolatiers, who take dessert to a fine art. Make time for a before-dinner aperitif or after-hours cocktail at Bella's Bar.



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

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

Tobias Burgers & Brews. Named after a character in the beloved book "A Land

ROSEN SHINGLE CREEK *continued*



Tobias Burgers & Brews.

Remembered,” the newly expanded Tobias combines a killer burger list and pub specialties (one of the better shrimp and sausage gumbos in town) with an appealing menu of flatbreads (mushroom and onions is a go-to). The “Bourbon” of Black Angus beef, bourbon bacon and white cheddar is hard to resist. Bourbon, whiskey and craft beer make appearances all through the menu (even the spicy fried shrimp and strawberry shortcake have the distillers’ touch), appropriate since Tobias is known for an extensive bourbon list and a select craft beer menu including ales from Florida’s Funky Buddha and Hidden Springs breweries, and the Rosen Hotels’ exclusive Alligator Drool from Orlando Brewing.

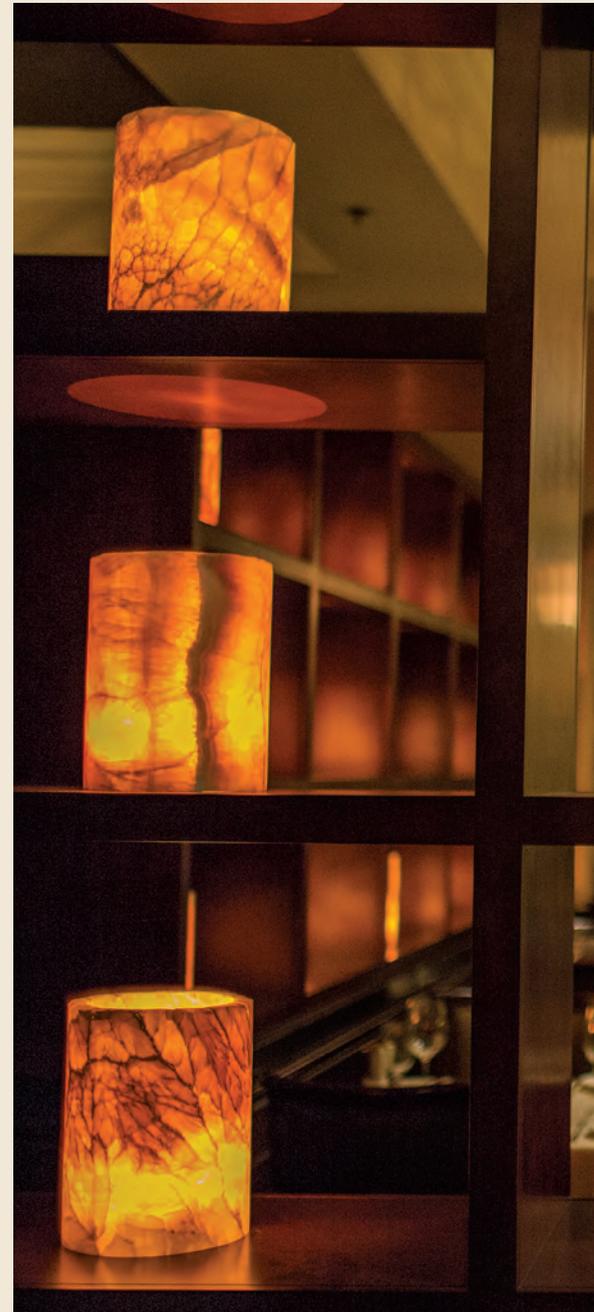
Mi Casa Tequila Taquería. Mi Casa takes Mexican food seriously, and turns out amazing renditions of classic dishes. The overwhelmingly popular draw is the tableside-made “Lima” guacamole, hand-ground in a lava rock molcajete. The combination of avocado, tomato, fresh cilantro and lime looks enormous, but will disappear quickly. Be adventurous and try the lobster and crab version. There are both quick snacks—a full range of tacos—and beautiful entrées, such as

savory baked flautas, Mi Casa enchiladas and the superb flounder Vera Cruz of fried fish, crab and pickled vegetables.

When a quick snack or poolside relaxation is the order of the day, **Cat-Tails Pool Bar & Grille** references the native plants and natural beauty of Shingle Creek, offering everything from wings and Crispy Island Prawns to Caribbean Chicken Sandwich and a delectable Chimichurri Steak Sandwich. The 24-hour **18 Monroe Street Market** offers a quick soup, salad, sandwich and pizza stop. **Headwaters Lounge** takes its name from the hotel’s location on Shingle Creek, the headwaters of the Florida Everglades, and serves up a full drink menu, beautiful shrimp and grits and some of the finest and freshest sushi in the area, courtesy of Banrai Sushi.



Mi Casa Tequila Taquería.



ROSEN PLAZA

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

(THIS PAGE): COURTESY ROSEN HOTELS & RESORTS (2); (OPPOSITE PAGE): © ISAAC ARJONILLA



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

images of Picasso, Gershwin and Queen Elizabeth now line the restaurant. Salvador Dalí hangs by the Dalai Lama, Frank Lloyd Wright decorates a wall near Charlie Chaplin, and Apollo astronauts gaze across the room at Albert Einstein. You might be forgiven for imagining that the famous faces are looking with longing at what is on the plate ... the food is that good. Three- and four-course menus take advantage of the vast pairing knowledge in the kitchen, but the real fun is in exploring

the menu bit by bit. Here you will find one of the best crab cakes in Orlando, classically seasoned with Old Bay and topped with a Caribbean mango salsa and Key lime sauce for a taste of Florida—or take advantage of the appetizer platter, adding polpetta mozzarella (Italian meatballs) with pan seared crab cakes and shrimp and grits. About that steak ... this is a world-class steakhouse, serving house-aged beef from prime New York strip to a fork-tender filet mignon. For fish lovers,

sustainable Sixty South pure Antarctic salmon makes for a sweet and flavorful dish, and local seafood caught in the Florida Gulf or off the Atlantic shores is always on the menu. Michael McMullen, the Executive Chef of Rosen Plaza, says his favorite item at the hotel is the Marcona Almond Crusted Pork Chop. "The bourbon maple sweet potato pairs well with the savory almond crusted premium double-thick Duroc pork, accented with herbal chimichurri sauce."

ROSEN PLAZA *continued*

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

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

Café Matisse. Harris Rosen has been a believer in the value of buffet dining since his first hotel more than 45 years ago. He continues that practice with Café Osceola at Rosen Shingle Creek and Café Gauguin at the Rosen Centre, where even the pickiest of kids can find something exciting to eat. At Rosen Plaza it is Café Matisse that epitomizes this love of buffets, while adding full-service breakfast, lunch and dinner menus of an artistic nature. Korean egg rolls, hummus salads, Florida red snapper and

Mediterranean vegetarian flatbread are just some of the offerings available.

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

For a touch of the tropics, try the poolside sashimi-grade tuna poke salad or the very popular freshly made guacamole. Smoked brisket, chicken or pork carnitas nachos add savory beef, black bean chili and house special chile con queso to jack and cheddar cheese baked tortilla chips. Wings, burgers and a particularly well-liked Sixty South Salad are available during the week and alongside the Sunday brunch, which runs from 11 a.m. to 3 p.m. It offers a decadent French toast stack, hearty chicken and waffles with kickin' 3NINE sauce and the '39 Benny, a crab cake Benedict served on crispy potato pancakes.

And do not overlook the 39-ingredient, make-your-own Absolut Bloody Mary station. Do not miss Happy Hour specials and live music daily from 4-7 p.m.



'39 Poolside Bar & Grill.

ROSEN INN



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

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For all the delicious details, visit RosenHotels.com.

GATHERING FOR SUCCESS

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

By Mary Deatrick

“When you deliver events for groups of hundreds or even thousands of attendees, you quickly appreciate properties that can get it done seamlessly and painlessly,” said Thomas Skiba, CAE, Chief Executive Officer, Community Associations Institute.

Add creativity, a willingness to experiment and exceptional customer service and you have a partner for life. “This year we wanted to turn the hotel into a backyard BBQ and party for 2,000, and Harris Rosen and his team said, ‘Yes, what can we do to help?’ That’s why we keep returning to Rosen Shingle Creek.” According to Leslie Menichini, Vice President of Sales & Marketing, Rosen Hotels & Resorts, it is all about something called the Rosen Difference.

“Harris Rosen’s passion for this business is palpable. He is always excited to attend site visits when possible or to visit with a planner on the phone. His enthusiasm is contagious. As a debt-free company, there is no red tape. He allows us complete autonomy to make decisions to the benefit of our groups. This is what separates us from other hotel companies. The Rosen Difference.”

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



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

COURTESY ROSEN HOTELS & RESORTS



ROSEN PLAZA

ROSEN PLAZA'S chic surroundings and appealing location at the intersection of fantastic and amazing make it the perfect venue for any meeting. Conveniently connected by the Gary Sain Memorial Skybridge to the Orange County Convention Center's West Building, its 800 guestrooms, including 36 suites, showcase the finest furnishings, contemporary comfort and best in technology for accomplishing work with a little fun on the road. All the while it is ideally located just steps from the Pointe Orlando entertainment complex and minutes from ICON Park Orlando, outlet shopping, theme parks and more.

"We are an ideal destination for association and corporate meetings," said Victoria Hall, Director of Sales & Marketing, Rosen Plaza. "Our central location in the heart of the International Drive tourist district is an undeniable draw. Easy accessibility to the convention center and so much to experience within walking distance of the hotel are valuable assets to planners. And with many enhancements and additions, we are a comfortable home away from home, whether for work or for play."

Recently, Rosen Plaza unveiled eye-catching new furnishings and stylish décor in a soft white color palette for an elegant new look for its front desk and lobby, to include guest services and the business center. Additionally, the hotel's 60,000 square feet of indoor meeting

and event space, including the 26,000-square-foot Grand Ballroom and 18 breakout rooms, recently has been adorned with new décor and contemporary carpeting in soothing hues of rich silver, gray and blue.

"Our recent enhancements have been incredibly well received by guests and planners," said Hall. "At Rosen Plaza, we are always looking for ways to stay ahead of the trends. For instance, we can accommodate most any dining restriction—from gluten-free, lactose-free to kosher—through our in-house Zayde's kosher catering, which can service all of our company's hotels. It is part of what we call the Rosen Difference, exceeding our customers' needs in every way that we can."

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

3NINE can accommodate 500 people indoors or 1,500 guests when the event is extended to the patio and pool deck of '39 Poolside Bar & Grill. Groups can enjoy a dedicated, on-site daytime or evening event space outfitted with audiovisual equipment, fully decorated and themed, with no build-outs or expensive rentals needed.

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

"The food and service were beyond our expectations, with elaborate serving stations arranged around the room and truly excellent food all being presented by a top-notch serving staff. When the dinner was over, the incredible staff seamlessly shifted the room to a rockin' dance club.



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



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

(THIS PAGE AND OPPOSITE): COURTESY, ROSEN HOTELS & RESORTS (4)



Rosen Plaza's elegant Grand Ballroom.

Most of our team danced the night away, with many remarking that it was the best company event they had ever attended. I can truly say that the Rosen Plaza and 3NINE team set a new level in service, food, value and flexible fun.”

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

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

ROSEN CENTRE

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

Recently, the upscale hotel amped up its stature as one of Orlando’s premier meetings properties with a stunning, ultramodern renovation of its 1,334 guestrooms and a dynamic refresh of its indoor meeting space.

Rosen Centre has upgraded its guestrooms to double queens and has increased king guestrooms by 24. Guests now enjoy sleek and polished

new furnishings, a calming color palette and tech-friendly integrations to keep them rested and recharged. Soft touches of gray with crisp white accents, offset with splashes of deep rich teal and gray-blue ombre create a contemporary feel. A streamlined desk and dresser offer plenty of room to spread out and use with multiple laptops and electronic devices and features a new multi-outlet connectivity bar located below a new wall-mounted 50-inch flat screen TV.

“We designed our new guestrooms to reflect the balance between form and function that is so important to our guests,” said Todd Frappier,



The perfect setting for an elegant event at Rosen Centre.

Director of Sales & Marketing, Rosen Centre. “Integrating the necessary technology in a calming, comfortable environment strikes that balance.”

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

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

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

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

Connected to the Orange County Convention Center’s West Building with a covered pedestrian skywalk, the versatile hotel is a natural for Orlando citywide conventions, while remaining one of the most highly sought-after properties for in-house corporate and association meetings. Corporate planners are attracted to its sleek modern stylings and top-shelf amenities including The Spa at Rosen Centre, nine creative dining outlets and incredible location. The hotel is at the “Centre” of it all on



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

International Drive, minutes to the area’s best shopping, dining, nightlife and theme parks.

Heidi Pascale, Director, Corporate Events, ASSA ABLOY, hosted her company’s annual convention at Rosen Centre. “The Rosen Centre is the ONLY venue we will come back to time and time again,” said Pascale. “It goes without saying that the proximity to the airport and convention center is a huge benefit. The hotel is equipped with just the right amenities and dining outlets, has more than ample meeting space, is sustainability conscious, and let’s not forget the awesome poolside bar and 24-hour deli!”

Praise like this is common for the award-winning convention hotel, which has earned a M&C Gold Platter for its culinary excellence, among numerous honors.

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

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

ROSEN SHINGLE CREEK

WHAT MANY refer to as the company’s “crown jewel” is Harris Rosen’s dream come true. His dedicated staff knew this and pushed



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

(THIS PAGE AND OPPOSITE): COURTESY ROSEN HOTELS & RESORTS (4)



Elegant surprises add drama to poolside events at Rosen Shingle Creek.

deadlines to open the majestic AAA Four Diamond Rosen Shingle Creek on Rosen's September 9 birthday to honor what he has called one of his greatest professional accomplishments: building a large, full-service, luxury convention property complete with world-class amenities—everything a planner could desire all under one roof.

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

Led by a seasoned team, the hotel has earned numerous industry honors since it opened 14 years ago, including a Top 20 U.S. Meeting Hotel by Cvent.

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

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



Stunning venues abound at Rosen Shingle Creek.

the manicured Shingle Creek Golf Club and tree line of historic Shingle Creek, headwaters of the Florida Everglades.

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

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

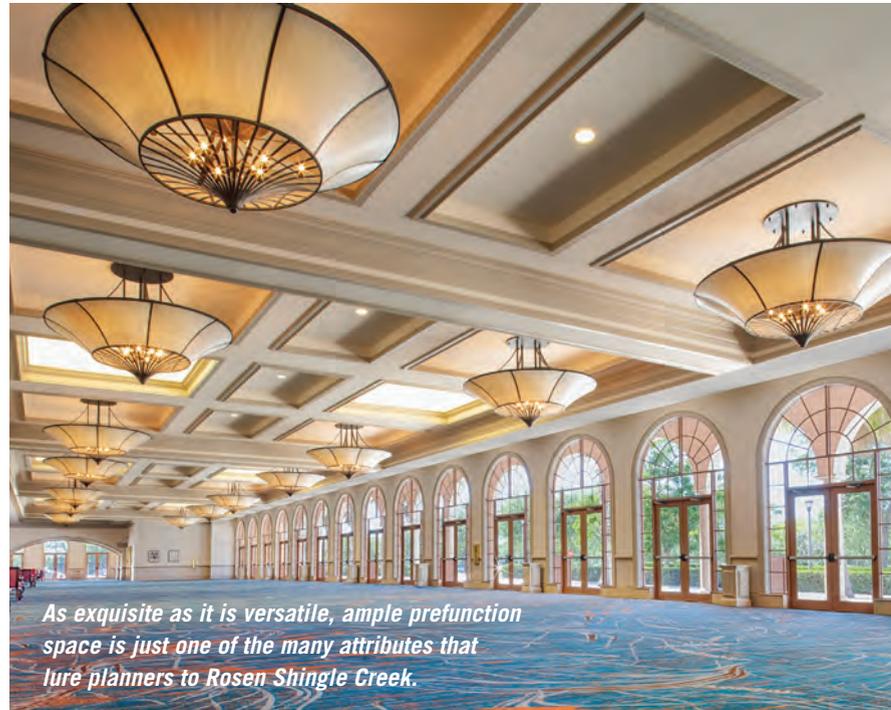
feet of indoor and outdoor venues, including but not limited to three column-free ballrooms at 95,000, 60,000 and 40,000 gross square feet inclusive of 99 breakout rooms, our capabilities are endless. Planners tell us our spaces are amazing. We can accommodate every need.”

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

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

An excellence in customer service coupled with its unique location and charming Florida-themed ambience make Rosen Shingle Creek a meeting planner’s dream. “I’m always thrilled when I get to present Rosen Shingle Creek to my clients,” said Deb Daly, Senior Director Global Accounts, HelmsBriscoe, “because I never have any doubts that they will have a wonderful experience there.”

Mel Tevik, Senior Director, National Events and Meetings, RSM US LLP said her company has been a “proud partner” with Rosen Shingle Creek since 2007. “Rosen’s exceptional hospitality and passionate, dedicated teams have ensured successful meetings and a memorable



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

experience for our attendees. We are meeting at the hotel again this year and into the future. Rosen isn’t just our partner; they are a part of our RSM family.”

Ultimately, exceeding expectations is where each hotel unequivocally excels.

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



The fitting ending to an incredible event at Rosen Shingle Creek.

INNOVATION FUELS POWERFUL PLANNER TOOL

Rosen Hotels & Resorts' associates are well known for providing on-the-spot answers to meeting planners' questions; but now, they are harnessing the power of artificial intelligence to take it to a new level—another example of the Rosen Difference.

The Ask Rosen skill for Amazon Alexa is now live and is skyrocketing Rosen's award-winning customer response time to immediate. Meeting planners can enable the Ask Rosen skill on their Amazon Echo device or download the Alexa app on their cell phone, enable the Ask Rosen skill and then simply say, "Alexa, Ask Rosen..." to immediately access information they need about Rosen's three award-winning Orlando convention hotels—Rosen Plaza, Rosen Centre and Rosen Shingle Creek.

Meg Pisani, Sr. Director, Supplier Relations, Maritz, calls the sales tool "a stroke of genius. I love the Ask Rosen Alexa skill and branded Echo device, and look forward to having Ask Rosen answer all of my meeting questions!"

For a flawless event, the only thing planners now need are three simple words: "Alexa, Ask Rosen..."

To learn more, visit AskRosen.com, RosenHotels.com/ROI or contact the Rosen Hotels & Resorts sales team at 407.996.4890 or sales@rosenhoteles.com.

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InternationalDriveOrlando.com

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The Legend Continues

Exciting expansions are just around the corner.

WHAT IS IN STORE for Rosen Hotels & Resorts? To understand its future requires a glance at the past. And acknowledgement of the profound power behind one man's crystal ball.

During the course of the last century, Harris Rosen's uncanny vision led him to what was at the time dubbed "Orlando's Wild West" —International Drive. With calculated speculation, in 1974, Rosen purchased his first hotel, the Rosen Inn International (formerly Quality Inn International) at 7600 International Drive. Forty-five years later, Rosen owns six of his eight hotels on the now world-famous I-Drive, which is home to the Orange County Convention Center and has become one of the premier resort and convention destinations in the world.

"I had faith. I believed that with our incredible weather, proximity to Walt Disney World and a myriad other hotels and attractions, that we would develop this corridor into its own resort and convention destination," said Rosen. "While many were in disagreement, I held firm in this belief. Our conviction remained that we could offer everyone, including convention and trade show attendees, a complete package in this one area."

Maria Triscari, President/CEO of the International Drive Resort Area Chamber of Commerce since its inception 31 years ago, says of Rosen, "He is an extraordinary businessman, with an innate skill for forecasting our area's future. Without his vision, I-Drive would not be where it is today. There are currently 40 new projects totaling some \$2 billion in planned economic development on the way, most notably the expansion of the Orange County Convention Center."

The promise of a world-class, multi-faceted convention center has always remained of paramount importance to Rosen. In the early-to-mid 1970s, he and Jim Brown, President of Orlando Central



Harris Rosen on the grounds of Shingle Creek Golf Course, planning future expansions for his hotels.

Property, Martin Marietta's land sales group, worked arduously to pass a referendum to create a tourist development tax in Orange County. They, in unison with a select group, knew that this funding source was imperative to launch the area's momentum.

"I made a lot of speeches," said Rosen. "We passed the tax in 1978." And on Feb. 27, 1983, much to the amazement of most of Orlando, the Orange County Convention Center opened its doors on International Drive to an open house of 14,000 guests.

By this time, Rosen had three I-Drive hotels in the works, one with land purchased from Brown. Rosen approached him about another purchase, namely the land contiguous to the convention center. Unfortunately, Brown had to decline, explaining that for this, Martin preferred a well-known brand, like a Hilton, Hyatt or Marriott. Rosen was disappointed, but understood.

A year later, an unexpected phone call proved to be a game changer for Rosen.

"Jim called and said there hasn't been any interest in the land contiguous to the convention center. He said if I could deliver a \$7 million check to him by 5 p.m. that day, the parcel was mine." Further cementing his presence on the growing strip, Rosen made that delivery, purchasing the land on Sept. 1, 1988, for \$9.6 million. Three years later, on Sept. 13, 1991, the Clarion Plaza (now the Rosen Plaza) opened its 800 guestroom doors directly adjacent to the Convention Center.

After the Rosen Plaza land purchase, but before its opening, Brown invited Rosen to Martin Marietta headquarters in Bethesda, Maryland. Rosen brought his real estate attorney, Kelly Smith, along. "We went to Bethesda and had no idea what they were going to talk about," said Rosen. "They asked me if I would be interested in selling all of their non-defense-related land along International Drive. I started saying no and Kelly kicked me under the table. He said we'd be interested based on the conditions. Brown said they would tell us what they wanted for the land, and any money above and beyond that would be ours. If we didn't sell all of the property, we would have to pay for the unsold parcels. We had one year to do this."

With one month to go, Rosen sold the third-to-the-last parcel.

"We kept back two parcels that we wanted and did not need to sell in full in order to pay the total we owed. These are where Rosen Centre and our helicopter site are today," said Rosen. "I was able to purchase these two parcels at a great discount, \$4,462,000 for the 20-acre Rosen Centre and \$369,200 for the 3-acre helicopter site."

The Omni Rosen (currently Rosen Centre) opened on Oct. 31, 1995. Rosen now owned two hotels that straddled the convention center.

Visit Orlando President and CEO George Aguel said, "His vision and entrepreneurial

Rosen Centre, a beacon of shining hospitality and home to future expansions on International Drive.



investments have helped shape a district that now not only provides limitless resources for leisure visitors, but also convenience, value and flexibility for convention groups, all within the immediate vicinity of our leading convention center.”

“At the company, we always refer to Harris’ uncanny vision,” said Frank Santos, 33-year CFO, Rosen Hotels & Resorts. “It’s taken years for others to see the value in the land. Without those hotels to house convention attendees, the center would not have flourished. This is why his team never doubts his future plans.”

With an eye on the continued evolution of I-Drive, Rosen has no plans to let up.

At the 1,334-room Rosen Centre, which with sister property Rosen Plaza provides a covered pedestrian skybridge to the convention center, enhancement plans are underway. A new wing featuring 400 additional luxurious guestrooms and 150,000 square feet of function space

extension are planned, which will expand the hotel’s total meeting and event space to 300,000 square feet. A 50,000-square-foot grand ballroom above a new level of meeting rooms will connect with an air-conditioned walkway to the present second level of the property. A lap pool will complement the hotel’s current Olympic-size outdoor swimming pool, and a parking garage will be incorporated into the project. Expansion plans are in the works for the popular Harry’s Poolside Bar & Grill, and additional food and beverage outlets, yet to be determined, will enhance the current Rosen Centre offerings.

Nearby on Universal Boulevard, the AAA Four Diamond Rosen Shingle Creek will be adding a luxurious 14-story tower with 400 guestrooms offering premium one- and two-bedroom grand and executive suite upgrades and a signature presidential suite. In addition, 150,000 square feet of flexible meeting and event space, including an

85,000-square-foot column-free ballroom, 30 breakout rooms and 2 specialty multi-purpose rooms, will be added to the existing 524,000-square-foot footprint, bringing the square footage to over 674,000 square feet. A dynamic rooftop venue will be showcased atop the new tower, featuring panoramic views of the region. Refurbishments and exciting enhancements will be made to Cat-Tails Poolside Bar & Grille and 18 Monroe Street that will serve to completely transform their current offerings.

And yet another new Rosen venture is on the horizon.

“One day I envision us creating a huge convention property on International Drive which could include as many as 3,000 guestrooms and close to a million square feet of meeting space,” said Rosen. “We would transform 33 acres, from the helicopter site to the Rosen Inn Pointe Orlando, with this incredible hotel next to the Rosen Plaza, creating quite a presence.”



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

Come to Orlando for attractions, activities, and amusements galore.

By Nancy DeVault

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

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

Get in the Fast Lane

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

New thrills delight at the epic Hagrid's Magical Creatures Motorbike Adventure™

at The Wizarding World of Harry Potter at Islands of Adventure. Fly into the Forbidden Forest, beyond Hogwarts Castle, in this roller coaster ride that plunges past the Wizarding World's rarest magical creatures. End the day at Hogsmeade Village, where on select nights, a new dazzling light spectacle unfolds against the majestic backdrop of the castle.

Not to be outdone, Fast & Furious – Supercharged puts you on a full-throttle ride with Dom, Letty and the crew of the popular film franchise. What starts as a fun trip checking out amazing cars and riding through iconic film locations erupts into a wild chase as you seek to escape unexpected danger.

Experience more excitement as you Race Through New York Starring Jimmy Fallon™

within the New York-themed area at Universal Studios Florida™.

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

Thrills at SeaWorld Orlando

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

With the addition of Kraken Unleashed and on the heels of Mako™—Orlando's tallest, fastest and longest coaster, SeaWorld now

Enticing
events are
just the
beginning.



Rosen Centre offers a variety of exclusive corporate buyout opportunities. Savor the Caribbean-Cuban flavors at Harry's Poolside Bar & Grill, ideal for parties of 70. Or take over the adjacent event patio and pool deck, and "wow" up to 1,200 guests. For more intimate gatherings, the private dining room at Everglades Restaurant offers an authentic and unique Florida experience. Whatever you need, Rosen Centre awaits.

Contact us for buyout details.

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(This page, clockwise from top) Bowling, one of many activities at Kings Bowl Orlando; roaring around the track at Andretti Indoor Karting & Games; the Mako roller coaster at SeaWorld Orlando. (Previous page) The Wheel at ICON Park.



has more thrills than ever, as the two coasters join other thrill rides such as Manta, Journey to Atlantis and the new Infinity Falls.

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

Splash and Have Fun Under the Florida Sun!

SeaWorld Orlando and Universal Orlando Resort™ also offer guests great ways to enjoy the sun and play in the water as well.

At Aquatica, SeaWorld's water park, climb the brand-new KareKare Curl vertical wave wall for a slide adventure that delivers a high-adrenaline, weightless rush! You will have three ways to slide, splash and soar on the Ray Rush thrill slide. You may also free-fall on Aquatica's Ihu's Breakaway Falls and go crazy on Tassie's Twisters. Do not miss the park's most popular attraction, Dolphin Plunge, and slide via an enclosed tube alongside Commerson's dolphins.

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

Unique and Exhilarating Entertainment

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

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

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

Marvel at the weird and wonderful at Ripley's Believe It or Not! Odditorium. See wax figures of famous people at Madame Tussauds, view an astounding array of ocean creatures at SEA LIFE Aquarium or see the fascinating SKELETONS: Animals Unveiled! located under the Wheel at ICON Park Orlando and displaying more than 400 real skeletons.

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

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

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

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

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

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ORLANDO'S BEST VACATION VALUE®

With five affordable properties waiting to delight, Rosen Hotels & Resorts is all you need for your dream Orlando vacation. Each offering deluxe accommodations, delicious dining options and recreational amenities, as well as event spaces suitable for any celebration. Plus, each hotel is just steps away from Orlando's world-famous attractions, shops and restaurants.

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Rosen by the Numbers

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

ROSEN'S OWN

488,800

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



GLOBAL WINNING

Doing our part to protect our precious environment, we identify eco-friendly alternatives whenever possible:



568,450

paper drinking straws

675,000

guestroom and meeting room FSC-certified notepads

600,000

Rosen pens made from recycled cardboard

TEED OFF



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

10,000

1. Golf tees used annually

55,000

2. Golf balls retrieved annually from scenic waterways

8,400

3. Brad Brewer Golf Academy hours taught annually (highly recommended to avoid No. 2.)

FIT TO ASSIST

Harris Rosen's enthusiasm for giving is contagious! We support:



25

annual charity walks

21

annual charity galas/luncheons

100

community service projects and boards that have Rosen representation and counting... we are always open to new opportunities to help.

A WING & A BREW

When guests enjoy

81,162

pounds annually of saucy and succulent chicken wings—with hot and spicy the finger lickin' lead at **approximately 80 percent**—which refreshing beverages best "wash them down"?

959,916

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



42,514

gallons of fresh Florida orange juice (companywide)

2,832

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

48,000

pounds of coffee. Proudly Brewing Starbucks Coffee (companywide)



SWEET REWARDS

When more than **2,000 guests** gather to raise close to **\$1.5 million** for The Adam Michael Rosen Foundation's Runway to Hope Spring Soirée at Rosen Shingle Creek, an Oscar-worthy dessert is deserved:

2,400

chocolate domes



2,400

macarons

300

pints of fresh raspberries

300

pints of fresh blueberries

12

flats of fresh strawberries

600

pounds of mascarpone vanilla bean mousse

160

feet of gold leaf

2,400

live orchids

40

hours of labor to plate up

Conventioners enjoy their own sweet rewards while attending meetings: 5,280 pounds of fruit-mix hard candies, which equals 601,902 pieces a year!

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