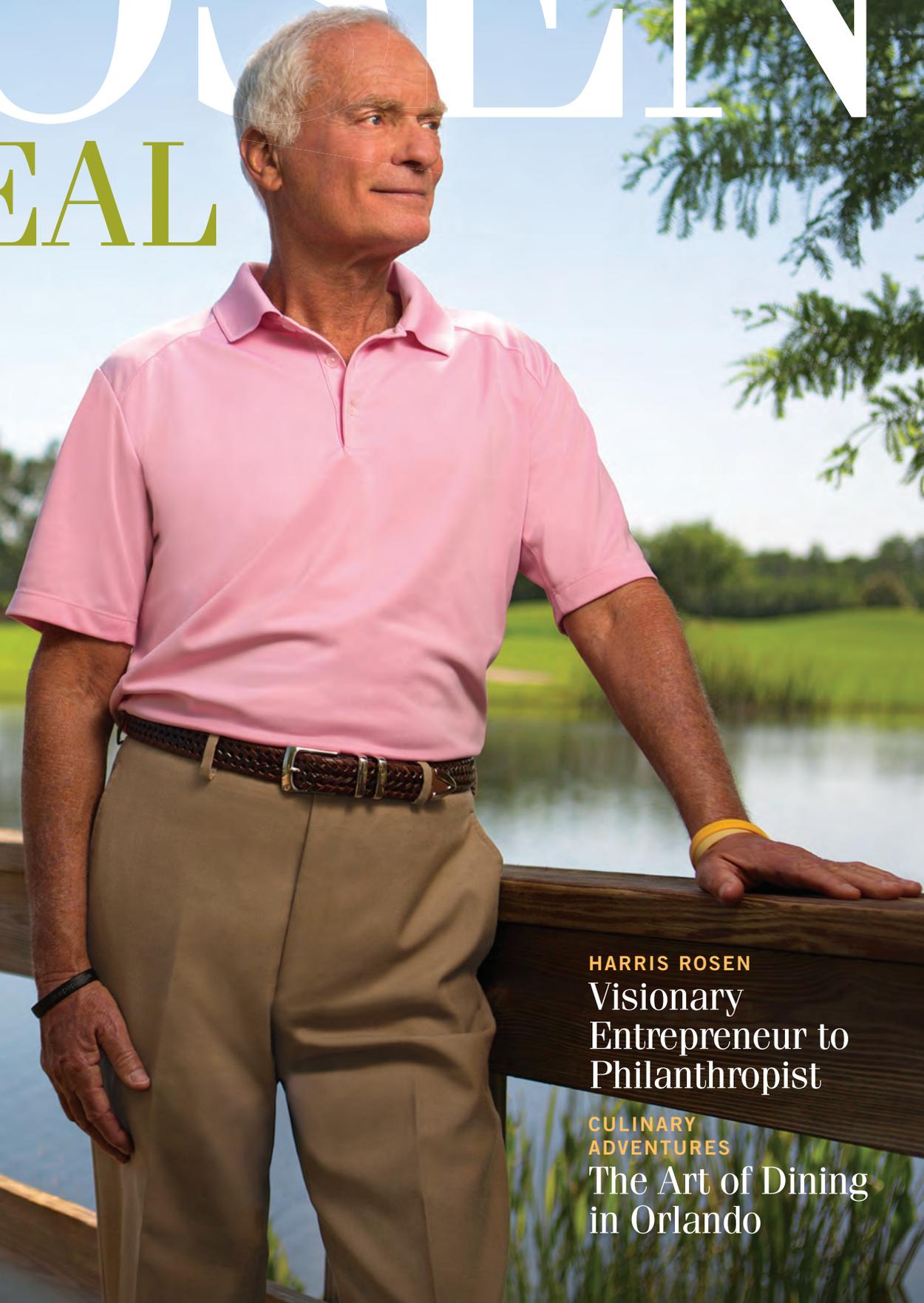


ROSEN

REVEAL



HARRIS ROSEN
Visionary
Entrepreneur to
Philanthropist

**CULINARY
ADVENTURES**
The Art of Dining
in Orlando

AWESOME

HAPPENS WITH SHAW FLOORS AND ROSEN SHINGLE CREEK

The partnership between Shaw Floors and Rosen Shingle Creek has led to a long-term relationship that has created memorable experiences for our customers and our organizations as well.

Shaw's commitment to the finest in customer service and excellent products mirrors that of Rosen Shingle Creek. And just as Shaw Floors has been consistently named the industry's top manufacturer, Rosen Shingle Creek has earned numerous awards over the years, including the Pinnacle Award from *Successful Meetings* magazine and the Gold Key Award by *Meetings & Conventions* magazine, to name only a few.

Shaw values our relationship with Rosen Shingle Creek, and we look forward to many more years of doing business together.



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ENJOY YOUR STAY IN ORLANDO

A luxurious escape in pristine natural surroundings. A sophisticated, connected central business hub. Or a boutique-like vibe close to all the excitement. Whatever you're looking for, with 700,000 square feet of meeting and event space and 3,635 guestrooms and suites, our collection of independently owned properties delivers Orlando unlike anyone else. Come experience the Rosen Hotels & Resorts passion for community, service and an incredible guest experience that has redefined Orlando meetings.



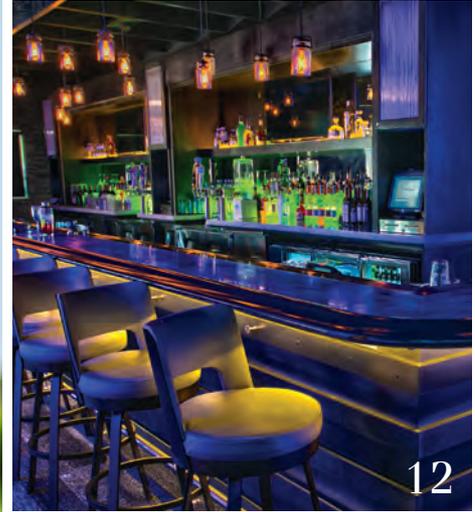
407.996.4890 | WeAreOrlando.us
ROSEN CENTRE | ROSEN SHINGLE CREEK | ROSEN PLAZA
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Contents

2015-2016



6 WELCOME Owner's Letter

A letter from Harris Rosen.

8 IN THE SPOTLIGHT Famous Encounters

Leaders and luminaries convene at Rosen Hotels & Resorts.

10 ROSEN JEWELS Meeting and Event Planning

Rosen Hotels & Resorts offers all the amenities and services to make your meeting or event a success.

12 NEWS What's New?

From brand-new restaurants to stunning refreshed interior décors to expanded executive suites, discover all the exciting changes happening throughout our hotels.

16 PROFILE Building a Dream

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

24 GIVING BACK Rosen Cares

Corporate social responsibility is alive and well.

29 HEALTHY LIVING Road to Wellness

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

ON THE COVER

Photographer Isaac Arjonilla captures Harris Rosen, owner of Rosen Hotels & Resorts, on the deck overlooking the golf course at Rosen Shingle Creek.

REVEL IN ORLANDO

At the headwaters of the Everglades, Rosen Shingle Creek is nestled among Florida's unspoiled natural riches. Inspired by 1900s Spanish Revival-style architecture, the hotel is set on 230 lush acres featuring 1,501 elegant guestrooms and suites each with exquisite views and boasts a championship 18-hole golf course, a full-service spa, 14 dining venues, 4 sparkling swimming pools and more. Of course, it's also the perfect place for business, ranked a top 100 meeting hotel by Cvent and offering 490,000 square feet of flexible meeting and event space. Add easy access to I-Drive, Orlando's iconic attractions and the Orlando International Airport minutes away, for an Orlando stay like no other.

 ROSEN
SHINGLE CREEK™

For more information, call 407-996-9939
or email Sales@RosenShingleCreek.com.

Contents



- REJUVENATION**
- 31** **The Pleasures of Pampering**
Relax and rejuvenate at The Spa at Rosen Centre or The Spa at Shingle Creek.
- GOLF**
- 32** **Tee Time at Shingle Creek**
From first-timers to seasoned pros, golfers enjoy an unsurpassed experience at this course.
- REFLECTIONS**
- 34** **The Art of Dining**
This photo essay illustrates why dining at Rosen Hotels & Resorts is considered both a culinary and visual feast.
- ON THE TABLE**
- 38** **An Epicure's Journey**
Take a culinary tour through some of the finest restaurants in Florida, located right here at Rosen Hotels & Resorts.

- THINGS TO DO**
- 46** **Something for Everyone**
Visitors from all walks of life will love Orlando's diverse array of nonstop attractions.
- SHOPPING**
- 50** **Orlando Spree**
Orlando is a shopper's paradise and our three-day itinerary will help you make the most of your retail adventure.
- HOLIDAYS**
- 54** **Season's Greetings**
It's always a celebration at Rosen Hotels & Resorts, but especially so during the holidays when the hotels take on a special glow.
- BEHIND THE SCENES**
- 56** **By the Numbers**
These figures and fun facts will give you a behind-the-scenes peek at what it takes to keep Rosen Hotels & Resorts running.

ROSEN REVEAL

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General Manager
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Director of Sales
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A special thanks to Rosen Hotels & Resorts associates whose heart and commitment to the company provided the stories we are able to share in this magazine.

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RELISH IN ORLANDO

Stylish. Sophisticated. Vibrant. Connected. The perfect balance of work and play. With recently renovated interiors, redesigned guestrooms and suites, as well as new tantalizing restaurants, Rosen Centre has it all. Ranked a top 100 meeting hotel by Cvent and offering more than 150,000 square feet of elegant meeting and event space that's a convenient skybridge to the Orange County Convention Center and minutes from world-famous attractions, dining, shopping and entertainment, here you're in the middle of all the energy and excitement of I-Drive. Come experience Rosen Centre's passion for community, service and an always incredible guest experience unlike any other in Orlando.



**For more information, call 407-996-9840
or email Sales@RosenCentre.com.**

A LETTER FROM THE PRESIDENT

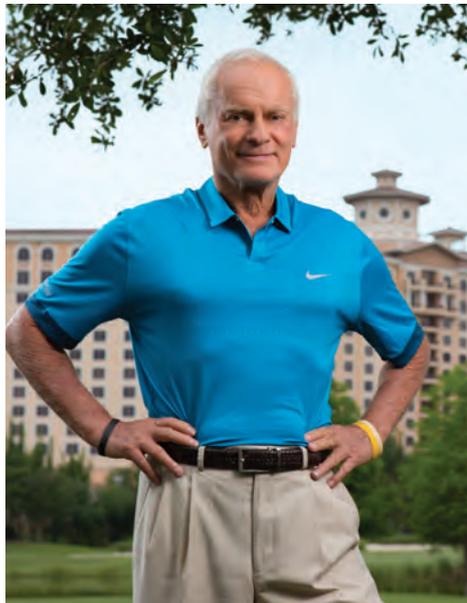
WHETHER THIS IS your first visit to Rosen Hotels & Resorts or if we have had the privilege of hosting you in the past, we sincerely thank you for selecting us as your home away from home. We realize that there are many choices in Orlando and we are very appreciative that you have chosen one of our hotels. Our primary goal at Rosen Hotels & Resorts 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 with you some additional information about our company through our annual magazine, Rosen Reveal.

In this issue, we celebrate the power of dreams. You will learn about our company, its dedicated associates and the incredible guests who grace our hotels and how one individual's personal dreams and passions can affect the lives of others in so many different ways.

Having recently celebrated our 41st anniversary, you will discover that we are a company that isn't comfortably resting on our laurels. We are continuously evaluating and enhancing our offerings, dreaming up new ideas in an effort to exceed even your highest expectations. As such, we'll look behind the scenes to discover some of the inventive handiwork of our culinary masters that seem to continuously wow our guests. In addition, you will learn more about our self-funded healthcare program and the Rosen Medical Center, A Place for Healing and Wellness, created 24 years ago as an innovative solution to better meet our associates' healthcare needs.

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

We will also take a tour of our restaurants, the vast majority of



**Having recently
celebrated our 41st
anniversary, you
will discover that we
are a company
that isn't comfortable
resting on our laurels.**

we shall be implementing a similar program that will launch in 2017 in another underserved Orlando neighborhood, the Parramore District. After we implement our Parramore initiative, it is our hope that others will replicate the program and help us realize our dream of changing America one underserved community at a time.

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 feedback, suggestions or comments to hrosen@rosenhoteles.com. Rest assured that we are good listeners and very much value your comments. Our commitment is to always do our level best to make your travel dreams come true. Sincerely,

Harris Rosen, President & COO
Rosen Hotels & Resorts

which pay homage to family members as a thank you for their courage, kindness and tenacity. Sam & Bubbe's and Harry's Poolside Bar & Grill, both new at Rosen Centre, are named in honor of my grandparents who dreamed of and struggled mightily for a better life in America for themselves and their families. I hope you will enjoy the photos of my father Jack Rosen's whimsical autographed caricatures that hang on the walls of his namesake—and recently refurbished—restaurant, Jack's Place, at the Rosen Plaza. And finally, we'll introduce you to the new Club 39 and '39 Poolside Bar & Grill at Rosen Plaza, themed by my son Joshua honoring my birth year and career stop in Acapulco.

In addition, throughout the magazine you will see mentions of the Tangelo Park Program, an educational scholarship initiative created 22 years ago and which I am most passionate about. This program provides a free preschool education for every two-, three- and four-year-old in the Tangelo Park neighborhood and a full scholarship to include tuition, room, board, travel and books for every Tangelo Park high school graduate who is accepted to a Florida public college, community college or vocational school. I am excited to share with you that



TOAST IN ORLANDO

With our premier Club 39 state-of-the-art nightclub and '39 poolside bar, 800 luxurious renovated guest rooms and suites, 7 incredible on-site restaurants and lounges, plus endless shopping, dining and entertainment options right across the street, you'll love staying in the electric heart of Orlando. Not to mention our 60,000 square feet of elegant flexible meeting and event space, including a 26,000 square foot Grand Ballroom, that's perfect for business meetings or social events of all kinds. Come enjoy all the energy, excitement and passion for community, service and an incredible guest experience that encompasses every stay at Rosen Plaza.

**ROSEN
PLAZA™**

For more information, call **407-996-9700**
or email **Sales@RosenPlaza.com**.

Famous Encounters

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



Meeting of the Minds

Rosen Hotels & Resorts welcomed John Schnatter, founder and CEO of Papa John's International, Inc., to Rosen Shingle Creek. (From left) Harris Rosen; Leslie Menichini, Rosen Hotels & Resorts Vice President of Sales & Marketing; John Schnatter; Dan Giordano, General Manager, Rosen Shingle Creek; and John Pate, National Sales Manager, Rosen Hotels & Resorts.



A.N.G.E.L. AWARD

Harris Rosen (pictured with Bernice King on his right) received the Coretta Scott King A.N.G.E.L. Award for Exceptional Leadership in Peace, Social Justice and Nonviolent Social Change for his commitment to the Tangelo Park Program in a ceremony at the King Center in Atlanta, January 2015.

POWER PLAYERS

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



Building a Dream

Oprah Winfrey presents Harris Rosen with the President's Award from the U.S. Dream Academy at a gala in Washington, D.C. Rosen received the award for his Tangelo Park Program, which has provided scholarships to more than 280 students.



Experts Convene

At the Red Roof Inn Conference, Rosen Hotels & Resorts Vice President of Sales & Marketing Leslie Menichini shares a smile with hospitality expert Anthony Melchiorri, host of the Travel Channel's program "Hotel Impossible."



Partnership Continues

Enjoying Rosen Shingle Creek's Presidential Suite are, from left, Leslie Menichini, VP of Sales & Marketing, Rosen Hotels & Resorts; Todd Frappier, Director of Sales & Marketing, Rosen Centre; Katie Bellas, Director of Sales, Rosen Shingle Creek; Peter Shelly, Executive VP, HelmsBriscoe; Harris Rosen; Roger Helms, President and CEO, HelmsBriscoe.



Papa John's founder, John Schnatter, realized something was missing from national pizza chains – a superior-quality traditional pizza delivered to the customer's door. In 1984, he knocked down the broom closet in his father's tavern in Jeffersonville, IN, purchased used restaurant equipment, and began delivering pizzas out of the back of the bar. After one year, John made enough money to start his own restaurant – the very first Papa John's, where he put his ideas of building a better pizza chain into action.

We're committed to quality and consistency in everything we do. And it starts with our better ingredients like fresh never frozen original crust dough, 100% real cheese made from mozzarella, fresh-packed pizza sauce, and real meat toppings.

We give our customers more of the high-quality ingredients they want, and fewer additives, preservatives and artificial ingredients they don't want. In fact, you won't find any trans-fat, MSG, BHA, BHT or partially hydrogenated oils in our ingredients.

Our goal now is the same as it was more than 30 years ago: Make a better pizza by using better ingredients.

**“Better Ingredients. Better Pizza.”
We've always had them, and we always will.**

Papa John
FOUNDER



Meeting and Event Planning

Rosen Hotels & Resorts offers everything you need to make your meeting or event a success. Here is what some of our clients have said about their experiences.

Rosen Hotels & Resorts
convention sales team
"Top Achievers"



CableLabs

CableLabs hosts an annual 800-person conference at Rosen Shingle Creek. Our technology requirements are significant and Shingle Creek meets and exceeds our specs for these requirements. The quality of conference services support is superb, with staff who are knowledgeable and helpful to our planning process.—**Annette Smith, Manager, Corporate Events**



Corporate presentation setup,
Rosen Shingle Creek

American Society of Radiologic Technologists



Christine Pauley

We have had nothing but positive feedback and wonderful compliments about ASRT's

2014 conference at the Rosen Plaza. We're looking forward to returning again in 2017! —**Christine Pauley, CEM, CMP, Director of Event Planning**

Goodyear Tire and Rubber Company

Goodyear has held events each year at Rosen Shingle Creek beginning soon after the opening in 2006. In running events and meetings around the globe, I always feel great when I walk through the doors, knowing that we will work together to deliver a great event for Goodyear.



Mark McDonald

From the Convention Service staff to the Housekeeping staff, everyone is focused on the guests and making them comfortable. When evaluating each meeting,

Rosen Shingle Creek always brings top results. The Banquet staff and food quality is the best in class when compared to other resorts we use. Everyone should put Rosen Shingle Creek at the top of their list for an important meeting or event. They are just as attentive to a small group as they are to large groups.

It is not surprising that everyone is so focused at Rosen Shingle Creek. It starts from the top. I have seen Mr. Rosen on almost every visit to the resort. You might see him at one of the great restaurants or in a back hall of the convention center. Don't be surprised if you see Mr. Rosen engaged in every aspect of the operation of the resort.

On top of all that, Mr. Rosen is very engaged in his associates and the community. From the College of Hospitality to the outstanding health care that is provided to the associates, you can see why so many have been working at the resort since it opened in 2006.

—**Mark McDonald, Director, Customer Relations & Events**

HelmsBriscoe



Deb Daly

As a third-party planner at HelmsBriscoe, when I get the opportunity to present Rosen Shingle Creek to my clients, I'm thrilled because I

never have any doubts that they will have a wonderful experience there. I have a client that has just completed their third conference there in six years and I heard comments like, "I think this might have been our best conference yet!" Everyone feels so comfortable there, and they get such exceptional service! I attended the last few days of their conference, in July, and was also treated like royalty. The food is fantastic, which isn't always the case in large hotels, and the rooms are just so comfortable! They really go above and beyond. At one of their other Rosen properties, which I toured while I was there, I was amazed to see a very large convention of individuals with disabilities, and the staff at Rosen were all over the place, to facilitate the attendees getting to where they needed to be, and feeling safe and comfortable. I have so much respect for Mr. Rosen and all that he has done over the years, and currently, in his community. Without a doubt, I love doing business with Rosen Shingle Creek! —**Deb Daly, Senior Director Global Accounts**



Meeting setup at Rosen Shingle Creek



Poolside event setup, Rosen Centre



NATIONAL FEDERATION OF THE BLIND

For the past several years our annual convention has been hosted at Rosen Centre, Rosen Plaza and Rosen Shingle Creek. We have been delighted with the beautiful facilities; the delicious food; and the courtesy, warmth and professionalism of the dedicated staff of these fine hotels. This year they hosted our record-breaking Guinness World Record™ title attempt [pictured above]. We could not ask for better friends and partners and look forward to enjoying their outstanding hospitality for our future events.—**Mark A. Riccobono, President**

NFP



Todd Zint

Rosen Shingle Creek understands meetings and drives execution to the next level! The meeting space is conducive to all types of event

objectives, their culinary team is creative and flexible, and their top-down leadership style and culture is unparalleled. I always look forward to visiting the hotel, either for a personal visit or planning a company event for 1,000 people.

—**Todd Zint, CMP, CMM, Vice President, Meetings and Event Strategy**

HPN Global, LLC



Steven J. Scatino

Rosen Hotels have been a fantastic partner to HPN throughout the years. Mr. Rosen's commitment and great leadership are the founda-

tion of this amazing brand and the key to its continued success. The relationships have been built and formed with true professionalism, a willingness to negotiate and eagerness to work together and accomplish shared industry goals. We truly value doing business with them.—**Steven J. Scatino, Executive Vice President, Sales**

Rosen Shingle Creek

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



WITH ROSEN SHINGLE CREEK'S upcoming improvements inspired by Florida's legendary sunshine, guests of the hotel will receive a warm welcome from the moment they arrive.

As they enter the sun-filled lobby, they will discover a new golden palette with jewel tones of honeycomb yellow and orange-tangerine that accent the original neutral tones used to complement the hotel's unique and natural setting on historic Shingle Creek, headwaters of the Florida Everglades. New metal art murals, imbued with the colors of sunset reflected in the still waters of Shingle Creek, adorn the walls. Expanded communal seating areas throughout the popular Headwaters Lounge create new "social" hubs to mix and mingle while enjoying magnificent views of the hotel's manicured gardens and pristine golf course.

In the guestrooms and suites, style and comfort artfully combine with a new custom carpet design playing off the fauna of Shingle Creek in shades of caramel and bronze. The luxurious Creek Sleeper beds feature new crisp white sheets dressed with chocolate and copper scarves from New York-based textile designer Stacy Garcia, a hospitality design innovator. Reflected in the fabrics, artwork and lighting are soft coppers, sky blues, teals and chocolate tones, bringing a modern feel to the guestrooms.

Soon, guests at Rosen Shingle Creek's Café Osceola buffet-style restaurant will dine among touches of sunset orange that mimic the sunshine streaming through its magnificent two-story windows. Tobias Flats & Watering Hole's refresh is inspired by the craft-beer phenomenon with warm hues of camel, copper and rich earth tones creating an industrial, rustic space.

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

HOTEL FACTS

Total Sleeping
**Rooms and
Suites:**

1,501

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

490,000

Number of
Meeting Rooms:

99

Largest Theater-
Style Capacity:

9,500

Banquet Seating
Capacity:

6,800

**ROSEN SHINGLE CREEK AT
SUNSET:** The inspiration
for the hotel's new jewel-
tone palette throughout
the refreshed hotel.

LUXURIOUS COMFORT:
The guestrooms are
refreshed in warm
earth tones and feature
expansive windows
offering scenic views.

INSPIRING CREATIVITY:
With four swimming
pools, a championship
18-hole golf course, and
more than half-a-million
square feet of meeting
and event space, the
hotel is perfect for meet-
ings or a rejuvenating
weekend getaway.

Rosen Centre

Expansive executive suites offer a new space for balancing work and play



AFTER A REFRESH OF ROSEN CENTRE'S 20 expansive executive suites, business executives have a new space where they can balance work and play in style. Each 2,300-square-foot suite comes with its own parlor and connecting king and queen guestrooms that exude a sophisticated yet relaxed style. Awash in tones of natural grey, green and persimmon, the suites offer a peaceful ambiance, while new flooring, fixtures, rich fabrics and artful accessories make the atmosphere lively yet professional.

In the parlor, luxurious touches can be found everywhere, from spacious tubs and make-up mirrors in the bathrooms to amenities such as a 55-inch flat-screen TV, an iHome docking station and a wet bar.

For a good night's rest, the suite's two connecting guestrooms offer peaceful sanctuaries. Both guestrooms come with the comforts of home, from mini refrigerators to 42-inch flat-screen TVs and complimentary Wi-Fi.

The 1,334-room Rosen Centre has also expanded its dining and lounging options to nine by adding two new venues. Named after owner Harris Rosen's grandparents, Sam & Bubbe's Lobby Bar & Lounge reflects the pair's well-known hospitality and love of New York-deli style noshes and specialty drinks.

Harry's Poolside Bar & Grill offers a new on-site restaurant option for hosting everything from a 90-person board of directors reception to a special event of 900 (when combined with the adjacent pool deck). An elegant Caribbean ambiance flows through the restaurant, and both indoor and outdoor seating offer views of the outdoor tropical swimming pool and patio. With all it has to offer, Harry's is an excellent choice for planners, saving them time and money with the venue's built-in décor and convenient location.

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

HOTEL FACTS

Total Sleeping
**Rooms and
Suites:**
1,334

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

Number of
Meeting Rooms:
35

Largest Theater-
Style Capacity:
4,000

Banquet Seating
Capacity:
2,300

MADE FOR MEETINGS:

Rosen Centre offers more than 150,000 square feet of meeting space on International Drive connected to the Orange County Convention Center.

STYLISH UPGRADE:

Rosen Centre's executive suites feature a palette of soothing organic hues for a modern, polished look.

STANDOUT DINING:

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

Rosen Plaza

Sleek and modern set the tone for both socializing and relaxation



IF YOU HAVEN'T BEEN TO ROSEN PLAZA lately, you may not recognize the award-winning hotel! From a new nightclub and poolside bar (now part of the hotel's seven dining and lounging options) to a refreshed Jack's Place and lobby bar to contemporary new guestrooms, Rosen Hotels & Resorts' boutique property is impressing visitors with its fresh chic look and special new amenities for the modern guest. Also new is Zayde's Kosher Catering service, with three certified orthodox kosher kitchens.

Jack's Place restaurant now features soft lighting and refined furnishings creating a more romantic ambiance for dining under the stars—the stars being hundreds of autographed caricatures of world-famous celebrities courtesy of the restaurant's namesake, Jack Rosen, Harris Rosen's father.

Orlando's best nightlife can be found without leaving the hotel grounds at the new Club 39 At The Plaza. The 5,000-square-foot haute new hotspot brings party-goers to their feet with live music, hip DJs, specialty drinks and late-night tapas-style dining. Included in the hotel's more than 60,000 square feet of meeting and event space, Club 39 is ideal for private events accommodating 500 people indoors, or 1,500 guests when the event is extended to the patio and pool deck, called '39 Poolside Bar & Grill.

Rosen Plaza's 800 refreshed guestrooms and suites complete the hotel's polished, yet relaxed new image. The guestrooms are painted in deep navy, which dramatically accents the white textured faux-leather custom headboards that reach almost to the guestroom's crown, creating a sense of grandeur. New bathrooms with rich walnut cabinetry, granite countertops and enhanced LED vanity and make-up mirrors create a spa-like feel. Fabrics, furnishings and decorative accents in ivory and shimmering pewter offer pops of color that keep the room grounded with contemporary patterns.

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

HOTEL FACTS

Total Sleeping
Rooms 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:
2,800

NEW CLUB 39 AT THE PLAZA:

This haute hotspot is ideal for corporate events, receptions, private parties and more, with a full decorated event space outfitted with all your audiovisual needs.

PEACEFUL SANCTUARY AFTER WORK AND PLAY:

Relax in one of Rosen Plaza's 800 richly decorated guestrooms and suites, all featuring spa-like bathrooms.

HIP NEW LOBBY BAR:

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



Drink, dine, dance, dream.

Come experience the all-new
Club 39 at The Plaza.™

where fantasy becomes reality™

club39orlando.com



Rosen Plaza Hotel | 9700 International Drive | Orlando, FL 32819 | 407.996.9700

We recommend a shorter club for
accuracy. And crossing your fingers.



Shingle Creek Golf Club is an award-winning 18-hole, par 72 championship course known for its large, undulating greens, plush fairways and an abundance of water hazards. Named one of America's Top 40 new golf courses, it's fun, challenging for all levels of skill and a great way to experience tournament play conditions.

For more information, please visit ShingleCreekGolf.com

Shingle Creek
GOLF CLUB 

brad brewer
GOLF ACADEMY

COURSE DESIGNED BY DAVID HARMAN

BUILDING A DREAM

My Journey From Hell's Kitchen to the Hotel Business

By Harris Rosen



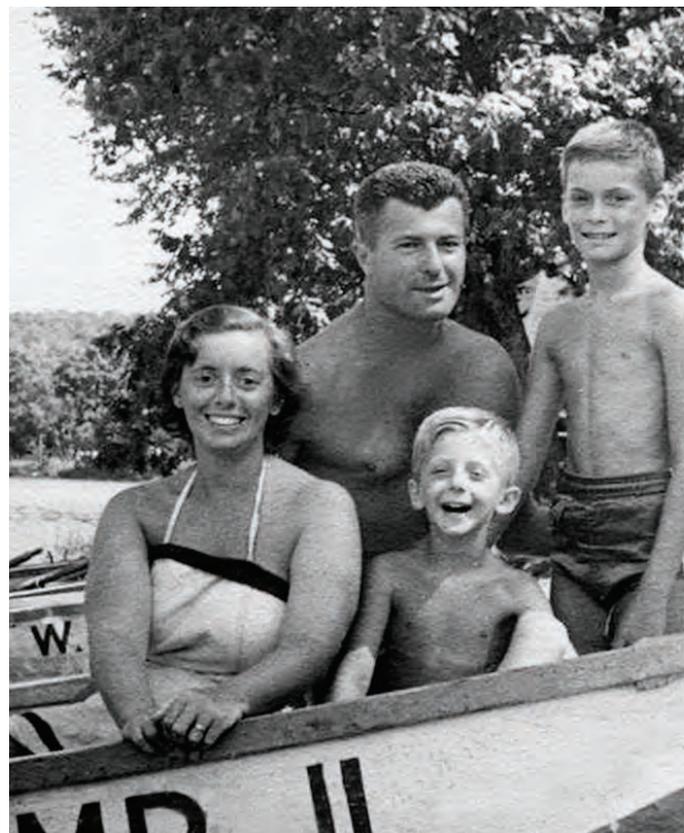


MY STORY BEGINS in the early 1900s, when my grandfather, Harry Rosenofsky, arrived at Ellis Island to start a new life. Harry left his wife and four sons in Russia (the Ukraine) because he believed there was no future for his family there. Around the same time, Samuel Rosenhaus, a captain in the Austrian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

**I have been blessed
with more success
than I ever
could have imagined.**

alongside many thousands of other immigrants mostly from Italy, Ireland and Eastern Europe. In time, both men achieved some semblance of the American dream.

Harry eventually rented a storefront on Hester Street and opened a small, 15-seat restaurant. He was the restaurant's sole employee and performed virtually every function, from server to cook and dishwasher to night cleaner. Samuel, on the other hand, started his career as an apprentice barrel maker in a small shop near the Fulton Fish Market where he worked directly for the owner. When the owner passed suddenly, Samuel, much to his own surprise, became the new sole proprietor of the business. Roughly three years after their arrival, both men sent for their wives and children. Shortly thereafter, there were additions to both families. Harry had a fifth son, Jack; and Samuel had a third daughter, Lena.



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

I remember spending weekends with my dad at the Waldorf Astoria Hotel, where he worked as a safety engineer and a poster artist. Dad was very talented and supplemented his pay by doing safety posters for various departments and 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. We would then carry the shoebox to the designated ballroom, often times traveling in an elevator.

On numerous occasions, when I worked for my dad at the Waldorf, we would meet famous people in the elevator. For instance, I remember meeting General Douglas MacArthur, who lived in the Waldorf Towers. We also met Ty Cobb, Jackie Robinson and Pope John. One day, the most beautiful lady I had ever seen was in the elevator with a very tall, distinguished-looking gentleman. Although I was only 11 years old, I was very impressed with the young blond lady and I whispered to Dad, "Can you introduce me?" Dad said, "Sure." He first introduced me to the gentleman, former Ambassador to Great

I remember spending weekends with my dad at the Waldorf Astoria where he worked.

Britain Joseph Kennedy (Bobby and John Kennedy's dad). And then 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 Dad's artistic ability and was contemplating a career as an artist, I began to believe that 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 meeting Marilyn Monroe and decided to not only apply to several fine arts colleges (Pratt, Cooper Union and Carnegie Tech), but to also apply to Cornell's famous hotel school. 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 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, 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.



(FROM LEFT) ©UNIVERSITY OF CENTRAL FLORIDA LIBRARY, HARRIS ROSEN ARCHIVES (2); ©ALBERTA MASMOUDI

After spending three years and several months overseas in Korea and Germany, I started my career at my favorite hotel, the Waldorf Astoria. Although I was told that I was overqualified for the job, I happily accepted the role of file clerk in the personnel 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, many years later, that I did not file an application if I had an interest in that particular job!

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

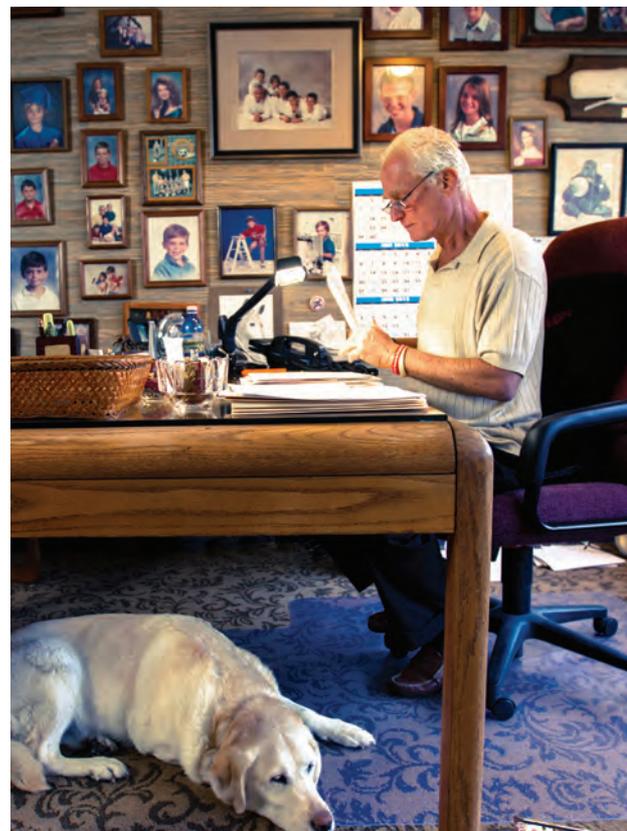
IT'S A WONDERFUL LIFE: (From left) Harris Rosen at nine months, 1939; on a New York City playground, May 1941; with his mother, Lee, his father, Jack, and his little brother, Ron, 1948; with his father, 1943; at age eight, 1947; the Rosen family (back row from left) Adam, Harris, Shayna, Jack (holding Apple) and Joshua and (front row from left) Samson, Hanna, Gabbana, Holly and Dolce.

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

Over the next several years, I eagerly accepted a multitude of assignments, each lasting several months to a year: I was the resident manager of the New Yorker Hotel in New York City; the food and beverage manager at the Pittsburgh Hilton; the assistant general manager at the Buffalo Statler; the resident manager at the Cape Kennedy Hilton; and finally, the resident manager at the Dallas Statler. It was in Dallas that I met a very successful local real estate developer and he 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, there was a presidential election in Mexico and a new president was elected, and strict new laws were put into place stipulating that only Mexican nationals could own more than 50 percent of any real estate property in Mexico, forcing my boss to sell his majority interest in the resort to a Mexican group. When the new ownership arrived, I was quickly 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 Florida called Disney World. Shortly after driving to Disney head-



quarters in Burbank, California, and applying for a job, I was hired as administrator of hotel planning for the Walt Disney World hotel group. This project included the Contemporary Hotel, the Polynesian Resort, The Golf Resort and the Fort Wilderness Campground.

It was late 1969, and I worked closely with the architects in California, helping with the final design of the hotels and the campground, while also establishing detailed operating procedures for each property. We created a central reservation system and 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.

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.” I quickly realized that if I was going to be happy and fulfilled, I had to consider being in business for myself. I loved Orlando and wanted to stay, but the current economic situation was terrible.

Beginning in late 1973 and into 1974, the Central Florida hotel industry was in economic shambles. With the stock market decline and the Arab oil embargo, virtually every hotel in Orlando was in serious financial difficulty with foreclosures and bankruptcies looming. It was during this time that I decided to buy a small, 256-room

Quality Inn that fronted both Interstate 4 and International Drive. In early May 1974, I met with the owner, Mr. Jim Morgan, who was so pleased to have a prospective buyer that he hugged me, saying “God must have sent you to me.”

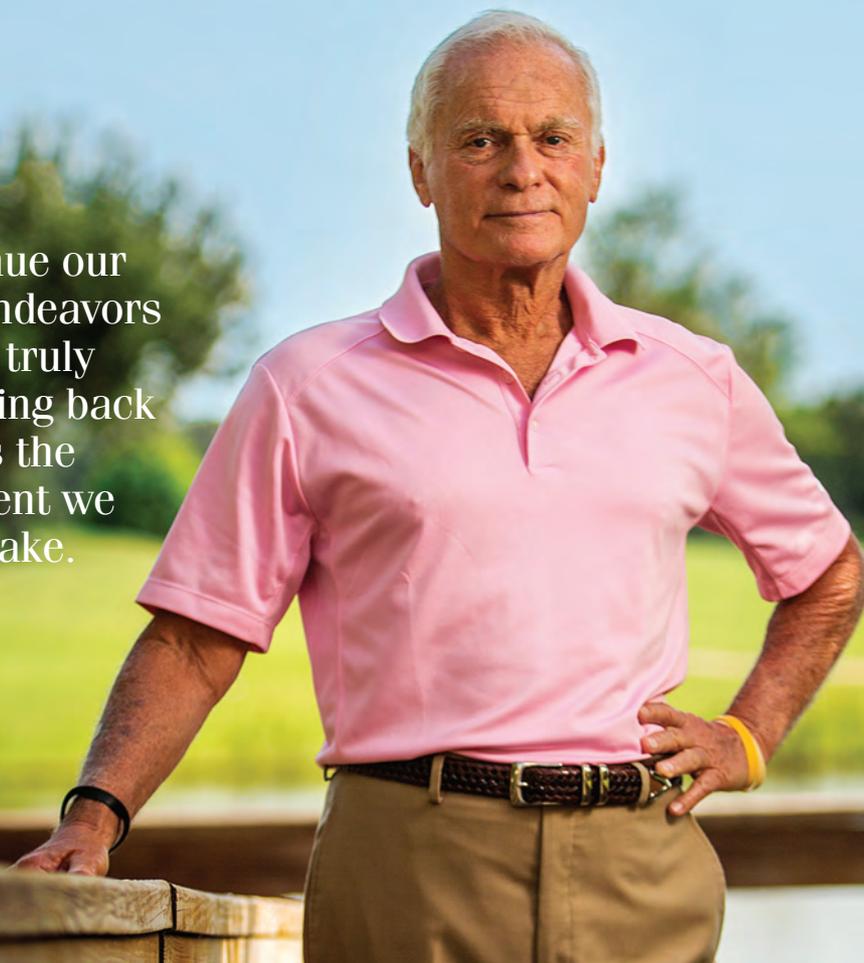
A week later, Mr. Morgan, myself and a representative from Travelers Insurance Company in Connecticut met to discuss my interest in the hotel. The Travelers rep asked how much money I had in the bank, which I thought was a rather strange question; but believing it was perhaps important knowledge for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

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

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

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

We will continue our philanthropic endeavors because we truly believe that giving back to others is the best investment we can ever make.



overnight accommodations and free transportation wherever I needed to go.

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

My last visit was with Paragon Tours in New Bedford, Massachusetts, where I met with Mr. Jim Penler, the president of the company, and Ed Camara, the chief operating officer. They requested a room rate of \$7.25, which I gladly agreed to honor. My final meeting with Mr. Penler ended on a very high note when he said that he knew of a couple who were leaving the next morning for Florida, and that they would be happy to drive me back to Orlando, if I would agree to provide them with overnight accommodations 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 18 years ago when they both passed away. I will never forget their kindness.

Within a few months, primarily because of the new motor coach

MAKING MEMORIES: (From top left) Harris Rosen as a member of the Cornell University triathlon team, 1960; as a file clerk at the Waldorf Astoria, 1964; receiving First Year Lieutenant bars in Germany while in the army from 1961-64; working at his Quality Inn (now Rosen Inn International), mid-1970s; in his office with his Labrador, Bambie; taking in the view at Rosen Shingle Creek.

business, things started to look up. I was 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. 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. One year to the day (on June 24, 1975) that I purchased the Quality Inn, I acquired the Solage Hotel, also on International Drive, which I quickly renamed the International Inn. And so in one year I went from a very sad person who believed he had just done the dumbest thing a human being could do, to an owner of two hotels, both doing quite well. Our little company continued to expand as we added rooms to existing hotels and built new properties; I was experiencing the American dream.

Life was wonderful. I met a beautiful young lady at the local YMCA, married and finally moved out of the hotel. We were blessed



with four children (three boys and a girl) in six years and I finally had a private life, as well as a business life.

But something very important happened to me just about 22 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 start giving back. I enthusiastically created the Harris Rosen Foundation, an organization that provides funds for a multitude of philanthropic initiatives.

One of these is the Rosen College of Hospitality Management at the University of Central Florida, where we donated 20 acres of land and \$10 million to help build the college—which opened in 2004. We also created a \$5 million endowment fund that provides 100 to 150 scholarships every year.

We also created the Tangelo Park Program and adopted an underserved, high-crime neighborhood in Central Florida, where, for the past 22 years, we have provided a free preschool education for every two-, three- and four-year-old in the neighborhood, by creating 10 little schools (six children per school) in the neighborhood. The Tangelo Park Elementary School has been an “A” FCAT rated school for the past nine years. We also mentor our youngsters from kindergarten through high school, and provide parenting classes for moms and dads so that they are comfortable helping their youngsters with their schoolwork. We have recently committed to a new initiative in the Parramore neighborhood in downtown Orlando. 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

Suddenly it became clear that it was time for me to start giving back.

anticipate results similar to what we have witnessed in Tangelo Park.

Our program provides students upon graduation from high school fully paid vocational school and community college scholarships, or a four-year Florida public college scholarship which includes tuition, room, board, books and travel for every Tangelo Park youngster who graduates from high school and is accepted to college. Through the years, more than 450 of our youngsters have received full scholarships, and approximately 280 have already graduated from college

and vocational school. 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 dropped by more than 60 percent.

It is now our dream to encourage others to replicate our program throughout the nation. We believe our Tangelo Park Program has the power to dramatically change our society, primarily because it offers 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 an Early Childhood Learning Center and an after-school program with approximately 100 students and is regarded as one of the best early-childhood centers in Central Florida. Just recently we returned from South Africa, where our mission was to help the local government create jobs and reduce unemployment from nearly 30 percent to a goal of less than 10 percent.



GIVING BACK: (From left) Harris Rosen on a birthday skydive at Fort Bragg; Rosen Shingle Creek GM Dan Giordano, Harris Rosen, VP of Sales & Marketing Leslie Menichini, Rosen Shingle Creek Resident Manager Fernando Ching; surveying a building site for a housing development in Haiti with Consul Laurent Prosper and Jean Wilson; at Rosen Shingle Creek, 2015.

We have also been involved in Haiti for the past 20 years, providing our Haitian brothers and sisters with food, educational materials, healthcare supplies and more than 200 water filtration systems. Most recently, we started planning our first Little Haiti House village, incorporating a work component similar to the kibbutzim in Israel. We may also develop fishponds; a farm with goats, pigs and chickens; and we may even create a factory that will enable those in the village to find nearby employment. Our goal is for our villages to become self-sufficient. When the population grows beyond a certain number, we will introduce schools and healthcare clinics, as well.

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

Harris Rosen, president and COO of Rosen Hotels & Resorts, is a leader and philanthropic innovator in the Orlando area. He oversees the Harris Rosen Foundation and is also Honorary Consul General of Japan in Orlando.

BAMBIE ROSEN

August 21, 2001 – March 21, 2015



Bambie joined our family when she was just over a year old after being released from Canine Companions for Independence, the nation's largest nonprofit provider of service dogs. She was a fun-loving and gentle golden retriever/Lab mix who we instantly fell in love with. Every day, she went with Dad to work, and at home she loved swimming in the lake, boat rides, long walks and belly rubs. Her

sweet personality helped us foster numerous rescue dogs, and she greeted office guests with an enthusiastic tail. With incredible veterinarians at our side, Bambie gave us 13 amazing years, three of which she spent battling Copper Storage Disease and its various side effects. We will honor and remember her every day.

We love and miss you always,
 Mom, Dad, Jack, Josh, Adam and Shayna; also Apple, Hanna,
 Holly, Dolce, Gabby and Samson

ROSEN CARES

Commitment to excellence, pride in property, friendly, positive attitude, outstanding service, the golden rule...

By Mary Deatrick

THESE ARE JUST some of the “golden pillars” and company’s mission statement objectives that Rosen Hotels & Resorts owner Harris Rosen and his team work diligently to achieve and hope are top-of-mind with guests when they think of the company.

Behind the scenes, there is another Rosen initiative that receives as much dedication, yet intentionally little recognition. A restless entrepreneur with a heart for his community and those who are underserved, Rosen and his charitable initiatives are many, creative and just as important to him as running his business—not for the notoriety, but because “it’s the right thing to do.”

Big Dreams for Tangelo Park. Harris Rosen isn’t afraid of dreaming big. Encouraged by his mother, Lena, to pursue education as a way to grow beyond his childhood in New York’s Bowery section, a young Rosen set his sights on the first of many dreams—and became the first in his family to graduate high school and college.

In 1992, when Rosen was planning his seventh and arguably his marquee hotel, Rosen Shingle Creek, he knew he was on the cusp of achieving a lifelong dream. He was struck with an overwhelm-

ing sense of gratitude for his many blessings and knew it was time to dedicate some of his dreams to benefitting others and created the Harris Rosen Foundation—and has never looked back.

By the following year, he had created the Tangelo Park Program, a personally funded concept that would help those in an underserved Orlando community share in his own accomplishment of achieving higher education. His innovative program provides free preschool for every two-, three- and four-year-old living in the neighborhood; and a full community college or four-year college, or a vocational or technical school scholarship for every graduating high school senior. In addition, the program provides a Neighborhood Center for Families where parents can gain resources to help them become positive role models for their children.

When Rosen created the Tangelo Park Program, the community’s high school dropout rate was 43 percent higher than the national average. Not long after the program began, high school graduation rates soared with an almost zero dropout rate. To date, more than 280 young people have graduated college or vocational school.



(This page) Harris Rosen clowns with children at Give Kids the World. (Opposite) Young graduates of the Tangelo Park Program on their first step to lifelong learning.





Rosen Ripple Effect. Dreams are infectious. Just ask a Rosen associate.

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 clothing, medical supplies and other much-needed items. The company also hosted a gala that raised more than \$350,000 to purchase and ship 200 water filtration devices to the impoverished community. After the 2010 Haitian earthquake, Rosen initiated the Haiti House Community Project to build a kibbutz-type of community that included virtually hurricane-proof homes.

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

Demonstrating innovation is loudly applauded and no more so than when it comes to charitable giving.

The company hosted a gala that raised more than **\$350,000** to purchase and ship **200** water filtration devices to the impoverished community.

Rosen Plaza’s food and beverage manager Josh Squires found a unique way to support the Edgewood Children’s Ranch, a home for troubled youth, and asked his general manager Gary Hudson if he could pursue an idea. The hotel’s Jack’s Place restaurant now serves organic hydroponic vegetables that the Edgewood children take

great pride in growing and in turn donates a percentage of sales back to the ranch.

When the Meeting Professionals International (MPI) Foundation was looking for someone to chair a new event to fund education scholarships, Tony J. Fundaro, MPI Foundation Director, knew to look no further than Rosen Hotels and to board member Leslie Menichini. With the backing of the company, the Rosen Hotels & Resorts Vice President of Sales & Marketing generated

great enthusiasm among her Orlando peers and created a committee that launched the inaugural “MPI Foundation’s Most Excellent Orlando Adventure,” which raised close to \$50,000.

“We are grateful for our Orlando Partners who created a fantastic event that not only showcased Orlando, but also contributed to the

Giving Back: (This page) Rosen Hotels & Resorts leadership team at a Habitat for Humanity group build. (Opposite page clockwise from top) “Charity for a Claus” auction; Habitat for Humanity; “Runway to Hope” benefiting kids with cancer; hotel leadership team with Haitian president Michel Martelly; filling backpacks for underserved kids.

The company embraces any group interested in pursuing its own philanthropic “dream.”

future of our industry,” says Fundaro. “A special ‘thank you’ to Rosen Hotels & Resorts and Leslie Menichini for pioneering this event for the betterment of our industry.”

Rosen Hotels & Resorts provides time, talent and resources to a wide range of nonprofits—from those that support children and health issues to the military, ecological efforts and more.

“We’re fortunate to have latitude in charitable giving,” says Jonni Kimberly, Human Resources 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.”

Be Our Guest Giver. At Rosen Hotels, the giving attitude extends beyond the associate office walls. The company embraces any group interested in pursuing its own philanthropic “dream.”

“We’re honored to host so many incredible groups and meetings that also have a desire to give back to the Orlando community and nonprofits,” says Menichini. “As with our Rosen Hotels associate family, we are here for these groups and offer guidance, if they so desire, on how they can achieve any charitable goals they have when hosting meetings at our hotels.”

As such, the company developed rosencares.com which provides examples, resources and a list of vetted local charities that meeting planners can use for ideas to dream up their own initiatives.

Even individual guests can contribute. The “Sleepover for the Cause” stay package benefits the American Cancer Society. When a guest books the package, a portion of the rate goes to the charity.

Building America One Community at a Time®. In January 2015, Rosen received the Coretta Scott King A.N.G.E.L. (Advancing Nonviolence through Generations of Exceptional Leadership) Award at the 32nd Annual Salute to Greatness at the King Center





(This page) Rosen visits a Tangelo Park classroom. The Tangelo Park Program provides free preschool, free parenting classes, as well as free college or vocational school for every graduating high school senior.

in Atlanta for his work with the Tangelo Park Program. Rosen said when receiving the award, “Can I have a dream also? My dream is that every underserved community in America has a Tangelo Park Program. My dream is for the Tangelo Park Program to change America one underserved community at a time.”

For this reason, Rosen is more open to spreading the word, at least about

the Tangelo Park Program, with the intent of inspiring other like companies to implement a similar program. Rosen recently announced his intention to mirror the Tangelo program in another underserved Orlando community—the Parramore district.

While he has yet to find another company—in Orlando or beyond—that will undertake a program like the one at

Tangelo Park, this and so many of his dreams have already affected communities.

In a letter to Rosen referencing a June 2015 New York Times profile of the Tangelo Park Program, former President Bill Clinton offered his “appreciation for the tremendous work you’ve been doing at Tangelo Park. By harnessing the support of the community, and offering even the youngest

residents a vision for an inspiring future and a viable path to get there, you have shown that hope and high expectations can go a long way towards changing lives. And it’s great to see that your investment is paying dividends one high school graduate at a time.”

To which Harris Rosen would likely offer this reply: “We are simply lending a helping hand.”

“My dream is that every underserved community in America has a Tangelo Park Program.”



THE PARRAMORE PROGRAM

For the past 22 years, Harris Rosen has provided Tangelo Park families with educational assistance. Now, he will offer a similar program for residents of Parramore, an underserved community west of downtown Orlando.

Rosen has partnered with Orange County Public Schools to offer a free preschool program at a new \$41.3 million public school in Parramore. When the school opens in August 2017, it will serve approximately 800 to 900 students in preschool through 8th grade. Children will be able to attend the preschool at no cost, with teacher salaries paid for by the Harris Rosen Foundation. Plans for the school include up to 24 preschool classrooms designed to accommodate up to 12 children and two teachers each.

Like the Tangelo Park Program, those who attend the new school and graduate from Jones High School will receive a free two- or four-year college or vocational school education, including all associated costs, also paid by the Harris Rosen Foundation. The Parramore Program is also supported by Valencia Community College and the University of Central Florida (UCF), which will provide scholarships for a four-year degree to the school’s College of Medicine to any student who attends the Parramore school, graduates from Jones High School and completes an undergraduate program at UCF.

The new 14-acre Parramore campus also will include a separate building for an onsite Boys & Girls Club, helping students to stay on track with homework and stay out of trouble after school.

The Road to Wellness

Redefining Healthcare **By Mary Deatrick**



ROSEN HOTELS & RESORTS continues to raise the nation's bar for innovative, in-house healthcare programs with their 12,000-square-foot Rosen Medical Center, A Place for Healing and Wellness. In addition to a multilingual staff of four full-time medical doctors, three nurse practitioners, one physician assistant and one social worker, the center also provides specialists such as a part-time dietician, a chiropractor, a physical therapist and a podiatrist. A full-time wellness coordinator in the human resources department also manages workplace wellness initiatives companywide. The medical center offers 5,600 patients, inclusive of Rosen associates and their families, minimal co-payments for office visits and free or low co-pay prescriptions. As an added bonus, Rosen associates don't have to take off work or lose pay in order to see a physician, as visits to the medical center are "on the clock," and free transportation is provided.

First started in 1991, this revolutionary wellness program is the vision of Harris Rosen, president and COO of Rosen Hotels & Resorts, who early on believed that self-insuring his associates would reduce company healthcare costs, while providing superior service and care to the people who matter the most. As a comparison, Rosen's costs have remained relatively stable, averaging approximately \$4,300 per covered life for the past five years versus

"We are proud of the fact that we provide a scope of benefits that are not offered elsewhere in the marketplace."

the national average of approximately \$9,500. Premiums for most Rosen associates, for example, are just \$14.75 per week, while family coverage is \$48.25 per week, which also includes dental coverage. Primary care visits are only \$5, specialist co-pays are \$20 and most associates pay a maximum of \$750 per hospital admission (with a maximum out-of-pocket expenditure of \$1,500 for single coverage).

"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," says Rosen.

"As a company, we have an incredibly low turnover rate mainly because our associates know that our primary goal is to help them and their families stay healthy. We are proud of the fact that we provide a scope of benefits that are not offered elsewhere in the marketplace."

Rosen Hotels & Resorts has also established a strong partnership with a hospitalist group to care for associates who are admitted to the hospital. This relationship closes the loop between inpatient care and the continuation of care, offered at the medical center once patients are released from the hospital.

"I don't believe that you need a medical degree to establish a program like ours," says Rosen, who has for many years promoted and readily shared his innovative model for 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 others.”

In fact, in 2010, to help others reap similar benefits, he launched Rosen Healthcare Solutions, which assists companies in either setting up their own primary-care medical centers, or establishing and operating their own facility on a turnkey basis.

The Rosen Medical Center is poised to launch an exciting new and innovative weight-loss program to assist those who wish to lose weight. To accomplish this, the center will provide a multitude of exciting new programs designed specifically for each individual entering the program.

For information, contact Ashley Bacot, abacot@provinsure.com, or visit www.rosenhotels.com.

A CULTURE OF WELLNESS

At Rosen Medical Center, wellness, healing and truly affordable, comprehensive health-care is a way of life. Here are just a few of the offerings that don't require a co-pay:

- Full gym and fitness center: classes in Zumba®, spinning, fit training, yoga and more
- Physicals and diagnostic testing
- Physical therapy
- Smoking-cessation program
- Flu shots and other vaccinations including international travel planning
- Family-planning programs
- Case management
- Diabetic-education programs
- Screening programs: mammograms, ultrasounds, X-rays, dexascans, lab assessments
- Nutrition program: registered dietician help with healthy eating choices, weight loss and weight management
- Several common medications are available at no cost; other drugs are available with low co-payments
- Healing Garden: located behind the center, a small pond is surrounded by lush greenery, where fruits and vegetables are grown, including blueberries, blackberries, raspberries, grapes, mangos, avocados, bananas and kumquats

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The Pleasures of Pampering

Relax, rejuvenate and enjoy at The Spa at Rosen Centre or The Spa at Shingle Creek

ROSEN HOTELS are designed to bring a smile to your face. This is especially true at both The Spa at Rosen Centre and The Spa at Shingle Creek, where smiles come free with every treatment and service. Indeed, what could be more pleasing than an aromatherapy or Swedish massage after a round of golf or a business meeting?

The Spa at Rosen Centre

The newest addition to the spa offerings at Rosen Hotels & Resorts is The Spa at Rosen Centre, which includes seven treatment rooms and a couple's suite. Before, after and between services, ladies and gentlemen may enjoy separate eucalyptus steam rooms and private lounges, or "Relaxation Conservatories," outfitted with comfortable armchairs, flat-screen TVs, light refreshments, healthy snacks, reading materials and convenient backdoor access to a health club, an Olympic-sized outdoor heated pool and lounge area.

Guests may choose from nearly a dozen types of massages including traditional, aromatherapy, reflexology, deep tissue, stone, Swedish and mother-to-be treatments, as well as Traditional Ashiatsu.

Body treatments include the Signature Herbal Fusion Body Boost and Lavish Milk & Honey Firming Ritual; and the Gentlemen's Body Buff, designed just for the guys. The spa also offers hydrating and exfoliating facial treatments for all ages.

The salon within the spa offers services for nails, hair and makeup, for touch-ups for those big meetings, special events and wedding celebrations. OPI and Pure Fiji products are available to enhance a service and to take home to maintain a renewed spirit. Take-home gifts that reflect our theme-park attractions, as well as all last-minute meeting needs can be located within the Shoppe.

Rosen Centre's innovative Spa with a Purpose fundraising program provides an easy and relaxing way to raise money for a favorite charity. The spa concierge will assist groups in planning a designated Spa with a Purpose day with a choice of customized

massages, facials, body treatments and salon services.
www.thespaatrosencentre.com

The Spa at Shingle Creek

The Spa at Shingle Creek is an equally delightful experience. Developed not just as an amenity for hotel guests, it is a unique destination unto itself, with a décor and treatments inspired by the area's rich history and the traditions of Florida's native people.

Some of the more enticing options include treatments in a pool-side cabana or A Day at the Creek for Two, a perfect respite for couples with side-by-side treatments including massages, pedicures and manicures while indulging in a glass of sparkling Champagne or wine and a catered lunch.

The spa also offers an enticing array of services including the Native Creek Stone Massage, combining a healing human touch with hot stone therapy; the Creekside Citrus and Cedar Massage, a full body and scalp massage incorporating Himalayan cedar, sweet orange, pink grapefruit and ylang ylang; and the Island Escape, combining a coconut sugar exfoliation, milk and honey body mask and moisturizing body and scalp massage.

After a treatment, spa guests can enjoy such healthy dining options as fruit smoothies, a chicken salad wrap, Thai summer rolls, a shrimp and papaya cocktail or a pepper tenderloin wrap.

The Spa at Shingle Creek was always envisioned as one of the hotel's gems. "The Spa at Shingle

Creek plays a vital role in the whole hotel experience," says Leslie Menichini, Rosen Shingle Creek's Vice President of Sales & Marketing. "But what's most exciting is that we offer services that are only available here. Like every other aspect of the hotel, our signature services are a reflection of the history, geography and natural beauty of this part of the state. Only at Rosen Shingle Creek can a guest indulge in an Orange Blossom Facial or a Paradise Glow. These are one-of-a-kind experiences."

www.thespaatshinglecreek.com



Tee Time at Shingle Creek

Rolling Out the Green Carpet for Golfers

By Scott Kauffman



ONCE GUESTS STEP onto the first tee at Shingle Creek Golf Club, they are surrounded by a variety of colorful and enchanting flora—most of which has been preserved in its original state. But it's the Shingle Creek golf experience itself that makes this par-72 layout so distinctive.

“We really hang our hat on course conditions and service,” says Director of Golf Dave Scott, who recently celebrated his 12th year at the facility. “That’s what separates us on a daily basis.”

The club features a practice facility highlighted by two 30,000-square-foot, full-swing grass teeing grounds; 10,000 square feet of putting greens; and a separate practice area for chipping, pitching and sand shots. The facility doubles as the home of the well-known Brad Brewer Golf Academy. Brewer is one of GOLF Magazine’s “Top 100 Instructors,” and the magazine recently named his academy one of the “Top 25 Golf Schools in America.”

Shingle Creek Golf Club has an impressive list of awards, including honors by Meetings and Conventions magazine’s Gold Tee Award every year since the hotel opened in 2006.

What makes Shingle Creek so popular is that it caters to both the casual golfer and the hard-core player. For example, the course offers five sets of tees ranging from 5,131 yards to 7,149 yards, allowing players to customize their game. This, in addition to its welcoming setting, location and layout, makes Shingle Creek the venue for nearly 200 corporate outings as well as two NGA Tour events each year.

“We specialize in corporate golf events where you’re looking at guys who may only play twice a year,” Scott says. “It’s business golf at its best, whether it’s working with your vendors, employees or customers. And the course is fun to play because we have wide fairways and most of the greens you can run the ball up. Plus there’s not a lot of forced carries over water. Yet, we can create different hole locations and move some tees back and it’s a completely different layout for very, very good players.”

To book your tee time, call 407.996.9933, or for more information, visit www.shinglecreekgolf.com.

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REFLECTIONS

The
ART
of DINING

The restaurants at
Rosen Hotels & Resorts are both
a culinary and visual feast





From the interiors to the centerpieces to the food itself, works of art abound at Rosen Hotels & Resorts restaurants and catered events.



AN ARTISTIC ENVIRONMENT

At Rosen Hotels & Resorts, dining is not only a culinary adventure but an artistic one as well. Just look around you. From the interiors to the centerpieces to the food itself, works of art abound at Rosen Hotels & Resorts restaurants. Shown here, clockwise from left, are but a few examples. Autographed caricatures by Harris Rosen's father, Jack, of such legends as Ernest Hemingway adorn the walls at Jack's Place in Rosen Plaza. At Rosen Shingle Creek, intricately carved cheeses add a special touch to any meal. Rosen Centre's chef Tony Nova creates beautiful ice sculptures like this angelfish. On the previous spread, the rose is made from watermelon and the stunning bouquet is made of chocolate, both lovingly carved by Rosen Shingle Creek's chocolatier David Ramirez.

(PREVIOUS SPREAD) ©RICHARD PABIS (2); (THIS PAGE FROM LEFT) ©ISAAC ARJONILLA; COURTESY ROSEN HOTELS & RESORTS (2); (OPPOSITE PAGE) ©ISAAC ARJONILLA



AN EPICURE'S JOURNEY

Take a Culinary Tour Through Some
of Florida's Finest Restaurants

By Jennifer Audette



THERE'S SO MUCH to do in Orlando that it can be overwhelming. So there is something to be said for being able to go right from your hotel room downstairs to a gourmet dining experience or a few craft beers without ever hailing a cab or getting in your car.

The Rosen Hotels & Resorts family knows this and has taken luxury dining to new levels, particularly in the last 12 months.

Club 39 At The Rosen Plaza and '39 Poolside Bar & Grill just opened at Rosen Plaza Hotel, and Harry's Poolside Bar & Grill recently began welcoming guests at Rosen Centre Hotel. Jack's Place, the signature steak house and seafood restaurant at Rosen Plaza Hotel, underwent an exciting transformation last fall. In addition, the renovation of Rosen Shingle Creek's popular Headwaters Lounge created a casually elegant meeting place with more communal seating and flat-screen TVs.

These new establishments join the well-loved restaurants at Rosen Hotels in creating culinary memories that linger long after plates have been cleared and appetites have been sated.



ROSEN PLAZA HOTEL

You will have a hard time believing that the mouthwatering, doughy, cheese-filled Chicken and Kale Ravioli served at Jack's Place is gluten-free. These pockets of pasta come to life under a pungent black garlic sauce, dressed up with tenderly roasted cremini mushrooms and al dente broccolini. Then there are the sinfully delicious maple-glazed sweet potatoes that would put any dessert to shame—

Continued on page 40



JACK'S PLACE
Autographed caricatures by
Harris Rosen's father,
Jack, adorn the walls.

Rosen Plaza Hotel continued from page 38
any dessert, that is, except the exquisite white chocolate-drizzled Triple Berry Cheesecake served atop an almond crust.

At Jack's Place, everything's been reinvented, including the menu and the feel of the restaurant. The signature Orlando fine-dining institution underwent an intensive refresh, further establishing itself as

a warm, upscale destination for gourmet American fare.

In addition to the new interior and revised menu, Jack's Place has a more prominent entrance that beckons hungry guests into the elegant restaurant. The new décor spotlights the restaurant's trademark autographed celebrity caricatures. The caricatures are the creations of Jack Rosen,

father of Rosen Hotels & Resorts President Harris Rosen, who named the restaurant in honor of his father. Jack Rosen encountered these celebrities at New York City's Waldorf Astoria Hotel where he worked as a security engineer from the 1930s through the 1950s. It's fun to see how many personalities you can identify.

Just around the corner from Jack's Place, the party continues at Club 39 At The Plaza, a classy nightclub, and its outdoor sibling, '39 Poolside Bar & Grill, a casual grill serving sophisticated salads, burgers, smoked meats and appetizers along with cocktails from the nightclub. At Club 39, drinks for ladies are free until midnight on

At Jack's Place, everything's been reinvented, including the menu.

Fridays, and heart-pounding live music and innovative disc jockeys draw you to the dance floor. The club, a hit since it opened in spring 2015, offers drink specials, entertainment and private events.

"Club 39 is an incredibly popular amenity," says Chip Harris, assistant beverage manager at Club 39. "There are not many hotels that have nightclubs anymore, especially in Orlando. It's a cool addition to the Rosen Plaza."

The bar boasts craft beer, wine and some high-end cocktails, such as a \$55 glass of El Jefe, made with Patrón Platinum tequila blended with Grand Marnier cognac, lime juice, sour and a splash of fresh orange juice. The most popular drink at Club 39 is the 39 Special, a peach Rum Runner, if you will; and at the new '39 Poolside, it's the Frozen Rosen, a blue margarita with acai flavors. Appetizers are the big seller at 39 Poolside—not surprising because, as Harris Rosen notes, "It's Orlando, so everyone wants to eat outside."

Night owls can enjoy Lite Bite, a 24-hour deli. Café Matisse serves such delights as calamari fries and a variety of pastas. Have a craving for any of the menu items served at Jack's Place? Head to Jack's, the lounge located just outside Jack's Place, for a casual meal.



JACK'S PLACE
Jack's Filet and Lobster



EVERGLADES RESTAURANT
Florida fare is served in an
ambiance that captures the
spirit of the Everglades.

ROSEN CENTRE HOTEL

The social dining concept is an important feature at Rosen Centre Hotel. Among the restaurants grouped in the communal stretch are Sam & Bubbe's Lobby Bar & Lounge offering New York-deli style noshes like the popular Smoked Salmon Plate; 98Forty Tapas & Tequilas (the hotel's address), offering traditional Spanish tapas with unique Mexican fare and 40 premium tequilas; Bانشoo Sushi; and Café Gauguin, a high-end buffet that offers dishes like Chicken Saltimbocca, Teriyaki Sea Bass and Chocolate Pecan Pie. Everglades, a steak and seafood restaurant, is known for its inventive Florida

Everglades, a steak and seafood restaurant, is known for its inventive Florida fare.

fare. You'll encounter the Florida Rock Shrimp appetizer served with an herb risotto; Alligator Bay Chowder; and Florida Grouper, broiled and served with tomato grits and asparagus. If you've got the munchies, Red's Deli & Market will make you a deli sandwich, Caesar salad or Rosen's Perfect Pizza to go. Guests who want to feed their caffeine and smoothie fixes can do so before heading

to a convention or theme park. There's a Smooth Java, proudly serving Starbucks™, in every Rosen hotel.

A vibrant addition to the Rosen brand is Harry's Poolside Bar & Grill, which opened at the Rosen Centre in June 2014. The Cuban-Caribbean fusion restaurant offers poolside dining that's a far cry from just burgers and piña colodas. Harry's most popular dishes are the Blue Mountain Coffee & Soy Marinated Ribeye; and a Creole twist on pizza, featuring chorizo, shrimp, onions, tomatoes, peppers and manchego and mozzarella cheeses.

"We draw more guests by having finer fare as well," says Priscilla Malave, Harry's
Continued on page 42

98FORTY
TAPAS & TEQUILA



BANSHOO SUSHI



Rosen Centre Hotel continued from page 41

Poolside Bar & Grill manager.

Indeed, Harry's is no tiki-style hut off to one side of the pool. It's a neon-lined, backlit indoor restaurant with a seating capacity of 90 and giant windows that remain open, providing an outdoors feel. Seating is available outside as well, and poolside wait service is also an option. Outdoor heaters keep diners warm on colder days.

"The doors and windows are wide open every day," explains Malave. "Our guests are in Florida so they want to feel like they are on vacation, especially if they are in meetings all day."

The grill brings a vivacious pulse to the pool area. A live steel band takes over at 6 p.m. and crowds get on their feet right on the pool deck. Facebook photos of Harry's nightlife are much anticipated.

As Harry's continues to grow over the next year or so, guests can look forward to cabanas, more lighting, collaborative spa packages and a dedicated entrance.

"We have some exciting things planned for the future," Malave says. "Already, we are the most popular restaurant at Rosen Centre."

ROSEN SHINGLE CREEK

Inside the upscale Rosen Shingle Creek, situated at the headwaters of the Florida Everglades, you'll discover pure relaxation, fun and innovation.

Cala Bella, a AAA Four Diamond bistro, offers Tuscan fare, with a food presentation bar and a hydroponic wall growing herbs and vegetables. The menu features specialties such as Calamari Fritti, Mozzarella Stuffed Bella Meatballs, Cala Bella Seafood Pescatore and Herb Roasted Lamb Chops with Pickled Shallots.

Rosen Shingle Creek also offers a forward-thinking communal networking area that is a far cry from the mall-food-court concept. Not only can you order food from one restaurant while sitting at another, you also are invited to sit at shared tables where you can network with other convention participants or out-of-town guests. You'll come across Tobias Flats & Watering Hole, where you can order flatbread pizza, pub fare and salads; Mi Casa Tequila Taqueria, where rumor has it you should order the guacamole freshly prepared tableside; the happening Headwaters Lounge, home of the Peach Paradise; and Banrai Sushi. Down the way, Café Osceola offers buffets for breakfast, lunch and dinner, with such specialties as Chorizo Enchiladas and Banana Chocolate Cake. Those who want something more casual can stop at the Creek Ice Creamery, where, as its name implies, you can indulge in more than 16 flavors of ice cream; or drop by 18 Monroe Street Market and order a Rosen's Perfect Pizza, a healthy low-fat honey wheat crust pizza, or pick up a specially made bottle of Alligator Drool craft

Continued on page 44

Rosen Shingle Creek offers a forward-thinking communal networking area.

MI CASA TEQUILA TAQUERIA



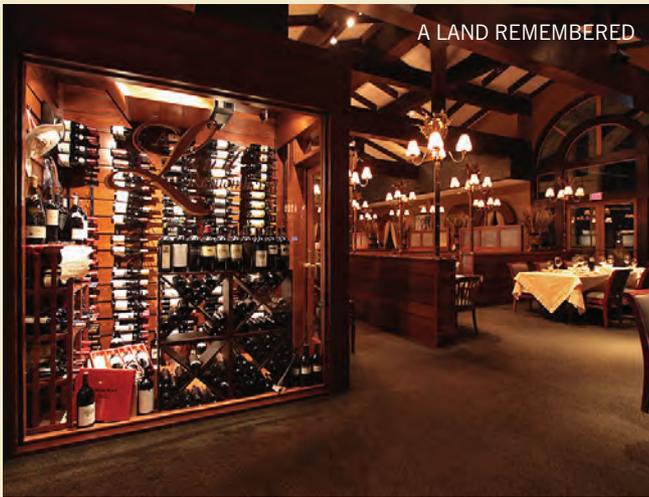
CALA BELLA
Seafood Pescatore



Rosen Shingle Creek continued from page 42

beer to bring back to your room. Side note on the beer: Orlando Brewing brews the organic American pale ale, with some hint of floral hops, exclusively for Rosen.

If you are ready for an evening of indulgence, make a reservation at A Land Remembered (which shares the name of the late Patrick Smith's cherished novel), just off the 18-hole championship golf course. The fine-dining, AAA Four Diamond restaurant prides itself on steak and seafood with a Florida twist—alligator molds for the butter, Gator Creek Stew and frog legs appetizers. "Our regulars tell us it's the best steak house in Orlando," says A Land Remembered sous chef Scott Phillips. "The steaks are cooked to perfection and we use only Harris Ranch Five Diamond Prime. It's an incredible cut of beef. We get compliments on the beef all the time."



A LAND REMEMBERED

At A Land Remembered, you'll want to start with a crab cake, a nice mound of flaky crab served with scallion aioli and a Thai chili sauce; and the heirloom tomato salad, featuring slices of the ripe red fruit, blue cheese crumbles and balsamic vinegar. For an entrée, try the filet mignon; it melts in your mouth. The sea bass is also exceptional, served with brown butter, lemon and capers. Desserts come in sampler glasses: Key lime pie with a raspberry glacé, banana cream pie topped with a cookie and specialty candy; chocolate mousse cake; strawberry cheese-cake; and crème brûlée, a white-chocolate custard topped with



BANRAI SUSHI
Dancing Eel sushi

a caramelization of mocha rum and caramel.

The luscious meals at A Land Remembered are accompanied by impeccable service, making diners feel they are the only ones in the room.

ZAYDE'S KOSHER KITCHENS AND CATERING



Rosen Plaza now offers Zayde's Kosher Catering service that includes three new, certified Orthodox kosher kitchens: one for glatt kosher meat, one for Cholov Yisroel dairy and a pareve garde manger. The new kitchens service individual guests and groups at Rosen Plaza, as well as provide kosher catering for all seven Rosen Hotels & Resorts and other groups, banquets and events in the vicinity of the Orange County Convention Center and greater Orlando.

To ensure that kosher law is followed, Rosen Plaza partners with Rabbi Yosef Konikov, RCF-Orthodox Rabbinat of Central Florida, Inc., and employs a full-time mashgiach, a supervisor and single key holder of the kitchens, who provides mashgiach temidi, or constant supervision, of all activities there.

"We now fill a void in Orlando, especially in meetings and conventions, for high-quality certified Orthodox kosher meals," says Rosen. "We are honored to be able to take the necessary steps to meet the needs of our visitors from the Jewish community."

"We are honored to be able to take the necessary steps to meet the needs of our visitors from the Jewish community."

—HARRIS ROSEN

While there are several kosher-style establishments in Orlando that serve traditional Jewish foods, the kosher kitchens at Rosen Plaza meet the strict requirements of certified Orthodox kitchens in terms of equipment and types of foods served, as well as food sourcing, storage, handling, preparation and more, according to kashrut, Jewish dietary law. One features glatt kosher, the highest level of kosher meat, and another Cholov Yisroel kosher, a designation for kosher milk and dairy. The kitchens were newly constructed within Rosen Plaza and feature only new materials including appliances, equipment and utensils.

"I applaud Mr. Rosen for his commitment to meet the needs of Jewish visitors and the greater Orlando Jewish community," said Rabbi Konikov. "This is a necessity that has been missing from our area. I am happy to partner with Rosen Hotels & Resorts on this important endeavor."

Harris Rosen and the Harris Rosen Foundation have long been supporters of the Jewish community. In 2008, Rosen supplied \$5.5 million to build the Jack & Lee Rosen Southwest Jewish Community Center, just one of many contributions Rosen and the foundation have made to local and national Jewish charities and organizations.

ROSEN INN

Among the dining options at Rosen Inn is the popular Shogun Japanese Steak House. The teppanyaki-style restaurant is perfect for families and small groups of co-workers. The hotel also offers a 24-hour Lite Bite Mini Market & Deli, a daily breakfast buffet at the Palms Dining Room, and the International Pub. *Rosen Inn, 6327 International Drive, Orlando, FL 32819, www.rosenin.com*



PREFERRED PLUS CARD

The Preferred Plus Card Program allows guests to receive deep discounts at select Rosen Hotels & Resorts restaurants. The card is usable at A Land Remembered, Cala Bella, Café Osceola, Banrai Sushi, Mi Casa Tequila Taqueria and Tobias Flats at Rosen Shingle Creek; Everglades Restaurant, Café Gauguin, Banshoo Sushi, Harry's Poolside Bar & Grill and 98Forty Tapas & Tequila at Rosen Centre Hotel; and Jack's Place and Café Matisse at Rosen Plaza Hotel. The card will also give you discounts at the Rosen spas and golf course, as well as accommodations. www.rosenhoteles.com

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The collections at the Orlando Museum of Art include contemporary graphics, African and American art and art of the Ancient Americas.

Something for Everyone

Diversions to Suit Every Orlando Visitor

By Kristen Manieri

FROM ANIMAL LOVERS and art aficionados to thrill seekers and sleuths, visitors from all walks of life will love Orlando's diverse array of nonstop attractions. The only question is, where to start?

Adrenaline Junkie's Paradise

With a collection of the world's finest theme parks all dotting the skyline within miles of each other, Orlando offers a seemingly endless choice of adventures for thrill seekers. That goes especially for those with roller-coaster cravings, which can be satiated on nearly two dozen such rides, including the Hollywood Rip Ride Rockit at Universal Studios, Orlando's tallest roller coaster. After a climactic climb high above the theme park, riders drop 17 stories at 65 mph through several loops, including the world's first noninverting loop.

Next door, at Universal Islands of Adventure, fans of the mean, green muscle machine flock to The Incredible Hulk with its zero-to-40-mph start that immediately gets the heart thumping. Along the way, 67 mph and seven adrenaline-pumping inversions make this sky-high Marvel roller coaster a huge hit.

SeaWorld Orlando's Manta is the perfect fit for this marine-themed park. It sends guests soaring through the sky head-first. Filled with inverted nosedives and speeds of up to 56 mph, Manta features four inversions, including one staggering corkscrew.

Riders are at the mercy of the legendary Yeti once aboard Expedition Everest—Legend of the Forbidden Mountain at

Disney's Animal Kingdom. This forward-and-backward ride through the icy peaks of the Himalayas will leave you breathless.

The rock 'n' roll tunes of Aerosmith provide the soundtrack to Hollywood Studio's Rock 'n' Roller Coaster, a 60-mpg journey inside a dark, superstretch limo that maneuvers and swoops through a dark Los Angeles night.

Eye on International Drive

I-Drive 360, a \$200 million dining and entertainment hub on International Drive, has created a lot of buzz since it began unveiling its restaurants and attractions over the past several months. Home also to Madame Tussauds wax museum, the SEA LIFE Orlando Aquarium plus a slew of restaurants, bars and shops, I-Drive 360 opened the Orlando Eye in spring 2015. Now guests can step inside one of 30 air-conditioned glass capsules and slowly rotate along the 400-foot observation wheel high above the Orlando skyline.

Another newcomer to I-Drive is Escapology, where participants sleuth themselves out of a room by cracking codes, finding clues and solving puzzles. Escape-room games have taken off in Orlando, which now has seven such games throughout the city. While each attraction has designed its rooms and



From top left: The 1893 Tiffany Chapel at the Charles Hosmer Morse Museum; creative kids at LegoLand; colorful play at Crayola Experience; Rocket Garden at the Kennedy Space Center.

Art and Culture Lovers

Orlando boasts an impressive array of arts and cultural institutions. The Orlando Museum of Art (OMA), tucked into a lovely parkside location just north of downtown Orlando, is a must. Inside the pristine white-walled space, OMA presents visiting exhibitions, as well as a vibrant permanent collection of African and American art, art of Ancient America as well as contemporary graphics.

offers two separate yet intimate theater spaces, both within a stone's throw of the district's many restaurants and bars. For its 19th season, this professional company will present nearly a dozen productions ranging from classic and contemporary plays to musicals and cabarets.

Be Awed by Science

Even with the shuttle program in retirement, Kennedy Space Center continues to inspire by showcasing decades of astronomical history and technological advancements through dozens of interactive exhibits, rides, films, astronaut meet-and-greets and up-close views of Space Shuttle Atlantis. Time it right and you might get the chance to experience the rumble and roar of rocket launches with missions to Mars and the International Space Station several times annually.

For decades, Orlando Science Center (OSC) has stimulated the minds and imaginations of visitors to its four-floored, highly interactive experience. Besides exciting touring exhibits, the OSC offers 3-D movies and planetarium shows, dinosaur digs, live animals and many hands-on science activities designed to teach visitors about everything from weather to engineering.

Animal Lovers

Nothing quite compares to Kilimanjaro Safari, an 18-minute expedition into the Harambe Wildlife Reserve inside Disney's Animal Kingdom. As visitors explore the 110 acres via a safari truck, they are awed by the sight of giraffes, elephants and hippopotami roaming the expansive space designed to look exactly like a wild African plain.

Take the time to visit Gatorland, whose hundreds of alligators have earned this theme park the title of "Alligator Capital of the World." Stroll past animal enclosures, watch live shows, take a train ride or head up to the Screamin' Gator Zip Line, a one-of-a-kind experience that sends guests zipping high above the chomping alligators below.

At the Central Florida Zoo & Botanical Gardens, about 20 minutes from downtown Orlando, guests observe more than 500 animals across its 116-acre space. In addition to the lovely boardwalk trail which runs past the animal enclosures, the zoo also features a splash park, playground, insect zoo and zip-line experience of differing skill levels for kids and adults.

games differently, each gives players 60 minutes to solve the clues that eventually unlock the door and crown them victors.

Especially for Kids

Few kids can resist the interactive merriment of LEGOLAND, a 150-acre theme park located in Winter Haven, about 45 minutes from Orlando. Besides rides, roller coasters and lots of opportunities to flex the imagination, LEGOLAND recently unveiled a separate water park, featuring a wave pool and 1,000-foot-long lazy river.

Hands-on artists will love the new Crayola Experience, now open inside the Florida Mall. The 70,000-square-foot attraction features 25 hands-on activities designed to engage and inspire artists of all ages for hours.

A few miles away in Winter Park, the Charles Hosmer Morse Museum of American Art boasts a substantial collection of the work of Louis Comfort Tiffany. The Albin Polasek Museum & Sculpture Gardens showcases art by 19th-century artist Polasek. More than 5,000 works make up the collection at the Cornell Fine Arts Museum on the Rollins College campus, including paintings from the 14th through the 20th centuries, archeological fragments, artifacts and much more.

At the Dr. Phillips Center for the Performing Arts, downtown Orlando's spectacular new arts venue, enjoy touring Broadway productions, big-name musicians, comedians and other luminaries as well as an ongoing Jazz Roots series and the Orlando Ballet.

Just a short stroll away in Orlando's Church Street District, the Mad Cow Theatre

(PREVIOUS SPREAD) COURTESY ORLANDO MUSEUM OF ART. (THIS PAGE CLOCKWISE FROM TOP) ©VISITORLANDO.COM; ©CRAYOLA; ©LEGOLAND FLORIDA. (OPPOSITE PAGE) ©KENNEDY SPACE CENTER VISITOR COMPLEX

The Kennedy Space Center
continues to inspire by
showcasing decades of
astronautical history and
technological advancements.





The Mall at Millenia

Orlando Spree

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

By Kristen Manieri

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

DAY ONE Fashionistas with Iron Man stamina will want to set aside an entire day to tackle Premium Outlets International Drive and Premium Outlets Vineland Avenue, which are located about 10 miles apart and together house a total of 340 stores with incredible discounts.

While most of the popular brands are

found at both locations, the selection, sales and some stores vary, making a trip to both outlets worthwhile. Visitors return home with tales of \$15 Gap hoodies and \$100 Juicy Couture handbags. At International Drive, find everything from Michael Kors sunglasses to BCBG dresses to hundreds of stellar finds at Last Call by Neiman Marcus.

A triumphant day at Vineland Avenue might include \$113 denims at True Religion Jeans or \$29 yoga tanks at Lululemon Athletica.

By the way, the I-Drive Trolley connects these two gargantuan shopping hubs and for a \$4 round-trip fee can serve as a good option on those days when you'd rather not give up your plum parking spot.



The Florida Mall

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

Wander into Tiffany & Co. to see the latest ways to spend thousands on a diamond heart-shaped pendant. Check out

Gucci, where handbags like this season's soho leather shoulder bag pop with vibrant colors. Browse Chanel, Jimmy Choo and David Yurman, packing your purchases into a classic Louis Vuitton trunk available at the French icon's 5,040-square-foot store.

In the afternoon, wander over to The Florida Mall, the area's biggest mall, boasting over one million square feet with more than 250 stores and restaurants. Don't miss M&M's World featuring nearly 50 colors and flavors of M&M's, the brand-new 15,000-square-foot American Girl store (complete with a bistro and doll hair salon) and the brand new Crayola Experience, which opened in summer 2015.

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

In this quaint, upscale neighborhood north of downtown, you'll also find gourmet cheese shops, spice boutiques, croissant cafes and the Sassafras Sweet Shoppe, a vintage candy store delighting Charleston Chew and Lemonheads fanatics. Be sure to stop in at The Wine Room to enjoy a cheese plate along with one of their 150 wines that you serve yourself from their Enomatic self-dispensing system.



Winter Park

SIDE TRIPS

Even more opportunities for great shopping await at these popular Orlando locations.

> POINTE ORLANDO

This open-air shopping and dining district on International Drive bursts at the seams with everything from casual to haute fashion finds. Besides several great restaurants and bars, Pointe Orlando also houses about a dozen shops including Armani Exchange, Bath & Body, Hollister, Tommy Bahama and Victoria's Secret.

Store, the largest Disney merchandise location of its kind. This Mickey mecca has every sort of Disney paraphernalia including 10 different types of autograph books and matching pens, still the park's best-selling souvenir. Also check out Disney Days of Christmas, where you'll find more than 300 different varieties of holiday ornaments available 365 days a year.

> WINTER PARK VILLAGE

Located just north of Orlando, this dining, nightlife and shopping hub offers a sizable collection of retailers in an open-air setting that's very walkable. Shops include LOFT, J.Jill, Jos. A Bank and Adjectives Market where shoppers squeal over the whimsical collection of antiques as well as upcycled and new home décor items.

> **CITYWALK** While you're bound to find lots of kitschy memorabilia like Thing 1 and Thing 2 t-shirts, you'll also find a surprising number of fashionista gems at this always-bustling entertainment center at Universal Orlando. Dozens of stores selling everything from collectibles to beach apparel make their home at CityWalk, including Element (great for skateboarding apparel), Fresh Produce (snag some comfy and colorful clothes here) and Quiet Flight Surf Shop, a huge store devoted to all things beachy.

> DOWNTOWN

DISNEY This Walt Disney World Resort shopping and dining district is the place to score souvenirs, particularly at the 50,000-square-foot World of Disney

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. Travel times are approximate.

> ROSEN SHINGLE CREEK

Pointe Orlando

- 5 min. travel time
- Town car/SUV: \$10
- Approx. taxi fare: \$9

The Florida Mall

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

The Mall at Millenia

- 20 min. travel time
- Town car/SUV: \$33
- Approx. taxi fare: \$26

Premium Outlets: I-Drive

- 10 min. travel time
- Town car/SUV: \$30
- Approx. taxi fare: \$21

Premium Outlets –

Vineland

- 15–20 min. travel time
- Town car/SUV: \$30
- Approx. taxi fare: \$22

Winter Park/Park Avenue

- 35–40 min. travel time
- Town car/SUV: \$65
- Approx. taxi fare: \$55

> ROSEN CENTRE

Pointe Orlando

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

The Florida Mall

- 15 min. travel time
- Town car/SUV: \$30
- Approx. taxi fare: \$22

The Mall at Millenia

- 20 min. travel time
- Town car/SUV: \$33
- Approx. taxi fare: \$24

Premium Outlets: I-Drive

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

- City buses (Lynx) pick up in front of the hotel or a short walk away.

Maps are available in the lobby.

Premium Outlets:

Vineland

- 15–20 min. travel time
- Town car/SUV: \$30
- Approx. taxi fare: \$20
- I-RIDE trolley: \$2 per ride or \$5 per day, 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: \$55

> ROSEN PLAZA

Pointe Orlando

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

Florida Mall

- 15 min. travel time
- Town car: \$25
- Approx. taxi fare: \$21

The Mall at Millenia

- 20 min. travel time
- Town car: \$25
- Approx. taxi fare: \$20

Premium Outlets: I-Drive

- 10 min. travel time
- Town car: \$16
- Approx. taxi fare: \$11

Premium Outlets:

Vineland

- 12–15 min. travel time
- Town car: \$22
- Approx. taxi fare: \$17

Winter Park/Park Avenue

- 30–40 min. travel time
- Town car: \$65
- Approx. taxi fare: \$60

WE'RE RIGHT UP
YOUR ALLEY.
AND JUST DOWN
THE ROAD.



At Pointe Orlando, you can fill your itinerary with the area's best dining, shopping and entertainment, including The Capital Grille, Victoria's Secret, The Oceanaire Seafood Room, Bath & Body Works, Tommy Bahama Restaurant & Bar, A|X Armani Exchange, Maggiano's Little Italy, Taverna Opa, Regal Cinemas Pointe Orlando Stadium 20 + IMAX, Improv Comedy Club & Dinner Theater, WonderWorks, B.B. King's Blues Club, Ben & Jerry's, Hollister Co., Marlow's Tavern, Charming Charlie, Cuba Libre Restaurant & Rum Bar, Johnny Rockets, Minus5° Ice Bar, Chico's, Tharoo & Co. Jewelry Boutique, Copper Canyon Grill, Tommy Hilfiger, and The Pub. With more than 40 hot spots in all at Pointe Orlando, we know you'll enjoy your stay. And be sure to visit our newest addition, Blue Martini with happy hour daily.

CHECK OUT ALL OUR RESTAURANTS AT
POINTEORLANDO.COM.

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

Pointe
o r l a n d o

Refresh. Relax. Renew.

Relaxation is a state of mind and a way of life. Be healthier and more joyful with a rejuvenated mind, body and spirit when you indulge in a lavish, whole-body experience. Allow stress to melt away and youthful energy to return through a restorative herbal full-body wrap, the healing touch of a revitalizing massage or the tranquility of a signature skin treatment. Come luxuriate in the graceful calm of The Spa at Rosen Centre, also offering a full-service salon and modern 24-hour fitness center.

SpaAtRosenCentre.com • 407.996.1248



Silence your inner voice and just be.

Be still. Be relaxed. Be rejuvenated. Let stress melt away, then awaken your senses with the warmth of a mud wrap, the bliss of a soothing massage or the tranquility of a signature facial. Come experience the casual elegance of The Spa at Shingle Creek, also offering a full-service salon and modern fitness studio all in a serene setting, naturally.

SpaAtShingleCreek.com • 407.996.9772



It's the Most Wonderful Time in Orlando

It's never too early to begin planning the most wonderful time of the year at the most holiday-friendly hotels in Orlando



HOLIDAY GUESTS at Rosen Hotels & Resorts are treated to a season of glistening decorations and tantalizing holiday buffets that will delight the palate of the young and the young at heart. A beloved time of year for owner Harris Rosen, the holidays at Rosen Hotels & Resorts are truly a gift from the heart. Each Rosen Hotel is festooned from the outside in with millions of dollars' worth of glittery ornaments, oversized Christmas trees and sparkling lights, setting a festive stage for a much anticipated season.

Chefs' Best Holiday Dining

With more than 15,000 pounds of turkey and close to 6,500 pounds of ham served by Rosen chefs during the season, feasts and holidays go hand-in-hand at Rosen Plaza, Rosen Centre and Rosen Shingle Creek. Guests are invited to enjoy extensive holiday buffets with unlimited wine or Champagne on Thanksgiving Day and Christmas Day, as well as special seasonal menus and dining options at each hotel's fine dining and casual buffet restaurants throughout the season.

Stay and Celebrate

Give your loved ones the gift of celebrating the season in sunny Orlando and book a Rosen Hotels & Resorts holiday stay. Packages include overnight stays in deluxe guestrooms, holiday dining, spa and golf discounts and more. Don't forget to book your holiday party by calling the catering specialist at each hotel. *For details on our holiday packages, visit rosenhoteles.com/holidays.*



HOLIDAY CHEER:

(Clockwise from top left) The entrance to Rosen Shingle Creek is adorned in thousands of sparkling lights, greeting holiday guests with a bright welcome. The grounds at Rosen Plaza are aglow in shining decorations. A young Rosen Centre guest

selects a treat (or two or three) from the cookie tray; the holidays are a wonderful time to bring the entire family to our hotels. The many sumptuous holiday buffets offer a celebratory feast with unlimited wine and Champagne on Thanksgiving and Christmas Day.



Give your loved ones the gift of celebrating the season in sunny Orlando and book a Rosen Hotels & Resorts holiday stay.



Rosen by the Numbers

What does it take to keep Rosen Hotels & Resorts humming?
Probably more than you could possibly imagine.
Here are some behind-the-scenes facts and figures.

BRILLIANT LANDSCAPES

DID YOU KNOW ...

Number of colors used to create the warm, inviting ambiance enjoyed by guests throughout Rosen Shingle Creek's **1.7 million** square feet of hotel space:

300



Number of light fixtures that contribute to the brilliant **blue** illuminating all **24 floors** of Rosen Centre:

92



Rosen Hotels & Resorts owner Harris Rosen swims for one hour five times a week logging

390 miles annually

FOOD FOR THOUGHT

In 2014, all seven Rosen Hotels & Resorts served up

763,745 oz. of the company's own signature Alligator Drool craft beer and **498,032 slices** of Rosen's Perfect Pizza with a side of **325,000 pickles.**

Rosen Shingle Creek's holiday buffet offers more than **50 delectable dishes.**

Rosen Plaza's new '39 Poolside Bar & Grill sells **300 burgers** per mo.

Number of guests at Rosen Plaza's Thanksgiving Holiday Buffet in 2014: **1,700**

Rosen Centre uses **200,000 whole eggs** per year across its nine dining options—and that's no yoke!



Each year, Rosen Shingle Creek uses **12,000 lbs. of chocolate** in its dessert creations and serves more than **15,000 gal. of fresh-squeezed Florida orange juice.** Sweet!

WET AND WILD IN ORLANDO

Rosen Shingle Creek is uniquely situated on historic Shingle Creek, headwaters of the Florida Everglades.

Rosen Centre's outdoor Olympic-size swimming pool holds **242,000 gal. of water**

The fish tank in Rosen Centre's Everglades Florida-themed restaurant holds **650 gal. of water**

CLEAN FUN FACTS

How many bars of soap left from guests are donated by the company to Haiti annually?

8
55-gal. drums

How many rolls of plush toilet paper does Rosen Shingle Creek purchase in a year?

205,520



How many bottles of shampoo does Rosen Shingle Creek place in guestrooms in a year?

164,988

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