

Floridians exude resilience in the wake of Ian

Tips From An Old Professional

by JORDAN BECKNER, PRESIDENT OF SALES FOR FIBERBUILT UMBRELLAS AND CUSHIONS



Just as we think we are about to see the light at the end of the tunnel, here comes Ian. Reported as the largest natural disaster in the history of Florida, many of our fellow members have had their businesses and homes destroyed. The beautiful treasures we had on our southwest coast are in destruction, and lives are turned upside down.

But we have been here before. We survived then, and we will again. On the bright side, this time we have Gov. Ron DeSantis, and our state was much better prepared for this tragic event. The Federal Emergency Management Agency (FEMA) was here, the power companies were staged and, of course, Florida Restaurant & Lodging Association's very own Geoff Luebkmann was on the front lines at the Florida's Emergency Operations Center. Luebkmann is our

representative who practically moves into the center for days. He coordinates and maximizes all the FRLA members' efforts to assist those affected by such natural disasters.

Of course, our suppliers were right there also. FRLA members recognized by Gov. DeSantis for donating to the Florida Disaster Fund as of October 4, include: Amazon, Comcast, TECO, Walmart and UnitedHealth Group. I also saw an article about our very own Island Oasis team working with CORE. I am sure there are many more of you out there working hard to help your fellow hoteliers and restaurateurs, and I look forward to hearing all the stories.

One aspect we can all be proud of is Carol Dover and her entire staff. FRLA is always on the front line when it is time to lend a hand. The team drops everything they are doing and

puts in a 100% effort to help not only our members, but all the others who are affected by any catastrophe. It is these types of efforts that allow us to accomplish what we do in our state. Our governor sees we are not always there for a handout, but we are there offering a hand-up to our fellow Floridians. With all of this, I am proud to be a member of FRLA.

Jordan Beckner is the President of Sales for Fiberbuilt Umbrellas & Cushions, Inc. and a long-time FRLA member.

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2022 FRLA Summit

The FRLA Summit, formerly known as the FRLA Marketing and Operations Summit, was the biggest and best ever! It was held at the Seminole Hard Rock Hotel & Casino in Hollywood, Florida. The venue had something for everyone, and it was an excellent location for a large group event like the FRLA Summit. There were more than 650 attendees with more than 800 registered. Keynote presentations were excellent, with Chef Robert Irvine, Gabrielle Bosche and John

DiJulius. The emcee was Fred LeFranc of Results Thru Strategy, and we can't thank him enough for running the show and helping to create our agenda!

The agenda was amazing, and the sponsors were sold out this year, so when planning for next year's Summit, be certain to sign up early or you might miss out!

Thanks to all of our sponsors, speakers, attendees and staff who made the 2022 FRLA Summit possible. We are looking forward to 2023!



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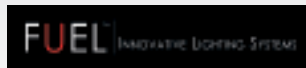
1. Keynote speaker Gabrielle Bosche was an excellent addition to the lineup. **2.** Carlos Gazitua and Chef Robert Irvine hit it off. **3.** Rob Pallay, Rozeta Mahaboubi and Heiko Dobrikow hit the right note at the cocktail event. **4.** U.S. Senator Marco Rubio spoke to the crowd about the restaurant industry and his roots. **5.** Customer service guru John DiJulius was a keynote speaker at the Summit. **6.** FRLA's ERC partner, Adesso, was at the Summit in full force. **7.** Thanks to Florida's Lieutenant Governor for speaking to the FRLA Summit attendees. **8.** We truly appreciate our sponsors of this spectacular event! **9.** Thanks again to Fred LeFranc for emceeing and helping us discover our agenda. **10.** We are always happy to have representatives on behalf of CORE join us at our events.

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