



# InSite Florida

Winter 2010

## President's Message



Welcome to the first edition of Site Florida's "InSite Florida", which we hope you will find informative about the incentive industry, Site Florida and our events. Membership in this vibrant organization is only the first part of engagement and education. Participation in events and using Site Global as a resource to achieve your own goals the are the most rewarding. I look forward to seeing you at our theatre and golf social events and especially at our Summer Seminar in July, where we will provide a dynamic forum of industry leaders.

For now, if you haven't already, renew or join Site, and enjoy this first newsletter. Let's move forward into 2010 with renewed enthusiasm and confidence.

Warm Regards,

Francis Purvey

Site Florida President

**NEW MEMBER INCENTIVE** Any member joining Site between January 15 and March 31, 2010 will receive a \$100 total credit toward any two Site Florida events in 2010.

## Site Florida 2010 Board Announced at Installation Luncheon

Site Florida's Installation Luncheon was held on Friday, January 15 aboard the Norwegian Dawn at the Port of Miami. The reception and installation ceremony was followed by a general meeting and gourmet luncheon. Thank you to Norwegian Cruise Lines for sponsoring the event, and to Lionel Dedos, event chair, for coordinating a fabulous afternoon. Your chapter leaders are:

- President: Francis Purvey / The Shores Resort & Spa
  - President Elect: Paul McCluskey / Air Charter Service
  - Treasurer: Ngaire Duncan / Sentient Jet
  - Immediate Past President: JB Ryan / Experience Florida
- DIRECTORS:**
- Dahlton Bennington, CMP, CMM / Spherion
  - Stacy Copeland / Greater Fort Lauderdale CVB
  - Hugo Corrales / Ocean Reef Club
  - Joost De Meyer, CMM / First Incentive Travel Inc.
  - Lionel Dedos, Jr. / Norwegian Cruise Line
  - Millicent Evans / Alliance Incentives and Meetings
  - Stuart Gardner / USA Hosts Florida
  - Patty Herder / Rosen Shingle Creek
  - Cathy Jones / Tradewinds Island Resorts
  - Douglas Kahler / Hello Florida!
  - Brett Lindsay / Sanibel Harbour Marriott Resort & Spa
  - Sean Mahoney / Silversea Cruises, Ltd.
  - Cliff Marvin / Walt Disney World
  - Freddy Muller / Silversea Cruises, Ltd.



Site Florida members Wichita Villacres and Freddy Muller, co-chairs of the Site International Conference in Aruba



Site Florida members at Site International Conference in Aruba. JB Ryan, Stacy Copeland, Paul McCluskey and Francis Purvey



Enjoying gourmet lunch in the Norwegian Dawn dining room



Millie Evans (center), VP of Membership, recruiting new members at the Installation Luncheon

## Upcoming Events

**Thursday, March 11**  
[South Florida Spring Theatre Event](#)

"Wicked" at the Adrienne Arsht Center in Miami

**Friday, March 12**  
[Orlando Spring Theatre Event](#)

"The Blue Man Group" at the Aquos Theatre in Universal Studios

**Friday, May 7**  
Orlando Golf Outing  
Rosen Shingle Creek

**Thursday, May 13**  
South Florida Golf Outing  
Grande Oaks

**Friday, July 9**  
Site Florida Summer Seminar  
Greater Fort Lauderdale



## Chapter Charity Initiatives

Site Florida believes that being a member of a community means giving something back. As such, the Board of Site Florida has decided to support a variety of charitable organizations in conjunction with the social networking and educational events throughout 2010.

Site Florida's contributions will be wide-ranging and will be primarily focused on organizations that are based in Florida, where the chapter is located and most of its members reside.

During times of crisis, Site Florida will work closely with various national and international relief organizations, coordinating chapter and member donations for emergencies such as hurricanes in the U.S. and the Caribbean and the recent earthquake in Haiti.

## Florida Leader Goes Global



Sean Mahoney  
President, Site International

Sean Mahoney, a past president of Site Florida and long term Site member, was installed as President of Site Global at the International Conference in Aruba on October 31, 2009.

His acceptance speech spoke about the passion, perseverance and humility it took for his journey to the prestigious post. He graciously thanked Patrick Sullivan for his leadership in the past year during challenging times in our industry.

Sean committed to delivering programs to contribute to our personal development and professional growth and he stressed the importance of our engagement in the organization. "Let's not forget that engagement is a two way street. There is a significant difference between belonging to Site and participating in Site."

We wish our own Sean many successes in 2010!

## Member Spotlight

Elena Rodriguez is currently the Director, Incentive & Charter Sales for Princess Cruises and Cunard Line where she has been for seven years and is responsible for the sales and marketing efforts of 20 ships globally. She is a 20+ year industry veteran, and has held positions at Royal Caribbean International, Regent Seven Seas and Landry and Kling, excelling at fostering strategic business relationships that consistently over-produce on objectives. She holds an undergraduate degree in Management and Professional Management and an MBA in Strategic Planning and Human Resource Management. She is also a great supporter of the industry with memberships in MPI, Site Florida, SHRM, ASAE, and FICPA.

When she is not working she is making a difference in the community with her therapy dog, Abbey, by visiting Miami Children's Hospital and several nursing homes.



Elena with Abbey in an Epic t-shirt, with Chef John Critchley of AREA 31 at the Epic, one of the hosts for our Board Meeting

## Top 5 Reasons to Hold Your Meetings in Florida

- With convenient air accessibility, an impressive array of meeting accommodations and convention centers and passport-free travel for U.S. residents, Florida adds appeal and affordability for meetings, conventions and incentives.
- Budget-friendly year 'round and seasonal values make it easy to stretch your meeting dollars. Florida group properties fit like a glove for programs of any type, within any budget. From premier properties to sand-in-your-toes casual, you'll find it in Florida.
- Florida Green Lodging designated properties and socially responsible activities can be found throughout the state.
- Groups can build a winning team or relax with various activities such as boating, fishing, ecotourism and all things aquatic. On land, championship golf and world-class spas abound.
- Florida is a state that lives for tourism. Impressive value and world renowned quality and service can be found everywhere. Here, tourism is number one: you can bet that our experience and expertise will make your meeting a success!!

For more information on Florida, visit <http://meetings.visitflorida.com>.

## Hot Happenings

### The Beaches of Fort Myers & Sanibel:

The Sanibel Harbour Resort & Spa has officially become the Sanibel Harbour Marriott Resort & Spa, bringing the first full-service Marriott property to Lee County in Southwest Florida. The 85 acre Florida Green Lodging property is located on a private peninsula overlooking Sanibel and Captiva Islands.

### Greater Fort Lauderdale:

The Harbor Beach Marriott Resort & Spa debuted a new 10,000 sf oceanfront ballroom and a new oceanfront restaurant, Sea Level, in January 2010. The Sheraton Fort Lauderdale Beach Hotel, formerly the Sheraton Yankee Clipper, reopened in January 2010 after extensive upgrades to their 485 sleeping rooms and 7,000 sf of meeting space. The Westin Beach Resort Fort Lauderdale, formerly the Sheraton Yankee Trader, reopened in May 2009 and debuted it's new conference center in December 2009. The largest cruise ship in the world, Royal Caribbean's new Oasis of the Seas, arrived in Port Everglades in November 2009.

### Greater Miami & The Beaches:

The Doral Golf Resort & Spa, a Marriott resort, is currently undergoing a 16-room-wide renewal in preparation for the property's 50th anniversary in 2012. Doral invested \$16 million in 2009 alone. The top-to-bottom renovation includes a new par-70 golf course, The Jim McLean Signature Course and enhancement of the Great White and Gold golf courses, the renovation of The Spa at Doral, new Bossa Nova lobby bar and a new Latin inspired steakhouse.

### Jacksonville:

The Crowne Plaza Jacksonville Airport has opened after undergoing a recent renovation. The 317 room property is the larger of two full service hotels in the Jacksonville airport area.

### Orlando:

Rosen Hotels & Resorts has purchased a 25 acre parcel of land to build an additional 300-500 unit villa property at Rosen Shingle Creek. The addition will expand the hotel to close to 2,000 guest rooms and will feature a pool, restaurant, private clubhouse and private meeting space.

### Tampa Bay:

IHG, the world's largest hotel group by number of rooms, announces that a Hotel Indigo is coming to downtown Tampa. The 168 room new-build property is expected to open in 2010.

## Connect

Site Florida Mission Statement: Site Florida provides education and connections where members develop relationships which foster professional growth and integrity.

Visit us at [www.siteflorida.org](http://www.siteflorida.org)

Follow us on:



To receive sponsorship information for any event, contact Ngaire Duncan at [nduncan@sentient.com](mailto:nduncan@sentient.com)

To submit member news for InSite Florida, contact Stacy Copeland at [scopeland@broward.org](mailto:scopeland@broward.org)

To join Site, visit [www.siteglobal.com](http://www.siteglobal.com)

For all other queries, please contact Laura Silverman at [sitefl@att.net](mailto:sitefl@att.net).