



InSite Florida

Spring 2010

President's Message



The sense of optimism is contagious and convincing even if not reality in all cases. Psychiatrists likely have some term for our innate positive attitudes—especially those of us in motivation, incentive travel, planning for excellence and delivery of commitments. I think of it just as life in a world I love, even with economic conundrums, terrorism threats, natural disasters, and some really unlikely characters.

Two years ago we were all fairly positive about business trends, lifestyle and personal comfort. What a wild ride since then and even now the outlook is not clear, though we feel more positive—with some encouraging new benchmarks and our own power of positive thinking.

At Site Florida's Summer Seminar in Fort Lauderdale on July 9th, the IRF study featuring Spherion's case for motivational events will clearly reinforce their need and measurability. Peter Yesawich, our keynote speaker at the conference, will present valuable and current research on the incentive travel marketplace, as well as macro-trends in our new economy. This will truly be an interactive conference and we already have commitments from many well known incentive houses and meeting planners to attend. Register today at www.siteflorida.org.

We find that social events are great opportunities for networking and meeting new colleagues in this vibrant industry. As such, we had golf events with associated social content that took place May 7th at Shingle Creek in Orlando and May 13th at Grande Oaks in Fort Lauderdale. The events were not televised, so no fears of golfing prowess: just fun with industry colleagues and a justifiable opportunity for new business development.

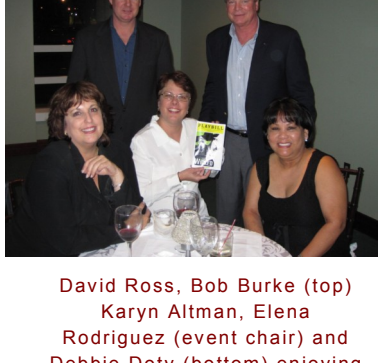
Site Florida's Board is committed to engagement, communications and education—thus making membership vital for anyone seriously involved in motivational travel. Your feedback is always welcome through Twitter, Facebook or a simple call or email to me or anyone on the Board.

If there is anything I have learned in the last two years, it is our individual need of information and support from the greater whole. That's where Site Global and Site Florida are invaluable tools. Become familiar with www.siteglobal.com and www.siteflorida.org. You will benefit from membership and your own engagement in our world of Site.

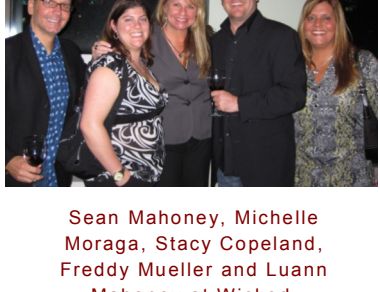
Warm Regards,

Francis Purvey

Site Florida President



David Ross, Bob Burke (top) Karyn Altman, Elena Rodriguez (event chair) and Debbie Doty (bottom) enjoying a networking reception prior to seeing Wicked.



Sean Mahoney, Michelle Moraga, Stacy Copeland, Freddy Mueller and Luann Mahoney at Wicked.

Thank you to our Theatre Event Sponsors

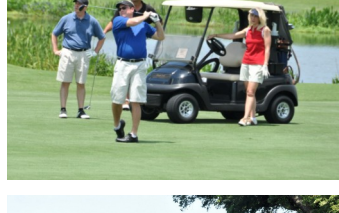
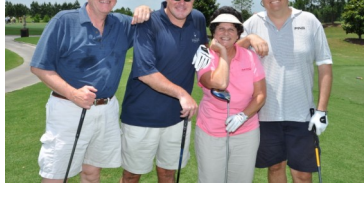


Site Florida Announces Summer Seminar

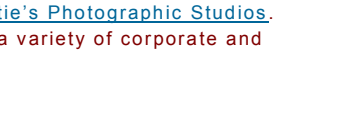
Site Florida welcomes incentive suppliers and planners to Greater Fort Lauderdale's sunny shores for the annual Site Summer Seminar. Set for July 9, 2010, this one day educational program will feature Peter Yesawich as keynote speaker. Also in attendance will be Brenda Anderson, CEO of Site Global, Fay Beauchine, President of the International Site Foundation, and a host of incentive planners, users and advocates. The evening rounds off with a VIP Vendor Reception/Tradeshows and Dinner. The event will be held at the new W Fort Lauderdale. [Register now!](#)

Surrounding the seminar is Greater Fort Lauderdale's Site Summer Splash, a destination preview set for July 8-11. Invited planners will participate in hotel property sites in Greater Fort Lauderdale, a site of the Emerald Princess in Port Everglades, and recreational activities. Incentive planners wishing to participate should contact [Stacy Copeland](#) with the Greater Fort Lauderdale Convention & Visitors Bureau.

Orlando and Fort Lauderdale Golf Outings



Left: Tough day on the course at Shingle Creek! Thank you to Patty Herder (in pink), event chair.



Right: Another sunny day at Grande Oaks, site of "Caddyshack". Thank you to Stuart Gardner (far right), event chair.



All photos compliments of [Christie's Photographic Studios](#). Award winning Christie's offers a variety of corporate and event photography services.

Chapter Charity Initiatives

One of Site Florida's initiatives this year is a commitment to giving back to our communities. We are supporting a variety of charitable organizations in conjunction with social networking and educational events throughout 2010.

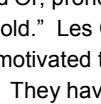
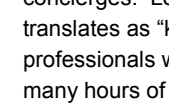
Our Spring Theatre Event and Orlando Golf Tournament Auction benefited the Mustard Seed of Central Florida. Their mission is to help rebuild the lives of individuals and families who have suffered loss due to personal tragedy or disaster by providing them with furniture, household goods and clothing. The Mustard Seed is the only free furniture and clothing bank in the State of Florida.

The Mustard Seed was founded by Carol Kane in 1984. Originally operating out of her garage, her dream was to help one family per month. Her efforts have multiplied and the organization has expanded several times into increasingly larger warehouses, settling at 12 Mustard Seed Lane in July 1999. The Mustard Seed has grown into an organization that helps over a thousand families a year with furniture and seven hundred families with clothing. Over the course of a year, an estimated \$3 million in goods are distributed free of charge. They now have a new warehouse, a small salaried staff, two trucks for donation pickups, and numerous volunteers. Carol Kane's hard work, enthusiasm, genuine concern, and love for "all of God's children" inspire the devotion of her staff and volunteers.

A Live auction at our Spring Golf Event in Fort Lauderdale benefited Women in Distress. Their mission is to provide victims of domestic violence with safe shelter, crisis intervention and resources, and to educate the community in order to Stop Abuse For Everyone (SAFE) through intervention, education and advocacy.

Women in Distress is the only nationally accredited, state certified, full service domestic violence center in Broward County. The national statistics are staggering—one in every three women will experience domestic violence in her lifetime, and every day four women in this country die as a result of domestic violence. Founded in 1974 by Edee Greene and a group of concerned citizens, Women in Distress began in a modest four bedroom home on Sistrunk Boulevard. Generous donations and endowments through the years have allowed them to grow. In December 2008, they purchased a six acre site in Deerfield Beach, and extensive renovations are now underway to make the complex of buildings the Jim and Jan Moran Family Center Campus.

For more information on either organization, visit [The Mustard Seed](#) or [Women in Distress](#).



WOMEN IN DISTRESS™ OF BROWARD COUNTY, INC. ESTABLISHING S·A·F·E™ STOP ABUSE FOR EVERYONE™

Les Clefs d'Or

Ever wonder what the gold key displayed on the lapel of a concierge means? The Les Clefs d'Or USA is the only national organization of hotel lobby concierges. Les Clefs d'Or, pronounced "lay clay door," is French and literally translates as "keys of gold." Les Clefs d'Or members are concierge professionals who are motivated to serve and have dedicated themselves with many hours of training. They have their fingers on the pulse of their cities, ready to advise guests on restaurants, nightlife, sporting and theatre events, sightseeing tours, shopping, and more. They are a trusted resource to business travelers and vacationers alike, always keeping guests' safety, enjoyment, and satisfaction in mind.

Some interesting facts:

- Together, members of Les Clefs d'Or USA represent over 100,000 hotel rooms nightly at more than 250 four and five star properties across the country.
- The conciergerie, with its roots in France, is still largely a male dominated field in Europe. In the US however, Les Clefs d'Or are 70% female.
- Les Clefs d'Or has more than 650 members in the 50 states, with more than 40 members in Florida.
- Their motto is "In Service through Friendship". Part Merlin, part Houdini, concierges pride themselves on making the impossible possible!



The cross-keyed logo is internationally trademarked and each member country has their own customized version of it. The USA logo displays the American flag behind its crossed keys.

Member Spotlight

Paul McCluskey is Vice President of Commercial Sales for Air Charter Service, Inc., one of the largest air charter brokers in the world. Paul has been in aviation for 26 years and arranging charter flights on commercial aircraft for 20 years. He is one of the most experienced, renowned and respected figures in the commercial aviation industry. Paul is President Elect of Site Florida, a member of MPI and is the co-founder of ACANA, the Air Charter Association of North America.

Paul and his wife Sherry are the proud parents of Molly, their 4 1/2 year old daughter, who they adopted from China in November of 2007. Of the three year adoption process, Paul says "it was the most intrusive, grueling and stressful period. We had to completely open our personal and professional lives to two separate governments and they picked over every detail of our life together before we even met. However, it was ultimately the most worthwhile thing we have ever done and the day we met Molly, we totally forgot about the strain of the previous three years."



Paul's first meeting with his daughter, Molly (above), and in Disney last month (below). She is clearly Daddy's little girl!



Tidbits from the U.S. Travel Association

1. With tax day just behind us, it's important to realize that the average American taxpayer would have to pay an average of \$950 per household per year if not for the tax revenues generated by travel and tourism to and within the United States. So be nice to those tourists in your city today!
2. Travel is a \$704 billion industry that directly or indirectly employs one in 13 American workers.
3. Signs of a recovery are definitely underway with expanding economic conditions, improving consumer spending, and increasing tourist activity. Consumer spending has risen for six straight months, although they will remain restrained for some months to come.
4. For timely industry analysis, the U.S. Travel Association offers the U.S. Travel Tracker, providing a one-stop source for analysis covering the economy, travel trends, sector performance and travel forecasts. Visit www.ustraveltracker.com

Deepwater Horizon Oil Spill Update

At this time, there are no beach closures and the majority of Florida's state waters remain open to recreational fishing. Florida's 825 miles of beaches, 1,260 miles of coastline and 14 seaports, including cruise ships, remain open for business. [View the latest updates](#)

For real-time images, webcams, Twitter feeds, beach condition updates and videos from people in the Sunshine State now, [Go To Florida Live](#).

Hot Happenings

The Beaches of Fort Myers and Sanibel: The Beaches of Fort Myers & Sanibel's Islands Incentive gives meeting planners the opportunity for a 5% credit of room revenue to be used toward a new meeting taking place in the area from May 1 to December 15, 2010. The Hyatt Coconut Point Resort & spa has been named among *Travel + Leisure* magazine's 500 World's Best Hotels for 2009 as well as one of its Top 50 Resorts in the U.S. and Canada.

Greater Fort Lauderdale: The GFLCVB welcomes Steve Aird to its convention sales team. Steve's office is located in Connecticut and he will handle the NY, NJ, PA and CT region. Call the GFLCVB to ask about their Vacation Like a VIP program. It's available for groups from June 1 to September 30 and offers 2-for-1 deals at more than 30 attractions including spas, diving, golf, and sightseeing cruises.

Greater Miami and The Beaches: Acqualina Resort & Spa on the Beach in Sunny Isles earned the prestigious AAA Five Diamond Award for 2010. Doral Golf Resort & Spa is currently undergoing a resort-wide renewal in preparation for the property's 50th anniversary in 2010.

Jacksonville: The Casa Monica Hotel has been named one of the first hotels in Marriott International's Autograph Collection, a new brand comprised of upscale and luxury independent hotels with distinctive personalities in major cities and desired destinations worldwide.

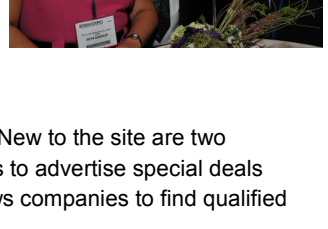
Naples/Marco Island: The Ritz-Carlton, Naples was named the #1 hotel in Florida by *Travel + Leisure's* Top 500 List of the World's Best Hotels in the January 2010 issue, and was also one of the few group hotels in Florida to receive the 2009 *Meetings & Convention's Magazine* Gold Key award.

Orlando: Universal Studios Florida unveiled Hollywood Rip Ride Rockit, a new high-tech, multi-sensory roller coaster. On this adrenaline-filled thrill ride, you can create your own unique roller coaster with soundtrack, lighting and special effects.

Tampa Bay: The Republican National Committee announced today that the 2012 Republican National Convention will be held in Tampa Bay. Over 40,000 visitors will gather the week of August 27, 2012.

BizBash Florida

Thank you to Dahilton Bennington and Laura Silverman (pictured here with Steven Pollock with HelmsBriscoe) for representing Site Florida at BizBash Florida's "Industry Mash Up". The BizBash Expo was held at the Broward County Convention Center on April 28, 2010. Thousands of meeting and event planning professionals shared what's new in the event industry through education sessions, entertainment and exhibits.



New Website Features

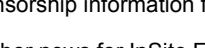
Site Florida's completely revamped website was unveiled earlier this year. New to the site are two important features: an [Exclusive Member Offers](#) section, allowing members to advertise special deals and offers to the membership free of charge, and the [Job Bank](#), which allows companies to find qualified candidates and candidate to find job opportunities.

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

Follow us on:



To receive sponsorship information for any event, contact Stacy Copeland at nduncan@sient.com

To submit member news for InSite Florida, contact Stacy Copeland at scopeland@broward.org

To join Site, visit www.siteglobal.com

For all other queries, please contact Laura Silverman at sitefl@att.net.

