



**Weather alert:** as of 8am on Wednesday, no part of Florida is currently in any error cone of impact for any current storm, including Earl, Danielle and Fiona.



### Lauderdale Spa Chic

Four weeks remaining. As recently featured on [WTVJ](#) and [WSVN](#), find time to relax during the third annual **Lauderdale Spa Chic**, August 15 - September 30. Enjoy spa treatments for

\$99 (up to 50% savings) and Spa Chic Stays, including spa treatments and overnight accommodations, starting at \$179. Relax and renew at one of 15 participating spas: The Atlantic Resort & Spa ([watch Deco Drive's segment on the "beer massage" being offered by The Atlantic](#)); Embassy Suites Deerfield Beach; Grand Resort & Spa (gay); Harbor Beach Marriott Resort; Hollywood Beach Marriott; Hyatt Regency Pier Sixty-Six; Lago Mar Resort and Club; Residence Inn by Marriott Oceanfront; The Ritz-Carlton, Fort Lauderdale; The W Fort Lauderdale; The Westin Beach Resort, Fort Lauderdale; and The Westin Diplomat Resort & Spa; Contour Day Spa; Diva's Day Spa; Planet Massage. For details visit [www.sunny.org/spachic](http://www.sunny.org/spachic).



### Sunny Side Up

To showcase the beauty and cleanliness of our eight beaches, the GFLCVB launched [www.sunny.org/sunnysideup](http://www.sunny.org/sunnysideup). This new aggregate webpage serves up authentic daily views taken by visitors and residents, plus blog posts, live twitter feed, videos, events calendar and more. Those planning a vacation to Greater Fort Lauderdale can now get the inside scoop on happenings at the click of a button, and experience the area even before arriving, with sunrise photos, videos as well as links to nine of the destination's live webcams with real-time beach views from Deerfield and Pompano to Fort Lauderdale and Hollywood. Videos and photos are also automatically posted to [www.sunny.org/sunnysideup](http://www.sunny.org/sunnysideup) by the fans on Facebook.com/VisitLauderdale. We encourage you to fan us and post same day images or videos to our facebook page so visitors can get a real live feel for the area via the web.



### Advertising Co-op Update Meeting

The CVB's Communication Dept, along with Starmark International, the CVB's advertising agency, will review the coop advertising options available for 2011 at **3pm on Sept 23** at the Broward County Convention Center. Bring your questions about sunny.org and social media too. RSVP to Kim Canter [kcanter@broward.org](mailto:kcanter@broward.org) if you plan to attend.

### Greater Fort Lauderdale Marketing Plan Presentation

Join us on **Thursday, October 7** for the **2011 Greater Fort Lauderdale Marketing Plan Presentation and Luncheon** at the Broward County Convention Center. Preview the coming attractions for group and tourism sales, public relations and advertising, and film production, as we roll ahead for a successful year. RSVP to Kim Canter [kcanter@broward.org](mailto:kcanter@broward.org) by Sept 24. And don't miss the **Florida Restaurant & Lodging Association Tradeshow** at 10am, right before the luncheon. Discover what's new with Broward's top cultural groups, co-op advertising and hospitality service providers. To exhibit at the tradeshow, contact Lynne Hernandez, with FRLA [LHernandez@frla.org](mailto:LHernandez@frla.org)

### Flying High at FLL

The Fort Lauderdale Hollywood International Airport now has monthly traffic recap narrative on their website. To view the stats go to: <http://www.broward.org/Airport/About/Pages/Statistics.aspx>.

### Superior Small Lodging 2010 Annual Conference

Greater Fort Lauderdale will host the **2010 Superior Small Lodging Annual Conference and trade show** at the Broward County Convention Center, Sept 12-13. Superior Small Lodging members from the around the state will



gather to share ideas and plan for the year ahead. All interested small hoteliers as well as SSL members interested in attending should contact Donna Boucher [executivedirector@superiorsmalllodging.com](mailto:executivedirector@superiorsmalllodging.com). Highlights include presentations by Trip Advisor, dinner honoring Donal Dermody, web marketing tips from Miles Media, email marketing trends from Constant Contact, and lots more.

### Dine Out Lauderdale

Get ready to enjoy three-course dinner menus for \$35 October 1-November 11 at over 35 top Broward restaurants: Aizia at The Westin Diplomat Resort & Spa, Blue Moon Fish Co., By Word of Mouth, Cafe Maxx, Cafe Vico, Cantina Laredo Gourmet Mexican Food, The Capital Grille, China Grill at the Hilton Fort Lauderdale Marina, Coco Asian Bistro & Bar, da Campo Osteria by Todd English at il Lugano, East City Grill, 15th Street Fisheries, Galanga Thai Kitchen & Sushi Bar, Grille 66 Bar & Restaurant at the Hyatt Regency Pier Sixty-Six, Hi-Life Café, Himmarshee Bar & Grille, ilios at the Hilton Fort Lauderdale Beach Resort, Ireland's Steakhouse at the Hyatt Regency Bonaventure, Johnny V, Le Bistro, Links Restaurant & Lounge at The Westin Diplomat Resort & Spa, Lola's on Harrison, Mai-Kai Restaurant and Show, The Melting Pot, Morton's The Steakhouse, North Ocean Grille at the Pelican Grand, Ruth's Chris Steak House, Sea Level Restaurant & Ocean Bar at the Harbor Beach Marriott Resort & Spa, Shula's on the Beach at the Westin Beach Resort, Fort Lauderdale, SoLita Las Olas, Sunfish Grill, Ill Forks Steak & Seafood, 3030 Ocean at the Harbor Beach Marriott Resort & Spa, Tokyo Blue at Ocean Manor Resort, Trina at The Atlantic Hotel, Truluck's Seafood Steak and Crab House, Via Luna at The Ritz-Carlton, Fort Lauderdale. Visit [www.sunny.org/dineout](http://www.sunny.org/dineout) for details and menus.



### Fort Lauderdale Centennial Committee Seeks Historic Photographs

The Centennial Celebration Committee invites residents and organizations to submit photographs from the past century to commemorate the City's colorful past and recount its evolution. Black and white or color photography of families, landmarks, scenic beach or cityscapes are of particular interest. Photographs are to be scanned at the highest resolution available to the sender (at a max 10MB file size) and submitted digitally via email to [centennial@fortlauderdale.gov](mailto:centennial@fortlauderdale.gov). Please caption any persons pictured with first and last name, note location and approximate year the photo was taken. To learn more about the Centennial Celebration, visit [www.fortlauderdale.gov](http://www.fortlauderdale.gov).



### Greater Fort Lauderdale Film Commission

The number of permits for film and photography productions in Greater Fort Lauderdale and Broward County has increased by more than 45 percent over the same time in 2009 (April-August). Sample current productions in the works: TV Series: The Glades, TVM Productions; Pretty Ricky, VH1 / New Pop Culture Productions; Think Green, O2 Media; Bummed Out, Chaos Films and Larryvision; Irish Lifeguard Training Curriculum, Rival Media; Sports Girls, Fade 2 Black Productions; Larry's Road Show, Mobile Video Productions; Bellatore Fighting Championships, Bellatore Fighting Championships Worldwide. TV Commercials: Tajazzle Swarovski Tattoo, Creative Media dba Infoworx; Banjo Blades, The Schwartz Group; The Inhibitor, West Media Productions. Still Photography: AvMed: Creative Minds Photography; Walmart, KSC Studio. Feature Films: If You Only Knew, BV Productions.

### Convention Sales Team Update

The convention sales team recently participated in the following: Kellen Company Summit in Atlanta, Successful Meetings Marketplace, GFLCVB Minneapolis Sales Mission, Tennessee Sales Calls in Memphis, Chuck Cook Show in Tallahassee, MPI Florida Southeast Education Conference in Tampa, ASAE Annual Meeting in Los Angeles, and IncentiveWorks in Toronto

#### Catch the sales team at these upcoming events and tradeshows:

- Sept 8-9: HSMIA Affordable Meeting National, Washington, DC
- Sept 14-16: PCMA New England Board Meeting and Boston Sales Calls, Boston
- Sept 18: Cirque du Soleil OVO Client Event, Washington, DC
- Sept 23-25: HelmsBriscoe Regional Event, Hollywood, FL
- Sept 23-25: MPI Business Forum, Dallas
- Sept 25-28: VISIT FLORIDA Governor's Conference on Tourism, Orlando
- Sept 27-30: St. Louis Sales Mission and Cardinals Client Event

**Upcoming Convention Sales Missions:** Want to join us? Contact the group sales team leader listed.

New York City Sales Mission (Steve Aird): Oct 11-15

Atlanta Sales Mission (Michele Bemis): Oct 11-15

GFLCVB Destination Preview (Christine Tascione): Oct 21-24

## September Group Sales Update

**Groups meeting in September will generate more than \$3.5 million to Broward County.** Sample groups include:

- Sept 5-11: Electronic Recruiting Exchange 2010 Expo (400 attendees)
- Sept 12-15: Housing and Development Software (250 attendees)
- Sept 16-19: NAACP State Conference (450 attendees)
- Sept 23-Oct 1: American Society for Histocompatibility & Immunogenetics Annual Meeting 2010 (650 attendees)
- Sept 28-Oct 2: Florida Institute of Certified Public Accountants Conference Trade Show (200 attendees)
- Sept 28-Oct 3: Executive Roundtable Series-Messenger Courier Association (200 attendees)

## Sport Lauderdale

**Greater Fort Lauderdale welcomes the following sports groups in September, with more than 2,700 competitors plus family and friends:**

- Aug 29- Sept 3: Canada/Spain/South Korea Soccer Tournament (300 attendees)
- Sept 2-5: Jujitsu American Annual Convention (500 attendees)
- Sept 3-7: FL State Cycling Team – Labor Day Criterium (250 attendees)
- Sept 10-12: State Championships of Bull Riding (1100 attendees)

## Tourism Sales

Alfredo Gonzalez began the month of August on a Canadian Sales mission to Toronto and Montreal. He and Josh Winston met with the big four vacation product wholesalers at US Airways Vacations, American Airlines Vacations, MLT Vacations (Delta, Continental), and JetBlue Getaways at their respective headquarters. Fernando Harb hosted a visiting delegation from Brazil and attended Virtuoso Travel Mart in Las Vegas, followed by participation in Visit USA Shows in Panama, Costa Rica and Guatemala. Josh Winston was joined by IGLTA representatives at their Summer Sales Promo in Provincetown, MA, to promote the convention for May 2011. Josh also travelled to the Visit Florida Welcome Centers in North Florida, to promote the launch of Spa Chic to our consumer drive market.



### Congrats!

Chef Dean Max from **3030 Ocean** at the **Harbor Beach Marriott Resort & Spa** won the Great American Seafood Cook-off in New Orleans last month. "...a great opportunity for me to promote Gulf/Florida Seafood, Florida tourism and South Florida for the next year," says Max. Recently Travel & Leisure magazine ranked Hollywood's Broadwalk fourth in the country. Diane Styruf from Marine Villas in Hollywood says national recognition is great for business. [Click here](#) to read the article.

### Hotel/Attraction News

**Andreas Ioannou** has been promoted as General Manager of both the Hilton Fort Lauderdale Beach Resort and Gallery One. He is responsible for overseeing the day-to-day operations of Gallery One in addition to continuing his role as General Manager of the Hilton Fort Lauderdale Beach Resort. **The Pillars**, a Superior Small Lodging, recently renovated guest rooms plus added a new formal dining room, wine bar and elegant lobby/lounge area. Smaller guestrooms have been combined with other rooms to create new larger and more comfortable suites. The Pillars now provides a well equipped 22-seat boardroom. Chef Youssef has joined the Pillars team to enhance the hotel's reputation for fine dining in the new space created by designer Zeke Fernandez. **Sandbar Grille**, located in the Sun Tower Hotel & Suites on Fort Lauderdale beach, offers daily specials, including happy hour from 3pm-7pm, Monday Night Football deals, Taco Tuesday, Wine Down Weds, Thursday Date Night, Friday Fish Fry and Sangria Saturdays. [Click here to access](#).

### Vote for Fort Lauderdale!

Fort Lauderdale has been nominated for the Best Gay US Destination award by Tripout Gay Travel, the travel website for Logo, MTV's LGBT Network. <http://www.tripoutgaytravel.com> Voting runs through Oct 18. Pass it on!

### Museum of Discovery & Science offers free admission to Scouts, Sept-Oct

Ford has partnered with the Museum of Discovery and Science to celebrate a salute to Girl Scouts and Boy Scouts. As a participant and award recipient of the **Ford Motor Company Fund** Lincoln Mercury Operation Goodwill grant, the Museum of Discovery and Science is able to provide free admission to scouts during *Ford Salute to Scouts* months in September and October 2010.

### HSMIA South Florida honors Jerry Faber

On October 20, Jungle Queen Riverboat's long-time president and tourism pioneer, Jerry Faber, will be named Hospitality Legend of the Year during HSMIA South Florida's annual Hospitality Industry Awards Gala and Silent Auction. Proceeds benefit PACE Center for Girls, which is close to Jerry's heart as he serves on their Board of Directors. Festivities begin at 5:30pm at the PierTop at Hyatt Regency Pier Sixty-Six. [Nominations are open](#) for

general manager of the year, sales & marketing professional or revenue management professional of the year. For more info, visit [www.hsmaisouthflorida.org](http://www.hsmaisouthflorida.org)

### In a Pickle

Isle Casino Pompano Park hosts the World Pickle Eating Championship on September 12. Professional, competitive eaters will attempt to break the current world record of 2.7 pounds of pickles in six minutes, and win \$5,000 in cash. Sanctioned by Major League Eating, some of the world's top eaters are confirmed to attend: Pat "Deep Dish" Bertoletti (#3-ranked), Chicago; Sonya "Black Widow" Thomas (#4-ranked), Alexandria; Hall "Hoover" Hunt (#8-ranked), Jacksonville; Sean "Wrecking Ball" Brockert (#37-ranked), Jupiter; Damien Boykin (#39-ranked), Smyrna; Jon Bello (#46-ranked), Jacksonville; RJ Frasca, Tampa; Bruce Ollis, West Palm Beach.



### Meeting Planner Event

Join HSMIA South Florida as we hear from a panel of meeting planners on **Wed, Sept 15, 9am** at the Hilton Fort Lauderdale Marina. Karen Smith, Meetings Focus, facilitates a discussion with Dahlton Bennington, SFN Group; Katherine Manfredi, Conference Partners Inc.; Victoria Ascione, Bacardi U.S.A.; and Joost de Meyer, First Incentive Travel. \$30 per person for HSMIA, MPI and GMIC members, \$35 for guests. Advance reservations necessary. [Click here](#) for more information.

### Crush & Cuisine

The Westin Diplomat Resort & Spa will host the first annual East Coast Crush & Cuisine, a FEAST of food and wine being held Sept 24-26. The three-day event represents a commitment to the culinary arts, bringing together food, education, authenticity, spirits, and tastings (FEAST). Be part of the festivities, flavors, education, golf and more with a portion of the proceeds benefiting the Clean the World Organization and the South Florida MPI Educational Scholarship. [Click here for a list events.](#) [www.crushandcuisine.com](http://www.crushandcuisine.com).

### Fish, Chips & Lobster Golf/Fishing Tournament

October 9 at Woodmont Country Club, beginning at 7am. Proceeds to benefit the Gulf Coast Disaster Relief Program. Includes continental breakfast, shotgun fishing tournament on Woodmont CC private canals and lakes Pines Course, BBQ lunch, entertainment provided by Magic 102.7 DJ Tom "The Tall Italian," fishing seminar, golf seminar, 9 hole golf tournament on Championship Cypress Course, awards banquet, cash bar, lobster & shrimp dinner, prizes. \$125pp, contact Mike Freglette, 954-722-0303.

### Happenings Around Town

Through Sept 30: Lauderdale Spa Chic, <http://sunny.org/spachic>

Through-Sept 30: Greater Fort Lauderdale's Vacation Like a VIP 2-for-1 Summer Deals, [www.sunny.org/vip](http://www.sunny.org/vip)

Sept 1: Meatloaf, Hard Rock Live, Hollywood

Sept 4: Pandit Hariprasad Chaurasia, Broward Center for the Performing Arts

Sept 5: SunTrust Sunday Jazz Brunch, Riverwalk, Downtown Fort Lauderdale

Sept 9: Bare, Broward Center for the Performing Arts

Sept 10: Riverwalk Mutts & Martini's Yappy Hour, Briny Riverfront Pub

Sept 15: HSMIA South Florida meeting planner panel, Hilton Fort Lauderdale Marina

Sept 15: Learn the Art of Metal Embossing, Cypress Hammock Park

Sept 18-19: Suncoast Gun Show, War Memorial Auditorium

Sept 19: Hollywood Beach Latin Festival

Sept 19: Adam Lambert, Hard Rock Live

Sept 19: Swingin' Evening of Entertainment, Broward Center for the Performing Arts

Sept 22: Riverwalk Trust Wine Dinner, Pier Top at Hyatt Regency Pier 66 Resort

Sept 23: Neil Young, Hard Rock Live

Sept 24-26: Crush & Cuisine, Westin Diplomat Resort & Spa, Hollywood

Sept 25-27: Sesame Street Live! Broward Center for the Performing Arts

Sept 25: Shakira, BankAtlantic Center

Sept 25: 3rd Annual Synergy Dragon Boat Racing Series, Quiet Waters Park

Sept 28: Godsmack, Hard Rock Live

Sept 29: The Temptations Review featuring Dennis Edwards & The Spinners, Hard Rock Live

Sept 30: Mic's Night Out, Broward Center for the Performing Arts

With all best wishes,



Nicki E. Grossman  
President

**greater**  
**FORT LAUDERDALE**  
CONVENTION & VISITORS BUREAU  
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