



**FOR IMMEDIATE RELEASE:**

**Kevin Doran, Owner and Operator of Private Tours Miami, to speak at the  
20<sup>th</sup> Annual Florida Concierge Conference at the Biltmore Hotel**



The 20<sup>th</sup> Annual Concierge Conference will be held at the luxurious Biltmore Hotel, September 18-20, 2017. The conference will be hosted by the [Southern Florida Concierge Association](#) in conjunction with [Biltmore Hotel](#).

"When coming to any city I love to learn about its history and get a flavor du jour of what makes the city so special. No other person that I know of has such a profound understanding of South Florida culture than Kevin Doran. His passion for his city - our city - will reinvigorate your excitement about where you live. We are honored to invite Kevin back to speak once again." said Miguel Pena, SFCA President and co-founder of the Florida Concierge Conference.

**About Kevin Doran**

Owned and operated by Kevin Doran, Private Tours Miami is based in Miami Beach, Florida. Kevin, a certified Miami Heritage Tour Guide, was born in New York but has lived in Miami for most of his life. He traveled extensively and worked as a film editor and teacher before starting his own tour business. His love of travel and history, and passion for his own city inspired the creation of Private Tours Miami as a way to share the distinctive culture of South Florida with visitors and locals alike. Kevin is the president of the Professional Tour Guide Association of Florida and served on the board of the National Federation of Tourist Guide Associations.

Somewhere between the magical reality promised in the travel poster and the sober analysis of the history book, lies the Miami story most tourists really want to know. Miami is a city of contrasts and complexity that cannot be effectively described with facts alone or simplistic clichés without context. Guidebooks do an excellent job of describing the buildings and attractions but Miami can be a bewildering mixture of cultural diversity, outlandish behavior and sunburned sensuality that defies easy explanation.

Private Tours Miami is a tour guide service. We produce and conduct private tours that can be customized to suit your specific interests. We're committed to presenting well researched tours that entertain and enlighten. Private Tours Miami was established to bridge the gap between sightseeing tours and academic tours for the culturally curious. So instead of walking around with your nose in a guidebook, enjoy an insider's look that not only names, names but provides perspective. Consider it foreplay to your own exploration or just a very entertaining way to see Miami but we guarantee that your time spent with us will change the way you see the city and add a whole new dimension to your experience.

Behind every building, street, stretch of shoreline and work of art is a fascinating story waiting to be told. If you take only one tour of Miami, make it this one.



For more information contact us:  
The Southern Florida Concierge Association  
P.O. Box 630366, Miami, FL 33163  
Phone: 888.528.1555 Fax 786-524.2939  
Email: [info@sfcaonline.com](mailto:info@sfcaonline.com)

**More Information Below:**

**Dates:** September 18-20, 2017. You are welcome to extend your stay until the 22<sup>nd</sup> at the conference rates.

**Cost of Registration (without housing):**

\$250 for delegates

**\*\*Cost of Registration (with housing):**

\$600 (single) for 2 nights – includes room, tax and resort fee

\$800 (single) for 3 nights – includes room, tax and resort fee

\$850 (double) for 2 nights – includes room, tax and resort fee

\$1050 (double) for 3 nights – includes room, tax and resort fee

**\*\$50 discount from your rate if you register from July 15-30, 2017**

**Housing deadline is August 7<sup>th</sup>. Early Bird deadline is July 30<sup>th</sup>**

**Breakfast Trade Show Table, Monday, September 18<sup>th</sup>**

\$500 for trade show table (includes one draped 6 foot table and entrance into the day's events)

**Payment Accepted:**

Check, Visa, MasterCard, American Express and Discover

Sponsorship opportunities are also available. Please contact Miguel Pena at 305.799.8483 or [mpena@sfcaonline.com](mailto:mpena@sfcaonline.com) for more information.



**About the Biltmore Hotel:**

The Biltmore Hotel is a luxury [hotel](#) in [Coral Gables](#). It was designed by [Schultze and Weaver](#) and was built in 1926 by [John McEntee Bowman](#) and [George Merrick](#) as part of the [Biltmore hotel](#) chain. When completed it became the tallest building in Florida at 315 feet (96m)<sup>[3]</sup> holding the record until 1928 when the Dade County Courthouse was built. In its heyday, The Biltmore played host to royalty, both Europe's and Hollywood's. The hotel counted the Duke and Duchess of Windsor, [Ginger Rogers](#), [Judy Garland](#), [Bing Crosby](#), [Al Capone](#) and assorted [Roosevelts](#) and [Vanderbilts](#) as frequent guests. [Franklin D. Roosevelt](#) had a temporary White House office set up at the Hotel for when he vacationed on his fishing trips from Miami.

At the 1926 gala opening of the Miami Biltmore Country Club, Dr. Frank Crane predicted that "many people will come and go, but this structure will remain a thing of lasting beauty." He was right and in 1996, the hotel celebrated yet another milestone in its illustrious history—the 70th anniversary of this grand South Florida monument and an official designation by the Federal Government as a [National Historic Landmark](#), an elite title offered to only 3% of all historic structures on the National Register of Historic Places.

In June 1992, a multinational consortium led by Seaway Hotels Corporation, a Florida hotel management company, officially became the new operators of the Biltmore under a long term management lease with the City of Coral Gables, and again made significant refurbishments to the property. Seaway invested in new lighting and telephone systems, computer systems throughout, repairs to the pool, furnishings, a complete guestroom renovation program and also remodeled a space into a state-of-the-art health club and spa.



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### **About the Florida Concierge Conference:**

Started in 1997 by Miguel Pena, Ed Ponder and the late Joey Sinson, the Florida Concierge Conference is a unique opportunity to synergize concierge ideas and experience through the state of Florida and beyond. The conference offers concierge the opportunity to discuss, interact and be educated on the industry overall and also within individual regions. Local associations in attendance will be [The Southern Florida Concierge Association](#), [The Goldcoast Concierge Association](#), [The Concierge Association of the Palm Beaches](#), [The Central Florida Concierge Association](#), [The Bay Area Concierge Association](#) and the [Southwest Florida Concierge and Guest Services Association](#). Many cities have hosted the Florida Concierge Conference including Miami, Bal Harbour, Hollywood, Fort Lauderdale, Delray Beach, Boca Raton, Palm Beach, Orlando, Naples and Tampa.

### **About the SFCA:**

The SFCA is comprised of over 325 concierge members representing eighty fine hotels, resorts and condominiums in Miami-Dade, Broward and Palm Beach counties. We also have 225 sponsor partners that partake in our monthly meetings.

Our purpose is to bring together concierges in hotels, resorts and selected condominiums and as such to establish and promote high professional and ethical standards. Our goal is to encourage friendship and communication among concierges and related guest service personnel in South Florida, the United States and throughout the world. We aim to expand and assist in the training of those entering the concierge profession and, in general, to promote, foster, enhance, and improve the technical skills and professionalism of concierges and guest service personnel. We coordinate, promote and assist in the activities and interests of concierge to foster the development of the role of the concierge in the hotel industry and tourism in general. We seek to maintain the highest standards of concierge service.

The Southern Florida Concierge Association has sponsored and participated in various community and charity projects including Aids Walk Miami and Riccardia Programs. We have also donated scholarships to the International Concierge Institute (I.C.I.), financially assisting individuals who would like a formal training in the Concierge profession. This year will be no different than the previous. The SFCA will be spearheading a raffle offering various prizes from electronics, luxury items, spa retreats, hotel stays, luxury car rentals and much more. All proceeds from the raffle will benefit local charities.



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