



October 1, 2017

FOR IMMEDIATE RELEASE:

**Rolando Aedo of the GMCVB to speak at the
20th Annual Florida Concierge Conference at the Biltmore Hotel**



The 20th Annual Concierge Conference will be held at the luxurious Biltmore Hotel, October 30- November 2, 2017. The conference will be hosted by the [Southern Florida Concierge Association](#) in conjunction with [Biltmore Hotel](#).

"Rolando has been a friend of the SFCA for the better part of a decade. Whether he has been on a panel or has spoken in our Florida Conference or the Les Clefs d'Or Congress, Rolando has always supported our profession and cause. Rolando will bring an interesting perspective on how to work in the new hospitality economy. Air BNB has dominated many markets, including Miami. Rolando will inform and educate what is coming in the weeks and months ahead. It is an honor to welcome back our friend to the conference. "

- Miguel Pena, SFCA President and co-founder of the Florida Concierge Conference

About Rolando Aedo

Mr. Rolando L. Aedo has been Chief Marketing Officer and Executive Vice President of Greater Miami Convention & Visitors Bureau (GMCVB) since April 2011. Mr. Aedo joined the Bureau in 1994 to head up the GMCVB marketing programs to assist in the recovery of tourism in the areas of the community. He has since held progressively responsible positions, most recently as Senior Vice President of Marketing & Tourism for the past three and a half years. In his new role, Mr. Aedo has continued to supervise the GMCVB's Marketing and Tourism team which includes advertising and new media, publishing, research, media relations and promotions, tourism sales, membership, cultural tourism, and the GMCVB's award-winning website team. Mr. Aedo also works on key industry, management and operational issues important to the GMCVB to include taking the lead on the GMCVB strategic planning process for the Greater Miami Visitor Industry. He served as Senior Vice President of Marketing and Tourism at Greater Miami Convention & Visitors Bureau. Mr. Aedo served as Vice President of Marketing and Customer Service at Greater Miami Convention & Visitors Bureau since January 2007. He holds a Bachelor of Science degree from Florida International University and a Masters in Business Administration specializing in International Business from The University of Miami.



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

More Information Below:

Dates: October 30- November 1, 2017. You are welcome to extend your stay until the 22nd 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

Breakfast Trade Show Table, Monday, September 18th

\$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 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)^[3] 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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