



ROSEN CARES

Building America One Community at a Time®

By Mary Deatrick

“Our community lacked hope. That’s about to change.”

—Stevenson Bassy, Jones High School senior

JONES HIGH SCHOOL SENIOR Stevenson Bassy said he now sees a bright future for both himself and the underserved Parramore community thanks to Orlando hotelier and philanthropist Harris Rosen. In spring 2016, Rosen announced that he would provide a free college education to every child who successfully graduates from Jones High School, beginning with the 14 students in Bassy’s 2016 graduating class.

All graduates now receive a free educational scholarship to the vocational school, community college or four-year public university of their choice. The full scholarships include tuition, room and board, meals, books and transportation. For seniors Angelina Tomlinson and her brother, Travius, Rosen’s promise means they will be the first in their family to go to college.

“I had no idea how I was going to pay for college, but I kept at it because I knew I wanted to be somebody,” said Angelina Tomlinson. “I encourage everyone to stay in school because good stuff like this can happen to you, too.”

The community educational initiative includes a partnership with Orange County Public Schools through which Rosen will offer a free

preschool program at Parramore’s new \$41.3 million PS8 school, slated to open in August 2017. The preschool will provide 24 classrooms of educational curriculum, breakfast, lunch and snacks for two-, three- and four-year-olds. The Harris Rosen Foundation will provide funding for all teachers’ and aides’ salaries.

Rosen estimates that his Harris Rosen Foundation will provide approximately \$4.5 million per year to support the Parramore program. Located just west of downtown Orlando, Parramore is the second

community to be adopted by the benefactor. Rosen implemented a similar program in Orlando’s Tangelo Park neighborhood in 1993.

To date, more than 200 college degrees have been awarded through the Tangelo Park Program to students who live in Tangelo Park and graduate high school. Rosen, who grew up in an underserved community in New York’s Lower East Side, began the program to give children like himself a better shot at achieving their dreams. “Providing our youth with hope for a future, especially in communities of strife and unrest, could be a game changer for our country,” said Rosen. “Since launching the Tangelo Park Program in 1993, high school graduation rates have soared from 60 percent to nearly 100 percent. This concept

works. Just think of how many communities could be turned around if companies implemented similar programs throughout the country.”

Kamilla Crawford is one such example of Rosen’s vision. Through the Tangelo Park Program, Crawford was able to attend the Univer-



(Opposite page) Orange County School Board member Kat Gordon (third from left), Harris Rosen and other county officials break ground on the new PS8 (preschool through eighth grade school) in Orlando’s Parramore District. Jones High School students celebrate graduation in June 2016.

sity of Central Florida, where in April 2016 she earned the highest-achievable honor for a student, Order of Pegasus. She received her commission to the U.S. Air Force at her graduation in May 2016.

Bassy, who is attending the University of Florida, said he wants to further Rosen's message of hope after he graduates. The computer engineering major plans to return to the Parramore area with a STEM (science, technology, engineering and mathematics) educational outreach to help increase students' math and science scores.

SHARING HOPE FORWARD

“At one of the Rosen property tours, I was amazed to see a very large convention of individuals with disabilities, and the staff at Rosen were all over the place, to facilitate the attendees getting to where they needed to be, and feeling safe and comfortable.”

—Deb Daly, Senior Director, Global Accounts, HelmsBriscoe

WHILE ROSEN ASSOCIATES impart daily the company's "Pillars of Our Strength"—including a commitment to excellence, friendly, positive attitude, outstanding service, the golden rule—it's their passion for helping people in general that sets them apart. Numerous associates are, like Bassy, inspired by Harris Rosen's example to be there for others, including those less fortunate. It's the heartbeat of the company.

Most every weekend, there is a race, a run, a Habitat Home build or something unexpected like a clothes drive for hurricane victims where Rosen associates—from GMs and housekeepers to bartenders and sales associates—come together as family for the betterment of others. Several sit on committees of fundraising galas, many of which the company sponsors.

“We're fortunate to have latitude in charitable giving,” said Jonni Kimberly, HR Director, Rosen Hotels & Resorts. “This could be one reason why the company enjoys one of the lowest turnover rates in the hospitality industry. Our associates are proud to be with a company that is so supportive of those in need.”

In support of the approximately one-third of associates who are Haitian, Rosen Hotels & Resorts collects unused soap from its guestrooms which Eldine Magnan, Director of Housekeeping, Rosen Centre, and a small team deliver periodically to Haiti, along with clothing and other much-needed supplies.

In September 2016, the Harris Rosen Foundation in partnership with Food for the Poor nonprofit opened a new elementary school, L'Institution Mixte St. Jean de Jonc L'Abeille, in the city of Les Cayes, Haiti. When 300 students were introduced to their new comfortable, weather-resistant school, complete with updated, comfortable desks and chairs, Magnan was there to help cut the ribbon.

“Many of us are from Haiti,” said Magnan. “You can't imagine how good we feel that the company we work for is willing to provide ongoing assistance to our Haitian friends and family who are not as fortunate as we are.”

BUILDING AMERICA ONE COMMUNITY AT A TIME

“Can I have a dream also? My dream is that every underserved community in America has a Tangelo Park Program. My dream is for these programs to build America one community at a time.”

—Harris Rosen, President & COO, Rosen Hotels & Resorts, accepting the 2015 Coretta Scott King A.N.G.E.L. Award

IN A LETTER TO ROSEN referencing a June 2015 New York Times profile of the Tangelo Park Program, former President Bill Clinton offered his “appreciation for the tremendous work you've been doing at Tangelo Park. By harnessing the support of the community, and offering even the youngest residents a vision for an inspiring future and a viable path to get there, you have shown that hope and high expectations can go a long way towards changing lives.”

When Harris Rosen accepted the 2015 Coretta Scott King A.N.G.E.L. (Advancing Nonviolence through Generations of Exceptional Leadership) Award at the 32nd Annual Salute to Greatness at the King Center in Atlanta, he shared his dream. His dream is that one day soon, companies throughout America will implement programs similar to his Tangelo Park Program in underserved neighborhoods in their own backyards.

To Rosen, this could change the landscape of our country. It would keep hope alive.



(This page) Tangelo Park preschool students graduate to kindergarten. (Opposite page, clockwise from top left) Harris Rosen accepts the Coretta Scott King A.N.G.E.L. Award. Rosen Hotels & Resorts leadership team at a Habitat for Humanity group build. Adam Rosen dresses to impress, escorting a stylish Runway to Hope model. Tangelo Park Elementary students during a performance thanking Harris Rosen. Shayna Rosen follows in her father's charitable footsteps, volunteering her time with rescue dogs. Jack Rosen escorts fashionistas at Runway to Hope. At Runway to Hope, Josh Rosen escorts two of the charity's models. Harris Rosen enjoys the ride with children at Give Kids the World.

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