



Elite BEAT

GM Mike Long brings experience to Crowne Plaza Hollywood Beach Resort

BY LYNN CARROLL

PROVOCATIVE QUESTIONS FOR PROVOCATIVE PEOPLE



General Manager Mike Long

LC: Now that Crowne Plaza Hollywood Beach Resort has been open for three years, what kind of public response are you seeing?

ML: We just got our most recent ratings compiled by an independent company from guest comments, and they show that we've moved up to the top 20% in customer service for all Crowne Plazas in the Americas. As we continue to go through tough times in the economy, it's good for customers to know that when they get here they are well taken care of. We offer five-star service for a four-star price.

LC: What does Crowne Plaza Hollywood Beach have to offer that sets it apart from the competition?

ML: This property was to be a condo hotel originally, so our guest rooms are much larger than average – over 450 square feet. All rooms have a balcony with views of the ocean or Intracoastal. We've built a new Infinity Edge swimming pool that's probably

the nicest pool in South Florida, and our guests also have direct access to beach. Each room has a wet bar, an upgraded refrigerator, a microwave and more.

Because we are a division of Intercontinental Hotel Group, guests can take advantage of its Priority Club rewards program. So it's really a gem in the Hollywood area.

LC: What about meeting space for locals?

ML: We have a large pavilion area located on the Intracoastal that's ideal for weddings, bar and bat mitzvahs, and all kinds of social functions. It accommodates 200-300 people, and the view is pretty awesome. It's a much nicer venue for an event than being in a typical banquet hall.

LC: What's your background before coming to Hollywood?

ML: I've been in the hotel business for about 40 years, both in corporate office

capacities and in properties. I spent 25 years with Hilton and then had an opportunity to move over to this hotel group. I was general manager at the Embassy Suites Deerfield Beach for eight years before coming to this property.

LC: What are your plans for the future?

ML: In Deerfield Beach I was president of the Chamber of Commerce and Rotary Club, and I'm hoping to get equally involved in Hollywood. I'm a member of the board for the City of Hollywood Office of Tourism and Marketing Advisory Committee as well as a board member on the Hallandale Beach Chamber of Commerce. I think we have an obligation to help the community grow and be successful.

Crowne Plaza Hollywood Beach Resort is located at 4000 South Ocean Drive. For information, call 954-454-4334 or cphollywoodbeach.com

South Florida Ahava Fundraising Committee kicks off 'Mission Ahava 2011'

A group of young professionals in South Florida recently joined forces to create a fundraising committee for the Bnai Zion Foundation. The committee plans to recruit young Jewish professionals and assist them in raising money for Ahava Village, a project they named "Mission Ahava 2011." This team came to fruition as a result of a smaller event planned in the fall of 2009, where volunteers raised money to provide sports equipment for the children of Ahava Village.

The goal of Mission Ahava 2011 is not only to raise money to benefit the children and young adults at Ahava Village, but to actually allow the members of the committee to experience firsthand the impact of their donation. In the upcoming months, the Board of Governors will select approximately 25 young Jewish professionals from the South Florida region to join them on a trip to Israel. The committee will visit Ahava Village, meet the residents and experience a connection to their contribution – not just physically, but emotionally as well. The Board of Governors consist of five

members: Kimberly Cohen of Payroll Experts, Stephanie Schmulian of Client Creation, Inc., Lee Feldman of Pop's Corn, Alessandra Stivelman with Eisinger, Brown, Lewis, Frankel, Chalet & Krut, PA, and Mike Schmerling with A Time to Travel. All young professionals in South Florida, they believe in the importance of giving back to their community and assisting communities in Israel. They are eager and honored to take on this exciting task and work with such dedicated people at Bnai Zion such as Eileen Glastein, Director South East Region and Jack Grunspan, Executive Vice President.

The Board members agree that there is a huge need for young professionals to become involved with more socially responsible projects, especially those benefiting Israel. They look forward to bringing the South Florida Jewish community together to make Mission Ahava 2011 successful and life changing for all those involved.

For more information, call Kimberly Cohen at 954-534-2826; visit bnaizion.org



Mission Ahava 2011 Board of Governors: Stephanie Schmulian, Client Creation; Lee Feldman, Pop's Corn; Kimberly Cohen, Payroll Experts; Eileen Glastein, Bnai Zion Foundation; Alessandra Stivelman, Eisinger, Brown, Lewis & Frankel (Not shown: Mike Schmerling, A Time to Travel)