



UNIVERSITY OF CENTRAL FLORIDA

### **Rosen College of Hospitality Management**

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### **FOR IMMEDIATE RELEASE**

## **Top Rosen College Student Entrepreneurs Will Win \$5,000** *Competition for Hospitality-Centered Business Ideas on April 12, 2017*

**Orlando, FL** (April 5, 2017) - The finalists have been chosen. Presentations are being prepped. On Wednesday, April 12, 2017, at 6:15 p.m., five entrepreneur-minded teams will present their ideas to the judges to see who will take home the top prize of \$5,000. For the second year, UCF Rosen College of Hospitality Management is hosting an Entrepreneurship Competition. The top three finalists will receive cash prizes; first place \$5,000, second place \$2,500 and third place \$1,000. The finalists will also receive a consultation session from entrepreneurs who have taken their ideas to market.

The top five competitors going into the finals are:

- Ice Cream Food Truck
- Dhark Coco, Online Chocolate, Confections, and Treats Boutique
- Family Ranch
- Slip & Set Event Covers
- Timeshare Friends

Students enter the Entrepreneurship Competition as individuals or teams; at least one person must be currently enrolled at Rosen College. The competition is sponsored by [BlurtBox](#), [Patton Hospitality Management](#) and Levy Hospitality. The idea for the competition was spawned by Blurtbox's CEO Julien Meyer, '14, a Rosen College alumnus who studied hospitality and event management while running his own startup company.

On April 12<sup>th</sup>, finalists will deliver a presentation of no more than 15 minutes to a panel of judges. An additional 10 minutes will be allowed for Q&A on their venture. This year's judges are:

- [Megan E. Dowdy](#), Broker/Realtor at Megan Dowdy Realty and Founder and Creator of Lost Caverns Adventure Golf
- [Gregg Hopkins](#), Chief Sales and Marketing Officer, Intelity, a 30-year hospitality and technology industry expert
- Steve Lieber, Global Brand Ambassador, [BurgerFi](#), a seven-year-old company that revolutionized the fast-casual burger dining experience
- [Marco A. Manzie](#), Founder and President, Paramount Hospitality Group, a leader in the hospitality industry with more than 38 years of experience
- [Joni Newkirk](#), Founder and CEO, Integrated Insight, an analytics consulting company recognized as one of the Inc. 5000 fastest-growing private companies in America

A keynote address will be delivered before the start of the presentations by [David Adelson](#), Founder and President, Intelity. Adelson is a pioneer in the hospitality technology industry with more than 20 years of experience. Funding for the Entrepreneurship Competition prizes has been contributed by [Patton Hospitality Management](#) and Levy Hospitality; each company gave \$5,000.

For more information about the Entrepreneurship Competition please visit the website <https://hospitality.ucf.edu/entrepreneur/>. If you have any questions about the Rosen College Entrepreneurship Competition, please contact Dr. Jeff Weinland at [Jeffrey.Weinland@ucf.edu](mailto:Jeffrey.Weinland@ucf.edu). The Entrepreneurship Competition Final Round is Wednesday, April 12, 2017, Reception at 5:30 p.m. Program begins at 6:15 p.m.

**About the UCF Rosen College of Hospitality Management**

The UCF Rosen College of Hospitality Management located in Orlando, offers students an unrivaled opportunity to learn and work in the heart of hospitality. Ranked in the top five hospitality management programs worldwide, Rosen College has been an educational leader for over 30 years. Uniquely positioned in America's top tourism destination, we educate the next generation of industry leaders through internationally-recognized faculty, innovative academic programs, cutting-edge research and strong industry and community partnerships. To learn more, visit [hospitality.ucf.edu](http://hospitality.ucf.edu).