



**Geoff Luebke, Senior Vice President
The Florida Restaurant & Lodging Association**

Geoff's career blends hospitality industry, public service, and trade association leadership experience. After 16 years in food and beverage operations, Geoff entered the public sector, ultimately serving as top regulator for Florida's food and lodging industry under Gov. Jeb Bush.

In 2006 Geoff joined the senior staff of the Florida Restaurant and Lodging Association, where he heads the association's Education and Training Department. He leads a statewide team of 50 professional staff executing FRLA's training activity in food safety, alcohol beverage compliance, workforce development, and high performance training.

He is active in numerous state and national industry stakeholder groups, and is Emergency Coordinating Officer for FRLA, and CEMP designated co-lead private sector partner on the State Emergency Response Team.

Geoff holds a degree in Economics from the Florida State University, and lives in the Tallahassee neighborhood where he grew up.

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