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## TURNING OVER REINS

When Shawn Abbatessa, a veteran Orlando hospitality industry executive, began his new job March 1 as director of sales and development for Sunset Harbor Yacht Club and Conference in Daytona Beach, he had no idea that he would get promoted less than three months later to running the entire facility.

Hugh Upton, Sunset Harbor's owner/president, said he was so impressed with Abbatessa's performance that he decided to name the 41-year-old chief operating officer, a newly created position.

"It was the way he conducted his responsibilities and his innovative ideas," said Upton when asked about why he promoted Abbatessa so quickly.

Upton, 77, said turning over day-to-day operations to Abbatessa will allow him to spend more time with his family and other business interests.

Sunset Harbor and Adventure Boat Club, a business in the marina behind the yacht club that Upton also manages, employs a total of 46 people.

Upton developed the 28,000-square-foot Sunset Harbor Yacht Club, which opened in 2004. It has 250 members.

## LOOKING UP

While Sunset Harbor, like all businesses, has felt the affects of the recession, business has started to pick up in recent months, said Abbatessa and Upton, thanks in part to stepped-up marketing efforts.

Abbatessa also was promoted to chief operating officer of another of Upton's businesses: the Adventure Boat Club, which has also had an upswing in business as of late, adding 40 new members.

The boat club is in the marina behind the yacht club.