

From: CFHLA_info@cfhla.org
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Mission Statement: *Advancing Tourism and the Community Through Hospitality*

August 1, 2014

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HONOREES

**Lodging Member
of the Month**



John Parkinson
DoubleTree Suites
by Hilton Orlando
Lake Buena Vista

**Allied Member
of the Month**

NETWORKING

The recent CFHLA Food & Beverage Council

"After Hours" Event

held on

Tuesday, July 29

proved to be a positive

"Members Doing Business With Members"
networking event.

CFHLA thanks the following F&B sponsors of this event:

Muse Gelato
Orlando Brewing
Performance Foodservice - Roma Orlando
Perky's Pizza

Host:

Hyatt Regency Grand Cypress
(Thank you Pat Engfer)

Below please find photographs of this successful activity:



Peter Woodruff
Southeastern Laundry
Equipment

**Event
Partners of the Month**

**Airport Area General
Managers Luncheon**

Global Sourcing International

The HEAT Tradeshow

Corporate:

- American Hotel and Lodging Institute*
- Bright House Networks Enterprise Solutions*
- Dunkman Paints & Wallcovering, LLC*
- Duke Energy Ecolab*
- GES Global Experience Specialists Hall Company, Inc.*
- HUFCOR Florida Group International Emergency Response Training & Consulting*
- OUC-The Reliable One*
- RedCell Technologies, Inc. Servpro*
- Southeastern Laundry Equipment Sales*
- USA Hospitality, Inc. ValleyCrest Landscape Maintenance*

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Edlen Electrical Exhibition Services

Parking Sponsor:

AAA Parking

Printing Sponsor:

Minuteman Press Sand Lake

Ultimate Chef Competition Sponsors:

*Cheney Brothers
Kone, Inc.*

Seminole County



CFHLA Board Member and General Manager of the Renaissance Orlando SeaWorld Bob Walsh , Board Member and Immediate Past Chairman Jim Burns of Grande Lakes Orlando, and Board Member and General Manager Chris Donohue of Orlando Airport Marriott



CFHLA Board Member Peter Kacheris of Hilton Orlando Bonnet Creek and Waldorf Astoria Orlando with CFHLA Board Member Thea Sargent of Disney's Contemporary Resort



CFHLA Member Michael Hanley of Wealth Management Strategies, CFHLA Board Member Louis Robbins of Nickelodeon Suites Resort, and CFHLA Member Steven Vinciguerra of SeaWorld Parks and Resorts

Hoteliers Luncheon

System Tech Services

2014 CFHLA Executive Committee:

Chairperson
Doug Gehret
Hilton Orlando

1st Vice Chairperson
Gerald Urquiola
Caribe Royale Resort & Convention Center

2nd Vice Chairperson
Dave Bartek
Loews Hotels
Universal Orlando

Secretary
David Friederich
Grand Bohemian Hotel

Treasurer
Doug Ridge
Orlando World Center
Marriott

Assistant Treasurer
Jetse Pottinga
Melia Orlando Hotel

Historian
Pat Engfer
Hyatt Regency Grand Cypress

Immediate Past Chair
Jim Burns
Grande Lakes Orlando

Hospitality Updates

Disney moves toward \$10 hourly starting pay as job market rebounds

Orlando Sentinel

Sandra Pedicini

Walt Disney World is among big companies moving toward paying workers at least \$10 an hour - a change that experts say will improve the standard of living for the lowest-paid employees and could pressure other employers to raise pay.



CFHLA Member Debra Ray of Church Street District, CFHLA 1st Vice Chair Gerald Urquiola of the Caribe Royale Resort and Convention Center, and CFHLA Member Barbara Kenney of Kenney Communications



CFHLA Members Mitch Goldberg of Give Kids the World, Caroline Schumacher of Give Kids the World, and VIP Member Miguel Botto of Brickman



CFHLA Board Member Mark Cox of Villas of Grand Cypress, Board Member Carlton Hudson of Hard Rock Hotel, CFHLA Member Ron Silvera of F.P.I.S, Inc., and CFHLA Board Member Louis Robbins of Nickelodeon Suites Resort

A proposed contract with Disney World's largest union group, the Service Trades Council, would provide minimum hourly pay of \$10 in 2016 for more than 23,000 full-time workers if it's ratified next week. This year, the start rate would rise from \$8.03 to \$9 - \$1.07 more than Florida's minimum wage. The council estimates that about a third of its workers make less than \$9 now.

"There's a movement across this country to raise the minimum wage," said Ed Chambers, the council's president. "Disney's just ahead of the curve. They probably anticipate that by that time [2016] it will be the going rate. Why not take a leader position in raising the standards for everybody?"

Sixto Roman, a ride attendant at the Animal Kingdom, is one of the Disney workers looking forward to the extra pay. Roman said he relies on food stamps and sometimes worries about how he'll pay rent on his pay of \$8.35 an hour.

"My family will have a better life," said Roman, a 28-year-old married father of two young daughters. "It won't be so stressful."

California-based Gap Inc. and Swedish retailer Ikea, both of which have stores in Central Florida, also have announced plans to raise minimum pay to \$10 or more nationwide.

Economists say a major driver for such companies is the desire to hire and retain good employees as the economy improves in states such as Florida, where the unemployment rate dipped to 6.2 percent in June.

"The labor market's tightened up a little bit, and companies are paying up, not just to get workers but to keep them," said Mark Vitner, a senior economist with Wells Fargo.

In Orlando, economists said, competition for workers is escalating as the theme-park and hospitality industries grow. Universal Orlando, for example, is hiring about 3,500 new workers this year. Its expansion includes the new Wizarding World of Harry Potter - Diagon Alley, the Cabana



CFHLA Members Reggie Riley of Orlando Health, Courtney Bartlett of HES Staff, and CFHLA Board Member and Allied Relations Council Chairperson Joe Mahoney of HospitalityStaff

BEST OF ORLANDO

Recently, *Orlando Magazine* published their **Best of Orlando List.**

CFHLA congratulates the following members who were honored:

Best Day Spa:

2nd place --

The Ritz Carlton Orlando Grande Lakes

Best Business Hotel:

1st place --

Westin Lake Mary

2nd place --

Grand Bohemian Hotel Orlando

3rd place --

Hyatt Regency Orlando

Best Mall:

1st place --

Mall at Millenia

2nd place --

Florida Mall

Bay Beach Resort hotel and eight new CityWalk venues.

Both Universal and SeaWorld, whose work forces are not unionized, raised hourly starting rates to \$9 in June, two months after Disney made its contract offer.

Universal, which boosted hourly pay by \$1, said compensation will remain part of its recruitment strategy but would not elaborate. SeaWorld, which raised the start rate for nearly 30 job classifications from \$8.30, said it doesn't anticipate raising wages again soon.

Experts said other tourism employers will likely be pressured to meet or come close to the Disney wages.

"It's going to turn into a bidding war," said Duncan Dickson, a professor at the University of Central Florida's Rosen College of Hospitality Management who used to be Disney's director of casting.

By paying more, experts say, theme parks can reduce turnover costs and keep attracting employees who will focus on customer service.

"If you're a merchandise person at one of the new merchandise shops in Diagon Alley, there's a lot more expected of you in terms of entertainment value than if you're a clerk at Target or a clerk at Walmart," Dickson said.

Another Disney contract for part-timers in the Service Trades Council that will be negotiated later also will include the offer of a gradual increase to \$10, Disney and the union group said. Roughly half of Disney's 70,000-person Central Florida workforce is represented by the council, which includes janitors, housekeepers and bus drivers.

Disney spokeswoman Jacquee Wahler said in a statement that the pay offer "represents the appreciation we have for our cast members and our commitment to providing a leading employment package."

Not everyone thinks the proposed contract is a winner, however. The leadership of two of the six unions

Best Private Golf Course:

**3rd place --
Arnold Palmer's Bay
Hill Club & Lodge**

Best Local TV Station:

**3rd place --
Fox 35**

Best Hotel Lounge:

**1st place --
Bosendorfer Lounge
(Grand Bohemian Hotel Orlando)**
**2nd place --
The Alford Inn**
**3rd place --
WXYZ Bar
(Aloft Orlando Downtown)**

Best Place for a Staycation:

**1st place --
Walt Disney World Resort**
**2nd place --
Ritz Carlton Orlando Grande Lakes**
**3rd place --
Gaylord Palms Resort and
Convention Center**

WOMAN OF THE YEAR

Amy Diehl

of

Awnclean USA, Inc.

was recently honored as the
2013 Woman Business Owner of the Year
by the

in the Service Trades Council gave it a thumbs down. Detractors say employees who make more than the minimum would get relatively small raises when compared with health-insurance increases after the first year.

Still, Chambers said, the pay increase for the lower-paid workers is "huge." He noted that the change will be gradual - \$9 this year, \$9.50 in 2015 and \$10 in 2016.

The Disney contract vote, scheduled for Friday, comes at a time of national debate about the federal minimum wage, which is \$7.25. President Barack Obama wants to raise it to \$10.10, which supporters say would give the nation's poorest workers a boost and reduce dependence on public assistance. Republicans have opposed the plan, saying it would be a job killer.

In California, where Disney has its headquarters and operates Disneyland, the state raised its hourly minimum wage to \$9 this month. It will go to \$10 in 2016. The minimum rates this year and in 2016 are the same as the ones Disney is offering its Orlando workers.

Ikea says it looked at the cost of living when determining increases in its start rates, so changes differ by location. In Orlando, workers will go from \$8.25 to \$10.57 in January.

Gap Inc., which owns chains including The Gap, Banana Republic and Old Navy, set a minimum hourly rate of \$9 last month and will go to \$10 next June.

Such jumps are particularly meaningful in Orlando's tourism-dominated economy, experts say. A Sentinel analysis last year showed that Central Florida is the country's lowest-paying major metro area. For those at the bottom, the increase is significant, said Sean Snaith, a University of Central Florida economist.

"Does it push them into the middle class? Probably not. But ... it's not an insignificant hike from where the minimum wage is now in Florida."

Small Business Development Center at USF.



Amy Diehl of Awnclean USA, Inc. is honored as 2013 Woman Business Owner of the Year

Congratulations Amy!

GOLF

Would you like the opportunity to network with Elected Officials and Community Leaders?

Please consider participating in the

Powerhouse Golf Outing & Pow Wow Luncheon!

Details:

Date:

Thursday, September 25, 2014

Times:

Luncheon - 12:00pm - 1:00pm
Shotgun Start - 1:15pm

Location:

Waldorf Astoria Golf Club

Keynote Speaker:

Mike La Rosa

FL House Representative, District 42

In addition, if you are "not a golfer" -

Visit Orlando sets discounts for tourism workers

Travel Weekly

Katherine Ferrara Johnson

Visit Orlando is showing its appreciation for local hospitality and tourism industry employees with Global Hospitality Days.

The annual event, held Aug. 15 to Sept. 30, offers a range of discounted services, accommodations, show tickets and dining offers.

The event specials are listed at www.VisitOrlando.com/hospitality. Employee identification may be required to take advantage of the industry rates and deals.

please consider attending the **Luncheon** portion of this **CFHLA-PC** (Political Committee) event.

To register to play golf and/or for the luncheon, please ***CLICK HERE***.

Additionally, CFHLA recognizes the following Allied Members for serving as **Hole Sponsors** for this event:



MEDICAL MARIJUANA

CFHLA **opposes** the legalization of medical marijuana as proposed in Amendment 2.

To understand why, please ***click here***.

SUCCESS STORY

Recently, as a segment of the 2013 / 2014 **CFHLA Adopt-A-School Program**, the **Caribe Royale Resort and Convention Center** presented their partner school,

Dr. Phillips High School,
a check in the amount of **\$2,160.**

These funds were raised by the property employees
who donated \$10 to participate in a
"Jeans Day" to support their partner school.

CFHLA recognizes the
Caribe Royale Resort and Convention Center
for their continued support of
Dr. Phillips High School,
Central Florida Public Education,
and the **CFHLA Adopt-A-School-Program.**



CFHLA 1st Vice Chairman Gerald Urquiola, General Manager of the Caribe Royale, Donna Smithberger, Director of Human Resources of the Caribe Royale, and Eric Rosenbaum, Vice President of Sierra Lodgings present Dr. Phillips High School Assistant Principal Lenore Guastella with the check for \$2,160.

Email CFHLA Staff Person
Lynnea Dawes - assistant@cfhla.org.

FINAL TWO

ATTENTION CFHLA HR PROFESSIONALS:
ONLY TWO SEMINARS REMAIN!

Each year, CFHLA in partnership with
HHRA offers a three part educational
seminar series for **HR Professionals.**

At this time, only **two** seminars
remain in the 2014 series:

HR Seminar #2

**"A Legislative and Regulatory
Update on Workplace Laws"**

Thursday, August 28, 2014

Time: 8:00am - 10:30am

Location:

Caribe Royale Resort & Convention Center

8101 World Center Dr., Orlando, FL 32821

(In conjunction with the HEAT Tradeshow)

HR Seminar #3

**"Navigating the 'Bermuda Triangle' of Employee
Leave Management --**

**Workers' Compensation, the
Americans with Disabilities Act and the
Family and Medical Leave Act"**

Thursday, October 2, 2014

Time: 8:00am - 10:30am

Location:

CFHLA Conference Room,

UCF Rosen College of

Hospitality Management

9907 Universal Blvd., Orlando, FL 32819

To register for these remaining seminars,
please ***CLICK HERE***.

Additionally, CFHLA recognizes the
following seminar sponsors:

Corporate Sponsor:



Corporate Partner:



Food & Beverage Sponsor:



TIME TO ADOPT!

The 2014/2015 CFHLA
ADOPT-A-SCHOOL PROGRAM
is now in session!

This partnership program provides **CFHLA Member Businesses** (Lodging AND Allied) the opportunity to **partner** with a **Central Florida Public School** to support the **future** of our community.

To **register** or **renew** your partnership for the upcoming school year, please [**CLICK HERE!**](#)

CFHLA recommends registering your partnership by **Friday, August 15** so that you and your partner can plan to attend the complimentary **Adopt-A-School Kick Off Orientation Luncheon** on

Wednesday, September 3
at the

Nickelodeon Suites Resort.
(Partnerships must be registered to attend)

If you are interested in learning more about this opportunity to "**Give Back,**" please contact CFHLA Corporate Citizenship Manager **Lynnea Dawes** - assistant@cfhla.org.

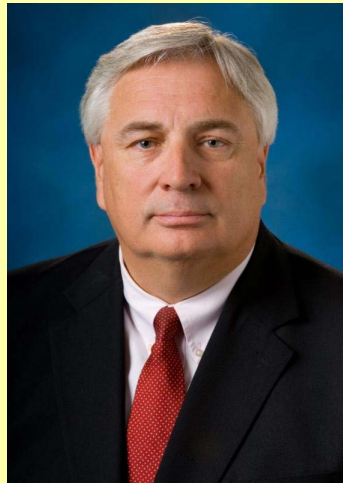
Support Public Education in Central Florida!



17 YEARS

CFHLA President/CEO

Rich Maladecki
celebrates
17 years
of employment with CFHLA on
Monday, August 4.



CFHLA President/CEO Rich Maladecki

**CONGRATULATIONS AND
THANK YOU RICH!**

HOSPITALITY OPPORTUNITIES

**Below please find the following
employment opportunities:**

Direct Sales TO - Owner PM

Hilton Grand Vacations

[CLICK HERE](#) to view the job description

Director of Rooms

Loews Hotels at Universal Orlando

[CLICK HERE](#) to view the job description



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