

From: cfhla@memberclicks-mail.net on behalf of [CFHLA](#)
To: cfhla_info@cfhla.org
Subject: CFHLA - Back of the House - November 14, 2014
Date: Friday, November 14, 2014 12:15:10 PM



BACK of the HOUSE

The World's Largest Regional Hotel Association

Mission Statement:

Advancing Tourism and the Community through Hospitality

November 14, 2014

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Honorees

**LODGING
MEMBER
OF THE MONTH**

CELEBRATE



Will You Join The Celebration?

To date,

900 CFHLA Members

have pre-registered.

At this time,

Tables and Hotel Rooms

are currently available for the annual

CFHLA Hospitality Gala.

This annual "year end" celebration
will be occurring at the beautiful

[Renaissance Orlando at SeaWorld](#)

(Thank You Bob Walsh, General Manager).



Rich Larkin
Wyndham
Orlando Resort
International Drive

**ALLIED MEMBER
OF THE MONTH**



Susan McKenna
Jackson Lewis, P.C.

**Event Partners
of the Month**

Ebola Seminar

[Medical Concierge /
East Coast Medical](#)

Osceola County Area
General Managers
Meeting

[System Tech
Services, Inc.](#)

Seminole County
Area General
Managers Meeting

[Global Sourcing
International, LLC](#)

Board Retreat

[Bright House
Networks Enterprise
Solutions](#)

Orlando Airport Area
General Managers

All CFHLA Members are invited to attend this end-of-year, black-tie celebration, featuring the distribution of the

Member of the Year Awards

and the

**Charles Andrews Memorial
Hospitality Award for
Community Leadership,**

as well as an upscale, delectable dinner,
live musical entertainment, a silent auction and MORE!

To reserve your table and / or hotel room now, please visit

www.CFHLA.org/Hospitality-Gala

For more information, or if you have questions relating to this event,
please contact **CFHLA Staff Person Andres Calvo** -
SpecialEvents@cfhla.org.

SEMINOLE CARES

A special

CFHLA Cares Collection Drive

is being conducted for the

**Homeless Students
of Seminole County Public Schools.**

This collection will be conducted in partnership with the

Seminole County CVB,

at the CVB Luncheon set to occur

Thursday, December 11

11AM - 1PM

at the

Westin Lake Mary Orlando North.

*CFHLA Members are being asked to consider donating
toiletry items, small snacks / canned foods,
and toys for this Holiday Collection.*

**For a printable collection flyer,
please [CLICK HERE](#).**

THANK YOU

for your support of

CFHLA Cares and Homeless Students!

Meeting

[Serta Mattress Company](#)

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 Suite Hotel](#)

Historian
Pat Engfer
[Hyatt Regency](#)
[Grand Cypress](#)

Immediate Past Chair
Jim Burns
[Grande Lakes Orlando](#)

[Hospitality Updates](#)

Arts center shows
why tourism matters:
My Word

Orlando Sentinel

Doug Gehret

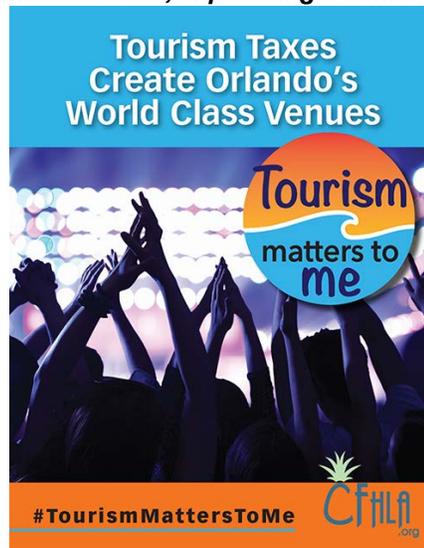
#TOURISMMATTERSTOME

As you know, CFHLA is advancing the new
"Tourism Matters To Me"
public relations campaign.

This week, CFHLA would like to share another
New Video & Advertisement
for this series, which promotes the benefit of the
Hospitality and Tourism Industry
in Central Florida.

Kathy Ramsberger,
President of the newly opened
[Dr. Phillips Center for the Performing Arts,](#)
is featured in this video, expressing
"Why Tourism Matters"
relating to the construction and
maintenance of world-class venues in Central Florida
[CLICK HERE](#) to view this Video.

Additionally, the following advertisement will be featured via various media outlets, expressing a similar message:



As a member of the Hospitality Industry, please take a moment to view and share this video / advertisement with your network.

**Help CFHLA go "Viral" with this message,
and help your local community understand why
Tourism Matters!**

[CLICK HERE](#) to learn more about #TourismMattersToMe

General Manager,
Hilton Orlando
CFHLA 2014 Chairman
of the Board

Partnerships are the backbone of success. This is aptly demonstrated in the development, construction and now the opening of the new Dr. Phillips Center for the Performing Arts. No one person, group or entity is responsible for the finished product, which will bring spectacular performances to state-of-the-art stages and venues in the coming weeks, months and years.

The tourism industry, elected officials, city and county staff, donors and supporters from all walks of life were partners in advancing the region's arts and culture. Each is responsible for the gleaming structure of metal and glass, the floating grand staircase, the seats and the stages, with tourism's dollars being a key component in achieving these partnerships.

Tourism is the economic engine that drives our local economy. More than 50 million visitors travel to Central Florida each year and stay in our hotels and resorts, while visiting our world-class attractions, convention center, retail establishments and restaurants.

At its core, Orlando is a city that's founded in tourism. Distinguished

SNEAKERS



Once again CFHLA will be collecting
NEW Sneakers
for the
Homeless Students
of Central Florida to receive as a
Gift this Holiday Season.

Did you know there are OVER 10,000 Homeless Students in Orange and Osceola Counties?

CFHLA is partnering with both Public School Districts to raise awareness of these children in need, and to provide much needed items - via the
CFHLA Cares Collection Drives.

This final collection for 2014 is set to occur in conjunction with the
CFHLA Hospitality Gala
Saturday, December 13, 6PM
at the
Renaissance Orlando at SeaWorld.

If you are attending the Hospitality Gala, please consider purchasing a new pair of Sneakers to "drop-off" at the
Official Collection Site.

Those not attending the Hospitality Gala are encouraged to contact CFHLA Staff Person Lynnea Dawes - Communications@cfhla.org in order to arrange alternative drop-off arrangements.

*****NOTE: All sizes, for ages 4 - 19 are needed and will be accepted.*****

venues like the Dr. Phillips Center would not be possible without the tourism sector, which has an economic impact of more than \$50 billion. The monies earned through tourism taxes generated funds to build the performing-arts center, enhancing our hometown in ways that will far exceed expectations. If not for the tourism industry, the average Central Florida household would pay an additional \$6,000 in taxes annually to see the performing-arts center become a reality.

In August alone, more than \$14.8 million in tourist taxes was collected, and that's just in Orange County. Tourism's monumental role in creating these world-class venues is positioning Central Florida to maintain its position as the No. 1 tourist destination — and not just for our theme parks, but for our emerging arts, culture, entertainment and sports profile. More important, the hospitality industry continues to advance economic development and job creation and enhance the lifestyle of Central Florida.

Tourism held the stage door open and donors, the community, elected officials, and city and county staff walked through to build a scene that will enhance the cultural landscape and cultural tourism for generations. As

THANK YOU

in advance for your generosity and support of the

Homeless Students of Central Florida!

DECAL

Recently, CFHLA purchased a new wall decal to display in the

Hospitality and Tourism Lab

at

Mid Florida Tech.

For your information, Mid Florida Tech has been an

Educational Partner

with CFHLA for many years, and offers scholarships to CFHLA Lodging employees to attend classes to earn their degree and / or industry certification.



The NEW CFHLA Decal featured in the Mid Florida Tech Hospitality & Tourism Lab

CFHLA Thanks

Pat Novalis

and

Mid Florida Tech

for their dedication to the partnership with
CFHLA and to their students - the future leaders of the

Hospitality Industry.

Central Floridians celebrate the opening of the performing-arts center, and eagerly await the renovated Citrus Bowl, we need to realize why tourism matters to each of us.

FSU, Ole Miss to play neutral-site game at Orlando Citrus Bowl

Orlando Sentinel

Matt Murschel & Iliana Limón Romero

Florida State University fans are celebrating the renovated Citrus Bowl's new marquee matchup.

FSU and the University of Mississippi have reached an agreement to play a neutral-site football game at the Orlando Citrus Bowl on Sept. 5, 2016, multiple sources with knowledge of the game told the Orlando Sentinel.

After investing \$207 million to overhaul the 78-year-old facility, city and county officials were counting on Florida Citrus Sports to host events at the venue that would sell tickets and drive tourists into the area.

FSU fans are already fired up for the contest that will open the 2016 season.

"I can't wait," said Orlando resident Rick Camarata, a long-time FSU fan and booster. "You know Central

ARC BOARD 2015

During Tuesday's
Allied Relations Council Breakfast
at
SeaWorld Orlando
the
**2015 Allied Relations Council
Board Election Results**
were announced.



The 2015 Allied Relations Council Board Members

For your information, the
2015 Allied Relations Council Board
is as follows:

2015 ARC Board Officers:

Chairperson
Ruthann DiLauri
[Minuteman Press](#)

Vice Chairperson
Amy Diehl
[Awnclean USA](#)

Outgoing Chairperson
Joe Mahoney
[HospitalityStaff](#)

2015 Returning ARC Board Members:

Miguel Botto
[Brickman](#)

Steve Dobbins
[Comprehensive Energy Services](#)

Bonnie Dulgur
[VS Media Group, Inc.](#)

Florida FSU fans will travel anywhere to see their team play, but this saves us a four-hour drive. This is an absolute double-win for FSU fans in Orlando.”

Count Altamonte Springs resident Bob Haines among those who is grateful the Seminoles will soon play a game closer to his home.

Haines attended his first FSU game at Doak Campbell Stadium in Tallahassee with his father in 1989 and hopes to provide the same experience for his son, now 5 years old, when the Seminoles play visit Orlando in 2016.

“He already recognizes them as soon as he sees them on TV,” Haines said of his son. “It’s going to be real exciting. I’m hoping he gets to see them.”

It is expected to be the one of many elite college football matchups in Orlando.

Officials from Florida Citrus Sports, which handles the planning and management of events at the venue, have been working on bringing more high-profile games to the stadium. The group is also collaborating with city and county officials with the hope of submitting a bid to host the College Football Playoff national championship game.

The stadium currently hosts several college

Bill Droste
[Orlando Brewing](#)

Al Gardner
[A & L Associates](#)

Jay Hunt
[Massey PrevenTech Commercial Services](#)

Beth Neal
[Disney Destinations](#)

Debra Ray
[Church Street District](#)

Cindy Traenkner
[Domino's Pizza](#)

Steve Vinciguerra
[SeaWorld Parks & Resorts](#)

Amy Walsh
[Universal Orlando Resort](#)

2015 Newly Elected & Re-Elected ARC Board Members:

Gary Boyer
[Boyer Building Corp.](#)

David Chilton
[Sunshine Recycling](#)

Alan Fickett
[Global Sourcing Int'l](#)
(Re-elected for 2nd term)

Maureen Haggerty
[Spinout Guest Laundries](#)

Frank Irons
[Bags Parking & Guest Services, Inc.](#)

Katie Korell
[Oh Bows Gift Baskets](#)
(Re-elected for 2nd term)

Marshall Pickard
[Squeegee Squad](#)

April Walker
[System Tech Services](#)
(Re-elected for 2nd term)

Peter Woodruff
[Southeastern Laundry Equipment](#)

football games, including the Florida Classic between Bethune-Cookman and Florida A&M along with two bowl games – the Russell Athletic and the newly-named Buffalo Wild Wings bowls. A third game – the Cure Bowl – will join the lineup in 2015.

The Citrus Bowl upgrades, including new seating, luxury suites, concessions, restroom, Wi-Fi and a new video board, have helped put Orlando in the mix to host additional events.

Neutral-site games have drawn large crowds in the past, with FSU's contest against Oklahoma State at AT&T Stadium in Arlington, Texas, to open the current season drawing an announced crowd of 61,521 fans.

The climate is favorable for the Citrus Bowl to sign up some of college football's top teams for neutral-site games.

The new College Football Playoff selection committee is putting an emphasis on playing high quality opponents while deciding which four teams will play for the national championship.

FSU and Ole Miss belong to conferences pushing their schools to line up strong opponents and improve their chances of earning a spot in the four-team playoff.

The Council leadership wishes to recognize

Mac Cochran

of [ATM FLA](#)

and

Greg Forehand

of the [Orange County Convention Center](#)

for their dedication and support of the Council during their two 2-year terms.



2014 ARC Chairman Joe Mahoney of HospitalityStaff presents Mac Cochran of ATM FLA and Greg Forehand of the Orange County Convention Center with tokens of appreciation from the CFHLA ARC Board for their service

Additionally, CFHLA salutes

Joe Mahoney

of [HospitalityStaff](#)

for his exceptional

2014 ARC Leadership as the

2014 ARC Chairman.

The challenge is that every major school would prefer to host a home game during which it keeps the majority of the revenue generated by the contest.

Rather than surrendering paydays by facing elite teams on the road, both teams playing a neutral-site game traditionally get a bigger share of revenue than they would for true road contests.

FSU coach Jimbo Fisher and Ole Miss officials declined to comment on the Orlando game, but they have made no secret they are embracing neutral-site games.

“Our model for scheduling is to have seven home games – four conference games and three nonconference games. But every other year, we’ve been looking at neutral site games,” said Stephen Ponder,



Outgoing 2014 ARC Chairman Joe Mahoney of HospitalityStaff officially passes the gavel to 2015 ARC Chairman Ruthann DiLauri of Minuteman Press

Lastly, CFHLA wishes to thank
Steve Vinciguerra
and the fine staff at
SeaWorld Orlando
for hosting this year-end breakfast.

Below please find photographs of CFHLA Allied Members networking at the recent, successful ARC Breakfast at SeaWorld Orlando:



senior executive
associate athletic
director of external
relations for Ole Miss.

City and county officials
are counting on the
renovated Citrus Bowl
to help fill that void for
a variety of teams.

Orlando-area residents
can get a closer look at
the upgraded facility
during an open house
on Dec. 14 from noon
to 4 p.m.

The event is free, but
fans will still need a
ticket to enter. Tickets
can be obtained at the
Citrus Bowl box office
or online at
cityoforlando.net/citrusbowl/
starting Nov. 19.

Staff writers Mike
Bianchi and Brendan
Sonnone contributed to
this report.

ilimon@tribpub.com;
mmurschel@tribpub.com



SCOOPS

CFHLA is hosting a NEW informational event to highlight the various

Sponsorship Opportunities

which will be available in 2015 for all Allied Members.

This "ice cream social" style, complimentary event entitled:

Scoops & Sponsorships

is set to occur on

Tuesday, December 9

3PM - 4PM

at the **CFHLA Offices.**

To RSVP, please [CLICK HERE.](#)

CFHLA Thanks

Muse Gelato

for providing the "scoops" for this activity.



NOMINATIONS

ATTENTION LODGING MEMBERS!

At the

CFHLA Golden Pineapple Awards Dinner,

two types of awards will be presented to honor the frontline employees of CFHLA Lodging Members:

The Golden Pineapple Awards

(To recognize front line employees who provide above and beyond customer service to support the local Hospitality Industry)

and the

Family Member Scholarships

(To support the higher education of the dependants of exemplary front line employees)

At this time, nominations and applications are being accepted for these honors.

For a **Golden Pineapple Awards Nomination Form**, please [CLICK HERE](#).

To download a **Family Member Scholarship Application**, please [CLICK HERE](#).

For more information regarding this event, please visit: www.CFHLA.org/Golden-Pineapple-Awards-Dinner

YOU'RE INVITED

CFHLA Members are invited to be among the first experience **The Village at Artegon Marketplace** - a community of 165 curated artisanal shops and stores.

*The 1.1 million-square-foot shopping attraction opens **November 20** in the heart of Orlando's tourism district on International Drive.*

The celebration begins with a ribbon-cutting ceremony on

Thursday, November 20

at 10:30 a.m. with

City of Orlando Mayor

Buddy Dyer

and other dignitaries representing the region's tourism and hospitality industries.

Artegon Marketplace Orlando is located at **5250 International Drive, Orlando, FL 32819.**

To learn more about Artegon Marketplace Orlando, visit www.ArtegonMarketplace.com.

TEACH

Did you know, the

Great American "Teach In" 2014

is set to occur

**THIS Wednesday,
November 19th?**

CFHLA encourages members to consider participating in this wonderful program, during which volunteers take an hour to speak with a public school class to discuss **College, Career Paths, or Other Topics of Choice.**

This program will be recognized by most public schools in Orange, Osceola, and Seminole Counties.

If you are an
Adopt-A-School Partner,
please consider contacting your
Partners in Education Coordinator
to ask about your partner school's
"Teach In" Activities.

***Not an Adopt-A-School Partner?
You can STILL Participate!***

Contact the main office of your school of choice and ask to be added to the Teach In Schedule.

For more information or for school suggestions, please contact CFHLA Staff Person Lynnea Dawes - Communications@cfhla.org.

HOSPITALITY OPPORTUNITIES

Below please find various Hospitality Employment Opportunities provided by OrlandoJobs.com:

Restaurant Cook 1

Embassy Suites Orlando Lake Buena Vista South
[CLICK HERE](#) to view the job description.

Housekeeping Supervisor

Embassy Suites Orlando Lake Buena Vista South
[CLICK HERE](#) to view the job description.

Online Holiday Hiring and Part-Time Career Fair

Orlando Jobs
[CLICK HERE](#) to view the job postings.

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