

From: cfhla@memberclicks-mail.net on behalf of CFHLA
To: cfhla_info@cfhla.org
Subject: CFHLA - Back of the House - November 7, 2014
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BACK of the HOUSE

The World's Largest Regional Hotel Association

Mission Statement:

Advancing Tourism and the Community through Hospitality

November 7, 2014

In This Issue...

[TOURISM
MATTERS](#)

[EDUCATION](#)

[2015](#)

[RIBBON CUTTING](#)

[SNEAKERS](#)

[GALA](#)

[GOLDEN](#)

[ARE YOU HIRING?](#)

[SECURITY
TRAINING](#)

[PARTNERS IN
ACTION](#)

[HOSPITALITY
OPPORTUNITIES](#)

Honorees

**LODGING MEMBER
OF THE MONTH**

TOURISM MATTERS

Recently CFHLA introduced the Membership to the new

"Tourism Matters To Me"

public relations campaign.

This week, CFHLA would like to share a

New Video

for this series, which promotes the benefit of the
Hospitality and Tourism Industry
in Central Florida.

Alex Martins,

CEO of the Orlando Magic,

is featured in this video, expressing

"Why Tourism Matters"

to his **business**, his **family**, and the **community**.

CLICK HERE to view this Video.

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

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

Tourism Matters!



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.](#)

**Allied Relations
Council Breakfast**

[Bay Hill Eye Care](#)

**Seminole County
Area General
Managers Meeting**

[Global Sourcing
International, LLC](#)

Board Retreat



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

EDUCATION

On Wednesday, November 5 CFHLA hosted an

Educational Seminar

regarding the **Ebola Virus**.

This seminar was well attended by over 75 Members
and featured the expertise of

Dr. Christopher Hunter,

*Acting Director, Orange County Health Services Department,
Associate Medical Director, Orange County EMS System.*



Dr. Christopher Hunter provides the seminar attendees
with answers to their questions concerning Ebola

CFHLA recognizes the sponsor of this educational opportunity:



[Bright House
Networks Enterprise
Solutions](#)

Orlando Airport Area
General Managers
Meeting

[Serta Mattress
Company](#)

**2014 CFHLA
Executive
Committee**

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[Hilton Orlando](#)

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[Caribe Royale Resort &
Convention Center](#)

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[Grand Cypress](#)



The Medical Concierge / East Coast Medical Team

Additionally, CFHLA Thanks the Host of this seminar:

Rich Larkin

and the

Wyndham Orlando Resort International Drive

2015

At this time, two types of
Sponsorship Opportunities

are available to all 2015 Members!

2015 Website Sponsor

ONLY 4 REMAIN!

Cost: \$750

Your **full color logo and weblink** will be featured in a rotating flash in the top right corner of the CFHLA Website, from **January 1, 2015 - December 31, 2015.**

Contact: Lynnea Dawes - communications@cfhla.org

2015 Career Fair Food & Beverage Sponsor

ONLY 1 AVAILABLE!

Cost: \$1,000

Your company will be recognized on **all promotional items** as the exclusive Food & Beverage sponsor for the **January 14, 2015 Career Fair**, featuring **20+ Lodging Exhibitors and 500+ Job Seekers.**

For more information [CLICK HERE](#).

Contact: Erin Walsh - membership@cfhla.org

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

[Hospitality Updates](#)

**Dr. Phillips Center for
the Performing Arts
officially opens**

Orlando Sentinel

Matthew Palm

Buoyed by a new \$1 million commitment from the city of Winter Park and soaring Broadway season-ticket sales, officials and supporters opened Orlando's long-awaited arts center with smiles on their faces and history on their minds.

Under a warm and sunny sky, speakers at Thursday's grand debut of the downtown Dr. Phillips Center for the Performing Arts referred to a "historic moment," "a historic occasion" and "this historic event" multiple times before a bright orange curtain parted among a shower of star-shaped confetti to open the state-of-the-art facility.

"I don't think there's a mayor in America having as much fun as I am right now," said Orlando Mayor Buddy Dyer, one of the project's biggest champions. "I believe we are the city of the 21st century."



For more information regarding future sponsorship opportunities, please contact CFHLA - CFHLA_info@cfhla.org.

RIBBON CUTTING

On Thursday, November 6 the new
[Dr. Phillips Center](#)
[for the Performing Arts](#)
hosted the official
Ribbon Cutting
to signify the opening of the new facilities.

CFHLA President / CEO Rich Maladecki joined various Central Florida Leaders, including Orange County Mayor Teresa Jacobs and City of Orlando Mayor Buddy Dyer, and provided a speech to commemorate this occasion.



To learn more about the various opening celebrations and this wonderful new Orlando Venue, please [CLICK HERE](#).

CONGRATULATIONS

to the

**Dr. Phillips Center
for the Performing Arts Team**

on the Opening of your
BEAUTIFUL NEW FACILITIES!

To frequent applause from a crowd of more than a thousand, speakers thanked those who contributed to a project that after decades of false starts finally kicked into gear in 2003 when Dyer chose developer Jim Pugh to lead the effort.

Pugh saluted Dyer's "courage" and praised former Orlando Mayor Bill Frederick and former Orange County Mayor Richard T. Crotty for their leadership.

For his part, Crotty alluded to the multivenue deal that brought the center to fruition. In 2007, city and county leaders agreed to jointly fund construction of Amway Center, home to the Orlando Magic; the arts center; and serious upgrades on the Citrus Bowl.

"I'll see you in a couple of weeks at the Citrus Bowl ribbon-cutting," Crotty said.

Orlando Magic CEO Alex Martins said leaders of the NBA franchise and arts center shared a vision of making Central Florida better.

"We dreamed the same dream," said Martins, also a member of the Dr. Phillips Center executive committee. "We'd like to say 'Welcome to the neighborhood.'"

Orange County Mayor
Teresa Jacobs

As a reminder, CFHLA working with Industry Partners established
TDT Funding Guidelines
to financially support this facility to advance
CULTURAL TOURISM.

SNEAKERS



Once again, CFHLA Cares will be hosting a
Sneakers Collection Drive
for Homeless Students
in Orange and Osceola Counties.

Spread the Holiday Cheer
and consider purchasing a
NEW Pair of Sneakers
for a child in need (Grades K-12).

These sneakers can be brought to
the CFHLA Office, OR to the
Official Drop-Off
being conducted in conjunction with the
CFHLA Hospitality Gala -
Saturday, December 13, 2014,
6PM at the
Renaissance Orlando at SeaWorld.

If you have questions regarding this collection effort, please contact
CFHLA Staff Person **Lynnea Dawes**,
407-313-5025 / Communications@cfhla.org.

THANK YOU
for your support of
HOMELESS STUDENTS
this Holiday Season!

GALA

acknowledged the center's rocky financial road by praising arts leaders' tenacity — even when things didn't go their way.

"I am a living testament to that," she quipped. Jacobs, though a supporter of the center, in 2011 refused to lend the struggling project county money. Board members personally guaranteed \$16 million in other loans so construction could start.

Others looked to future construction. The center was split into two phases when tourist-tax revenue dried up during the recession. Only two of the center's three halls were unveiled Thursday morning; money is still being raised to build the third, an acoustic theater designed for classical-music and dance performances.

"We're going to get it done," Pugh said. "Keep the faith."

Steven Leary, vice mayor of Winter Park, challenged other Central Florida governments to financially support the center, estimated to cost \$514 million to build.

"This can't be accomplished in isolation," said Leary, calling the building a "beautiful new gem." Winter Park commissioners last week agreed to contribute \$1 million during the next decade

HAVE YOU SECURED YOUR TABLE?



At this time,

Nearly 800 Seats

have been reserved for the

CFHLA Hospitality Gala!

This black-tie celebration dinner is set to occur on

Saturday, December 13

(12/13/14)

at the beautiful

Renaissance Orlando at SeaWorld

(Thank You Bob Walsh, General Manager).

Register today to join the Association for an evening of entertainment, decadent food & beverages, an expansive Silent Auction, and the exciting new CFHLA Treasure Box Raffle!

Please visit:

www.CFHILA.org/Hospitality-Gala

to reserve your seats today!

If you have already reserved your seats for this event, and wish to take advantage of the

Special \$99 Room Rate

being offered by the host property,

please **CLICK HERE** to reserve your room,

or contact Group Reservations:

407-351-5555 / 800-266-9432

and refer to the

CFHLA 2014 Hospitality Gala.

GOLDEN

Traditionally, two sets of awards are presented at the

to be used for construction costs and debt service.

Looming over the festivities was a towering reminder that work isn't complete. The former American Federal Building, owned by the city, stands half-demolished at the edge of the center's Seneff Arts Plaza. The structure, known as the "round building," will be completely knocked down in the next few weeks.

Kathy Ramsberger, president of the center, said she had been warned during early consultations with leaders of other arts centers around the country that the process wouldn't be easy.

"They were right," she said. "This has been a difficult project. But that's why it's so worthwhile."

After the speeches, the public was invited inside. As local singing group Legacy! performed on the lobby's grand staircase, onlookers checked out the various lounges and halls, including the 300-seat Alexis & Jim Pugh Theater and the 2,700-seat Walt Disney Theater, which will host touring Broadway shows.

During her remarks, Ramsberger pointed to strong season-ticket sales for the annual Broadway series, which opens in

CFHLA Golden Pineapple Awards Dinner.

At this time, nominations and applications are being accepted for the

Golden Pineapple Awards and the Family Member Scholarship.

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

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



Additionally, please
Mark Your Calendar

and plan to attend the

Golden Pineapple Awards Dinner,

set to occur

Thursday, January 29, 2015

at the

[Renaissance Orlando at SeaWorld.](#)

ARE YOU HIRING?

ATTENTION: LODGING GENERAL MANAGERS AND HR DIRECTORS!

Once again, CFHLA will host a

Career Fair

in partnership with:



December in the new Disney Theater. A spokeswoman for Broadway Across America said sales were the highest in 18 years — on track to top 10,000 subscribers.

Walt Disney World donated \$12.5 million to the center in 2007 to "honor the heritage and legacy of our founder," said Jim MacPhee, a senior vice president for the company. "There's no doubt in any of our minds that if Walt Disney were on the stage today, he'd be extraordinarily proud."

That thought was echoed by Rich Maladecki, president of the Central Florida Hotel and Lodging Association, who said, "It is a proud day to be a Central Floridian."

Hilton Grand Vacations Named One of Southern Nevada's "Best Places to Work"

HeraldOnline.com

ORLANDO, Fla. — Hilton Grand Vacations (HGV) today announced it has been recognized as one of the "Best Places to Work in Southern Nevada®" by the Southern Nevada Human Resources Association (SNHRA). The accolade was announced during the awards luncheon held on October 10 in Las Vegas.

Exhibitor Booths

are now available for purchase for this
Hiring Opportunity,
which is set to occur

Wednesday, January 14, 2015

at the

Orange County Convention Center

(South Concourse - S220)

**For your information,
booths may be purchased for \$500 and include:**

- 8x10 Space with 6ft. Table and Chairs

- FREE PARKING

- 2 Box Lunches

- FREE On-site Childcare for all Job Seekers

*- Your property included on
ALL Marketing opportunities
(Email / Internet - Print - Radio - Billboards)
if registered by November 20, 2014*

- Access to 500+ Job Seekers

- Space for "On Site" Interviews

**To register for this Hiring Opportunity,
please [CLICK HERE](#).**

SECURITY TRAINING

*Below please find an announcement from a
CFHLA Community Partner:*

The Orlando Police Department Presents...

**A Commercial Armed Robbery
Education Program**

Date:

Wednesday, November 12, 2014

Times:

10:00 a.m. – 11:30 a.m.

"Earning this notable recognition is a true testament to Hilton Grand Vacations and how rewarding it is to represent the 12 renowned brands of Hilton Worldwide," said Lisa Cohen, Vice President Human Resources for Hilton Grand Vacations. "Las Vegas is a thriving destination with a highly competitive employment environment. To be recognized as a top workplace by the prestigious SNHRA is a significant achievement and we are honored by this distinction."

The "Best Places to Work in Southern Nevada" award requires an employee nomination and in-depth nomination process that focuses on company benefits, community involvement, employee training, and recognition. Companies applying for the award must also write an essay as to why they should be selected.

"We take great pride in engaging our workforce and developing our Team Members' passions for the hospitality industry," added Cohen. "We remain dedicated to providing our global Team Members with the benefits, resources and opportunities that enable us all to perpetuate the distinctive Hilton legacy of hospitality."

Fee:

Complimentary

Location:

Orlando Police Department – Police Substation
6731 S. Kirkman Rd., Orlando, FL 32819
(Corner of International Dr. & Kirkman Rd. -
next to Sweet Tomatoes Restaurant)

Please RSVP to

Sharon Celcis,

Orlando Police Department,

sharon.celcis@cityoforlando.net

or call (407) 246-3728 –

written materials will be distributed and

seating is limited.

***Learn what you can do before a robbery,
what to do during, and what to do after a robbery.***

**"Keep Orlando safe by reducing crime and
maintaining livable neighborhoods".**

PARTNERS IN ACTION

Massey PrevenTech Commercial Services

is continuing their support of their

Adopt-A-School partner

Killarney Elementary School,

and showing their appreciation for the

TEACHERS

who are preparing future generations for success!

Once again,

Massey PrevenTech Commercial Services

is supporting the

Teacher of the Month Program

by securing \$50 restaurant gift certificates
through a partnership with Talk of the Town restaurants.

Below please find pictures of the awardees receiving their prizes:

Disney Parks & Resorts signs agreement with Mylan to enhance access to EpiPens

Orlando Business Journal

Cindy Barth

Generic drug giant Mylan Inc. announced a multi-year agreement with Walt Disney Parks & Resorts that includes updated maps in Disney's domestic theme parks, as well as updated signs in theme parks and on cruise ships that highlight locations with EpiPen and EpiPen Jr. auto-injectors.

The Pittsburgh-based global pharmaceutical company (Nasdaq: MYL) controls the worldwide market for epinephrine, analysts say. The EpiPens are used for the emergency treatment of life-threatening allergic reactions caused by allergens, exercise or unknown triggers.

The financial terms of the agreement were not disclosed.

EpiPen locations will roll out at Disney parks and on cruise ships beginning in late 2014. In addition to



The September Teacher of the Month - 1st Grade Teacher Jennifer Hepker



The October Teacher of the Month - Kindergarten Teacher Nikki Middleton with CFHLA Allied Member Jay Hunt of Massey PrevenTech Commercial Services

This is another example of a CFHLA Allied Member "In Action," supporting Public Education and their community.

THANK YOU

Massey PrevenTech Commercial Services

for your continued support of
Killarney Elementary
and Central Florida
Public Education!

For more information on the Adopt-A-School Program, please [CLICK HERE](#).

HOSPITALITY OPPORTUNITIES

emergency medical services, nurses trained to administer the EpiPens will be available to assist guests experiencing a severe allergic reaction.

"For our guests who live with severe allergies every day, identifying EpiPen locations is an additional tool they'll have for their anaphylaxis management plan," said Dr. Pamela Hymel, chief medical officer for Walt Disney Parks & Resorts. "This new alliance will help our guests with severe allergies have the best possible experience at our parks and on our cruise ships."

Below please find employment opportunities provided by CFHLA Member OrlandoJobs.com:

Lifeguard

Loews Hotels at Universal Orlando

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

Steward

Loews Hotels at Universal Orlando

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

[CLICK HERE](#) to view the OrlandoJobs.com Online Holiday Hiring and Part-Time Career Fair

Various Positions

Courtyard Orlando Downtown

[CLICK HERE](#) to view the positions and apply online

Account Executive - Sponsorships

CFHLA

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

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