

From: cfhla@memberclicks-mail.net on behalf of CFHLA
To: cfhla_info@cfhla.org
Subject: CFHLA - Back of the House - October 10, 2014
Date: Friday, October 10, 2014 12:25:01 PM



BACK of the HOUSE

The World's Largest Regional Hotel Association

Mission Statement:

Advancing Tourism and the Community through Hospitality

October 10, 2014

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Honorees

LODGING MEMBER OF THE MONTH

NOW OPEN!

Registration for the
October Membership Networking Luncheon

is

NOW OPEN!

For your information, this luncheon is set to occur

Tuesday, October 28

(11:45AM - 1:30PM)

at the

[Wyndham Orlando Resort International Drive](#)

*Corner of Sand Lake Road and International Drive
(Thank You Rich Larkin, General Manager)*

The special guest presenter for this luncheon will be



Chuck Whittall

President of

[Unicorp National Developments](#)



Loren Poor
Hilton Orlando

**ALLIED MEMBER
OF THE MONTH**



David Johnson
Terminix
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of the Month**

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COUNCIL SEMINAR**

[East Coast Medical /
The Medical Concierge](#)

**HALLOWEEN GOLF
OPEN**

Corporate Sponsor:
[Orlando Business
Telephone Systems
\(OBTS\)](#)

providing an update regarding the
new International Drive Project:

I-Drive 360.

To register for this Membership Activity, please visit:

www.CFHLA.org/Membership-Luncheons

**For your information, to date, nearly
200 members have registered!**

WE CARE



Help the Students in Need!

The CFHLA Cares Committee is hosting the

Fall Collection Drive

in conjunction with the October Membership Luncheon.

Please consider supporting this important "give back" opportunity, and
provide much needed items for the

10,000+ Homeless Students

in Orange and Osceola County.

CFHLA is asking for donations of

Toiletries

and

Food Items

(Small, individual sizes preferred please),
which can be dropped off at the pick-up station

Tuesday, October 28

(10AM - 2PM)

at the

[Wyndham Orlando Resort International Drive.](#)

Please [CLICK HERE](#) for a

Printable Donation Form

(to attach to your items)

and a list of item ideas.

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

Hole Sponsors:
[11th Hour
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**HALLOWEEN GOLF
OPEN
ONLINE AUCTION**

THANK YOU
for your support of
**Central Florida
Homeless Students!**

6 MONTHS

Did you know...
today officially marks
**6 MONTHS UNTIL
BACCHUS BASH 2015!**

Please Save The Date of
Friday, April 10, 2015

for **Central Florida's Largest Street Party.**

For more information, please visit:

www.BacchusBash.org

and find us on Facebook:

www.Facebook.com/CFHLA.BacchusBash

**Support Central Florida
Hospitality Education!**

VACATION OWNERSHIP

On Wednesday, October 8th the
CFHLA Vacation Ownership Council
conducted a meeting which featured a
Social Media Best Practices
presentation as well as updates from [ARDA](#) relating to legislative items
affecting the Timeshare Industry.

CFHLA Thanks [RCI](#) for hosting this meeting.

[Allegra Printing](#)

**MEMBERSHIP
LUNCHEON**

[American Hotel &
Lodging Educational
Institute](#)

[Hospitality Resources
& Design](#)

[New Image Upholstery,
Inc.](#)

[TravelClick](#)

[VS Media Group, LLC](#)

**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
Suites Hotel](#)

Historian



CFHLA Vacation Ownership Council Vice Chair Jorg Heyer of the Sheraton Vistana Villages, CFHLA Vacation Ownership Council Chair Glen Vlasic of the Sheraton Vistana Resort, Mike Halaschak of RCI, Mario Plasencia of the Summer Bay Resort, and Jim Haughney of Orange Lake Resort

VOTE NO

CFHLA, in collaboration with the
Drug Free Florida Committee, Inc.,
is providing a

COMPLIMENTARY

presentation and discussion relating to

AMENDMENT 2

"The Medical Marijuana Amendment".

This orientation program will be led by

Dr. Jessica Spencer,

Statewide Coalition Director
for the

Vote No On 2 Campaign.

To register to attend this informational session on

Wednesday, October 22

(9AM - 10AM)

at the

[Rosen Plaza Hotel - Salons 13/14](#)

please **[CLICK HERE.](#)**



ONLINE AUCTION

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

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

Hospitality Updates

**First look at
Lucerne Promenade,
high-rise project
planned south of
downtown Orlando**

*Orlando Business
Journal
The Buzz
Abraham Aboraya*

GDC Properties LLC has a tall order on tap for the former Lucerne Pavilion project just south of downtown Orlando.

According to documents submitted Sept. 24 to the city of Orlando, the Lucerne Promenade Development would be a mixed-use, two-phase project with a 10-story hotel and a 21-story high-rise residential tower.

Orlando's Municipal Planning Board will vote on the project in November.

In April, Orlando Health awarded the exclusive negotiation rights for the Lucerne Pavilion site to the team of Weingarten Realty Investors and GDC Properties.

The site became available for redevelopment after Orlando Health sped up plans to close the Lucerne Pavilion early to save money. Orlando Health's new \$297 million patient tower is set to open later this year.

GDC Properties officials

PREPARE TO BID!

The CFHLA Halloween Golf Open

ONLINE AUCTION

is set to open on

Wednesday, October 22!

***This auction will include over 20 Hotel Stays
(Local and National) as well as wine baskets, electronics
and more!***

A **PREVIEW** of this auction will be available in next week's edition of the Back of the House Newsletter.

Bidding will close on Wednesday, October 29, so

MARK YOUR CALENDAR

and remember to visit:

www.CFHLA.org/Online-Auction

to place your bids!

For your information, the
CFHLA Online Auctions are sponsored by:



ONLY 4 REMAIN


LAST CHANCE!

Only

4 Hole Sponsorships Remain

for the

**CFHLA Engineers
Charity Golf Outing.**

This golf outing will occur

Friday, December 5

weren't immediately available for comment. Hit the slideshow for a look at the project, which has:

A 21-story residential apartment tower with 224 residential units

A 10-story, 143-unit hotel,

which would have 119 typical rooms and 24 suites

A 45,900-square-foot office building, with retail

Attached parking garage

Grand totals for the site include: 79,662 square feet of retail, 49,100 square feet of office, 524 residential units and 1,061 parking spaces. Both the residential tower and the hotel would have rooftop pools and amenities. The concept, as previously reported, will be anchored with a grocery store — but there's no word yet on which grocery store.

Companies working on the project include: GDC Properties LLC is the developer; New York-based Perkins Eastman is the architect; Fort Lauderdale-based Moss & Associates LLC is the construction manager; Orlando-based Kimley-Horn and Associates Inc. is the civil engineer on the project; New York-based Weintraub Diaz LLC was the landscape architect; Orlando-based GrayRobinson PA is the legal counsel; Altamonte Springs-based Shannon Surveying Inc. is the surveyor.

at the
Eagle Creek Golf Club.

CLICK HERE to purchase your sponsorship now!

SEMINOLE COUNTY CARES

Once again, CFHLA will partner with the
Seminole County CVB
to conduct a
CFHLA Cares Collection Drive
for
**Homeless Students in
Seminole County.**

CFHLA asks all Seminole County based
Members to **save the date** of
Thursday, December 11
(11AM - 1PM)

at
The Westin Lake Mary, Orlando North

as the official
"Drop-off Day"
for toiletry, food or toy donations.

For more information, please contact CFHLA Staff Person Lynnea Dawes: Communications@cfhla.org

SECURITY SEMINAR

The CFHLA Security & Safety Council
is hosting an educational opportunity entitled the
"Active Shooter Seminar."

This Seminar is scheduled for
Tuesday, October 21
(9AM - 10:30AM)

at the
Nickelodeon Suites Resort.

***Lodging Members - CLICK HERE to register
Allied Members - CLICK HERE to register
(please note, seating is limited).***

CFHLA thanks



SUCCESS STORY

Another Adopt-A-School Partnership Success!

The
**Embassy Suites Orlando
I-Drive / Jamaican Court**
and their 12 Year Adopt-A-School Partner
Magnolia School
have developed a new program for the students.

The new
"Bridges" Program
and the
**Community Based
Vocational Education Program**
will prepare the Magnolia School
exceptional education students with the
skills to provide them with more
independance, vocational / career training,
and **daily living skills.**

Additionally, this program provides the students
with a connection to worksites to gain
real-world experiences,
including rotating job experiences at the
**Embassy Suites Orlando
I-Drive / Jamaican Court!**



Magnolia School Students arrive for their first day of training

at the Embassy Suites Orlando I-Drive / Jamaican Court



Magnolia School Students assist the Food & Beverage Department with set-up and gain real-world Hospitality Job Experiences

CFHLA THANKS the
Embassy Suites Orlando
I-Drive / Jamaican Court
and
Magnolia School
for their long standing partnership
and dedication to public education
in Central Florida!

HOSPITALITY OPPORTUNITIES

Resort Manager

Villas at Regal Palms, Davenport, FL

[CLICK HERE](#) for the job description

Attendant - Dining Room

Orlando Airport Marriott

[CLICK HERE](#) for the job description

Guest Service Representative

Springhill Suites Orlando Lake Buena Vista

[CLICK HERE](#) for the job description

To view additional Hospitality Job Opportunities, please visit:

www.CFHLA.org/Employment-Opportunities

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HEADS IN BEDS...**

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