

**From:** [cfhla@memberclicks-mail.net](mailto:cfhla@memberclicks-mail.net) on behalf of [CFHLA](#)  
**To:** [communications@cfhla.org](mailto:communications@cfhla.org)  
**Subject:** CFHLA - Back of the House - October 31, 2014  
**Date:** Friday, October 31, 2014 12:35:39 PM



# BACK of the HOUSE

The World's Largest Regional Hotel Association

**Mission Statement:**

*Advancing Tourism and the Community through Hospitality*

October 31, 2014

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**LODGING  
MEMBER  
OF THE MONTH**

## TOURISM MATTERS TO ME

### **SUPPORT YOUR TOURISM INDUSTRY...**

CFHLA is producing a media campaign to advance the understanding of the **Importance of Tourism to Central Floridians**, relating to Downtown Orlando Venues, Job Creation and Economic Development.

**This campaign entitled:**



**will utilize several Media Outlets during the month of November.**

**[CLICK HERE](#)**

to view one of the videos for this campaign, featuring **2013 CFHLA**

**Allied Member of the Year -  
Ruthann DiLauri  
of [Minuteman Press](#).**

As a proud CFHLA Member, would you please **review and share**



**Loren Poor**  
Hilton Orlando

**ALLIED MEMBER  
OF THE MONTH**



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**HALLOWEEN GOLF  
OPEN**

Corporate Sponsor:  
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\(OBTS\)](#)

this video with your professional network  
(especially non-tourism industry individuals).

**HELP US GO VIRAL  
WITH THIS MESSAGE TO ALL  
CENTRAL FLORIDIANS!**

Using your social media networks,  
post a video, picture or status utilizing

**#TourismMattersToMe**

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**HEALTH EDUCATION**

**Ebola...**

CFHLA presents an educational seminar regarding Ebola,  
for the Hospitality Industry, featuring:

**Dr. George Ralls**

*Acting Deputy County Administrator  
Director of Health & Public Safety  
Medical Director, Orange County EMS System  
Orange County Government*

**Dr. Christopher Hunter**

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

This seminar will occur THIS

**Wednesday, November 5**

**(9:00AM - 10:30AM)**

at the

**[Wyndham Orlando Resort International Drive](#)**

**(Thank You Rich Larkin, General Manager)**

To register as a Lodging Member  
for this educational opportunity, please **[CLICK HERE](#)**.  
(Please note seating is limited, you must pre-register for this event)

**This educational opportunity is proudly sponsored by:**



For your information, this educational seminar is a  
CFHLA ONLY activity, and Media will not be present.

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**HALLOWEEN GOLF OPEN ONLINE AUCTION**

# 10/28/2014

On Tuesday, October 28 the  
**CFHLA Membership Luncheon**

featuring

**Chuck Whittall**

of **Unicorp National Developments**  
occurred at the beautiful



**WYNDHAM**

Orlando Resort  
International Drive

*(Thank You Rich Larkin, General Manager).*

During this program, Mr. Whittall provided the attendees with an update regarding several I-Drive Development Projects, including I-Drive 360 and the Orlando Eye.



Additionally, Mr. Whittall presented CFHLA with

## **Two Prize Packages**

in support of the

**2015 Bacchus Bash Silent Auction**

and

**Hospitality Student Scholarships!**

**These packages are:**

- 1) Champagne Gift Bag including a certificate for a private capsule rental on the Orlando Eye**
- 2) Two Tickets to participate in the official opening of the Orlando Eye, and to be two of the first 100 visitors to ride the attraction**

CFHLA thanks the following Members for sponsoring this activity:

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**2014 CFHLA  
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## CARES

Recently, the fall  
**CFHLA Cares Collection Drive  
for Homeless Students**

occurred in conjunction with the aforementioned  
**CFHLA Membership Luncheon.**

This successful community event collected approximately

**40,000 Items**

for the homeless students in  
**Orange and Osceola Counties.**

**CFHLA THANKS all Members who  
participated in this effort!**

## Hospitality Updates

### **Grand Bohemian Orlando to host visiting MLS teams**

*Orlando Business Journal*

*Megan Ribbens*

Downtown Orlando's Grand Bohemian hotel will soon see more fans flocking to see famous athletes.

Orlando City Soccer Club announced Oct. 30 it has signed a multi-year partnership with The Kessler Collection's Grand Bohemian Hotel Orlando to serve as the official hotel for visiting teams during the soccer team's first MLS season in 2015.

Financial terms of the deal were not disclosed.

Under the terms of the agreement, the Grand Bohemian will provide the visiting teams with amenities such as meeting space and other facilities. In addition, the hotel will incorporate match day signage, branding and promotions throughout the hotel on game weekends.

"The Grand Bohemian will provide a 'front office away from home' for visiting teams," said Orlando City Founder and President Phil Rawlins, in a prepared statement. "We are very proud to kick off this partnership with such a fine property. They make a wonderful addition to our rapidly growing family of partners throughout



The Orange County Public Schools Volunteers



The Osceola County Public Schools Volunteers



The Sheraton Vistana Resort team delivered 18,000 items to support the homeless students of Central Florida!

Additionally, CFHLA recognizes

Orlando."

Orlando City is the 21st MLS franchise and is Orlando's second major-league sports franchise. Bringing Major League Soccer to Orlando is expected to result in more than \$1 billion in economic impact for the region within the next 30 years.

The team will play its first MLS season in the Orlando Citrus Bowl while construction continues on the planned 300,000-square-foot, 20,000-seat stadium that will be ready for Orlando City's second season in 2016.

**Celebrity chef  
Morimoto to open  
restaurant at Disney  
Springs in 2015**

*Orlando Business Journal  
- The Buzz*

*Megan Ribbens*

Walt Disney World announced the addition of two new restaurants at Disney Springs, including one from a popular celebrity chef.

Chef Masaharu Morimoto, known for his appearance on Food Network's Iron Chef America, has teamed up with Los Angeles-based Patina Restaurant Group to open a new restaurant concept at Disney Springs next year, the Disney Parks Blog reports.

Morimoto Asia — the chef's first pan-Asian restaurant — will open in summer 2015 at The Landing in Disney Springs, formerly Pleasure Island. The two-story restaurant will feature flavors from across Asia and include traditions like Peking duck carving and dim

**Cindy Traenkner**

and

**Domino's Pizza**

for donating the lunch for the day of event volunteers!

## GALA

Registration is  
**OFFICIALLY OPEN**

for



This black-tie event is set to occur

**Saturday, December 13th**

**(6:00PM - 11:00PM)**

at the

**Renaissance Orlando at SeaWorld**

**(Thank You Bob Walsh, General Manager).**

To reserve your table or seats please visit:

**[www.CFHla.org/Hospitality-Gala](http://www.CFHla.org/Hospitality-Gala)**

If you have questions relating to this activity,  
please contact Andres Calvo - [SpecialEvents@cfhla.org](mailto:SpecialEvents@cfhla.org)

**CFHla recognizes the 2014 Hospitality Gala Sponsors:**

REDEFINING SUCCESS  
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sum. It also will include a cocktail lounge and seating near the water.

"We're thrilled to bring Chef Morimoto's renowned culinary style to Disney Springs as we expand the range of dining experiences for our resort guests as well as local Florida residents," said George A. Kalogridis, president of Walt Disney World Resort, in a prepared statement.

New upscale and critically acclaimed restaurants to the area add more dining options and shine a spotlight on Orlando's culinary prowess. New restaurants also create jobs and opportunities for local suppliers as well as construction firms.

Meanwhile, The Landing at Disney Springs also will include the Boathouse, a new upscale, waterfront eatery from Schussler Creative — known for Rainforest Cafe and T-Rex — that is set to open in spring 2015. In addition to the menu of steaks, seafood and raw bar, the Boathouse also will feature guided water taxi tours.

The Boathouse will be managed by Chicago-based Gibsons Restaurant Group — operator of the popular Gibsons Bar & Steakhouse — which Orlando Business Journal had previously speculated might bring a new concept to Central Florida early next year.

There has been previous speculation that Disney would include The Boathouse restaurant as well as a restaurant concept from Morimoto in its transformation of Downtown Disney.



**Bright House  
Networks Enterprise  
Solutions Partners  
with Rosen Hotels &  
Resorts for Data and  
Video Solutions**

*Press Release*

*Bright House Networks  
Enterprise Solutions*

Orlando, Fla. (October 20, 2014) – Bright House Networks Enterprise Solutions today announced that it has signed an agreement with Rosen Hotels & Resorts, one of Orlando's largest hospitality groups with seven properties throughout the Orlando area. Bright House Networks will provide Rosen Hotels with Metro Ethernet connectivity between its three convention hotels and its four leisure hotels, as well as Dedicated Internet Access (DIA) and High Definition (HD) video services.

Rosen Hotels owns and manages upwards of 6,338 rooms at its family of seven Orlando hotels, including three award-winning convention hotels and four leisure properties in the Orlando tourist corridor. Bright House Networks will provide redundant 10Gb Metro Ethernet circuits to Rosen's three convention hotels, 1Gb Metro Ethernet circuits to the four leisure properties, and two redundant burstable up to 1Gbps Internet connections to be used by all properties. Bright House Networks will also provide HD video to all seven properties.



WALT DISNEY Parks and Resorts

As a reminder,  
**CFHLA Cares**  
will once again collect  
**New Sneakers**

to donate to the  
**Homeless Students of Central Florida.**  
*If you have questions regarding this collection,  
please contact Lynnea Dawes - [Communications@cfhla.org](mailto:Communications@cfhla.org).*

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## NEWMARK

CFHLA would like to  
**OFFICIALLY CONGRATULATE**  
CFHLA Board Member and the  
Executive Vice President & COO of  
Yedla Management Company  
**Stuart Newmark**  
on being awarded the  
**2014 UCF Rosen College of Hospitality Management  
Professional Achievement Award!**



"Whether our visitors are here for business or pleasure, Bright House Networks industry-leading networking solutions will ensure they enjoy a quality and reliable experience," said Harris Rosen, president and chief operating officer, Rosen Hotels. "Part of our company's culture lies in how well we treat our guests, and Bright House Networks shares our mission of providing top notch products, services and customer service."

"Rosen Hotels is one of Orlando's most progressive hospitality companies, and we are pleased to partner with them to provide advanced networking and video solutions for their properties," said Craig Cowden, chief network officer and senior vice president of Enterprise Solutions, Bright House Networks. "Our solutions will allow all of their guests to stay connected and enjoy a 'just like home' experience while visiting the Orlando area."

Bright House Networks Enterprise Solutions offers a comprehensive portfolio of video, voice, data, cloud and managed services that can be customized to meet the communications needs of any organization. The company offers scalable solutions for clients to expand their level of service as needed, all



CFHLA Board Member Stuart Newmark of Yedla Management Company with Dean Abraham Pizam of the UCF Rosen College of Hospitality Management at the Black & Gold Gala Awards Dinner

## CONGRATULATIONS STUART NEWMARK!

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## HALLOWEEN GOLF PHOTOS

To view photographs of the  
**Halloween Golf Outing**

please visit:

[www.CFHLA.org/Halloween-Golf-Outing](http://www.CFHLA.org/Halloween-Golf-Outing)



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## LIBBY'S LEGACY

This

**Saturday, November 1,**

CFHLA Allied Member

**iFly Orlando Indoor Skydiving**

will be hosting a fundraiser event  
in support of local charity -

**Libby's Legacy.**

For your information, this fundraiser will occur from **12N - 6:00PM** at the iFly Orlando location (6805 Visitors Circle, Orlando, FL 32819). Those looking for flight packages at this event can save on early reservations

delivered over its extensive and secure facilities-based IP core fiber network, which it owns and operates for best in class performance and reliability. The company also offers local 24x7x365 support, and dedicated local sales executives and solutions engineers.

For more information about all the products and services provided by Bright House Networks Enterprise Solutions, [CLICK HERE](#).

by using the code "**Libby's Legacy**" and receive **\$10 off** an "Earn Your Wings Flight Package."

**To book your charity flight,  
or for more information, please visit:**

<https://orlando.iflyworld.com/>

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## RUN, RUN, RUN!

***Did You Know...***

CFHLA Member Services Director

**Erin Walsh**

is running in the

***TCS New York City Marathon***

***Sunday, November 2?***

CFHLA wishes Erin all the best during her

**26.2 Mile Race!**

**Run, Erin, Run!**

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## PARTNERS IN ACTION

Recently, CFHLA Allied Member

**Blown Away**

supported their partner school

**Jones High School's  
64th Annual Royal Coronation!**

This "Partners in Action" moment is a segment of the

**CFHLA Adopt-A-School Program.**



The Jones High School Annual Coronation Ceremony

**THANK YOU  
BLOWN AWAY**  
for your support of  
**Central Florida Public Education!**

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## HOSPITALITY OPPORTUNITIES

### **Wardrobe Attendant**

*Loews Hotels at Universal Orlando Resort*  
[CLICK HERE](#) to view the job description

### **Income Auditor - Hotel Resort**

*Nickelodeon Suites Resort*  
[CLICK HERE](#) to view the job description

### **Assistant Marketing Director**

*The Mall at Millenia*  
[CLICK HERE](#) to view the job description

### **Various Positions Available**

*Sky Resort Management*  
[CLICK HERE](#) to view the job openings

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