

From: cfhla@memberclicks-mail.net on behalf of CFHLA_info@cfhla.org
To: CFHLA_info@cfhla.org
Subject: CFHLA - Back of the House September 12, 2014
Date: Friday, September 12, 2014 2:15:46 PM



BACK of the HOUSE

The World's Largest Regional Hotel Association

Mission Statement:

Advancing Tourism and the Community through Hospitality

September 12, 2014

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**LODGING MEMBER OF
THE MONTH**

CELEBRATE

September 14-20, 2014

is

**International
Housekeepers
Week!**

CFHLA "SALUTES" all Central Florida Housekeepers!



Orlando Mayor Buddy Dyer and Members of the CFHLA Housekeeping Council
acknowledge Housekeeping Staff at the
International Housekeepers Week Proclamation that occurred
on Monday, September 8th.

THANK YOU HOUSEKEEPERS!

YOU'RE INVITED

Michael Garro
Melia Orlando Suite Hotel

**ALLIED MEMBER
OF THE MONTH**



Michael Hanley
Wealth Management
Strategies

Event Partners
of the Month

Board of Directors Meeting
[Bay Hill Eye Care](#)

Patriot Day Breakfast
[Radio One/Motorola Solutions](#)

**Powerhouse Golf Outing &
Power Pow Wow
Luncheon**

[Carter Electric, Inc.](#)

[Crown Linen](#)

[Edlen Electrical Exhibition](#)

[Gray Robinson](#)

[Squeegee Squad](#)

2014 CFHLA
Executive
Committee

Chairperson
Doug Gehret
[Hilton Orlando](#)

1st Vice Chairperson
Gerald Urquiola

This
Tuesday, September 16th

CFHLA Members are invited to attend an
educational seminar pertaining to the ramifications
to the Orlando Destination regarding:

**Amendment 2:
Medical Marijuana Amendment.**

This opportunity is being offered by Hotelier

Harris Rosen,
CFHLA,
and the
Drug Free Florida Committee, Inc.

For your information, presenters of this seminar include:

Tre' Evers

General Consultant
"Vote No On 2"

Dr. Stephanie Haridopolos

President
Brevard County Medical Society

To pre-register, please RSVP:
evers@onmessage.com.

PATRIOT DAY

On Thursday, September 11th,
CFHLA conducted the Annual

Patriot Day Breakfast.

This event, held in recognition of the tragic events
of September 11, 2001, honored
Local EMS, Fire Rescue, Law Enforcement
and Hospitality Security Staff for

Exemplary Service
in the line of duty.

[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

Pat Engfer

[Hyatt Regency Grand Cypress](#)

Immediate Past Chair

Jim Burns

[Grande Lakes Orlando](#)

[Hospitality Updates](#)

Universal's new hotel may cause more I-Drive biz growth

Richard Bilbao

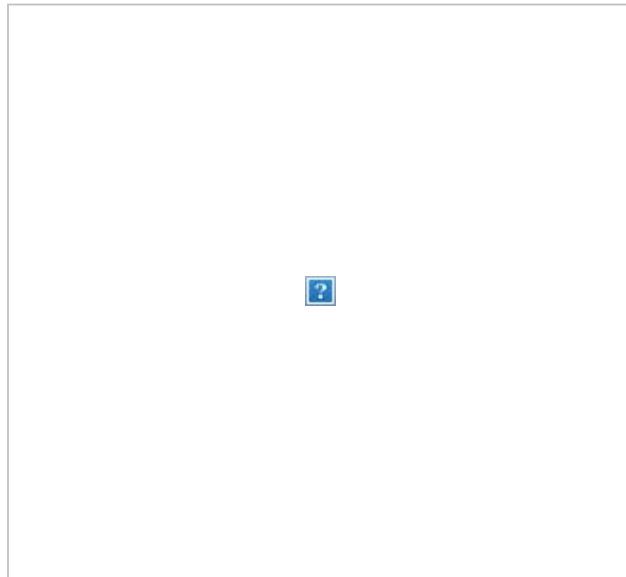
Orlando Business Journal

If there was any question of the hundreds of millions of dollars being invested into International Drive, [Universal's future Sapphire Falls Resort](#) is proof the investment will pay off. In fact, it could bring more spending.

Theme park growth is one of the biggest indicators that tourism business will continue to grow, which is a safe green light for anyone who feeds off that market to move forward with any projects or investments meant to capitalize on that growth.

For example, International Drive is slated to welcome major projects in the future like [I-Drive 360](#), [Skyplex](#), [Mango's Tropical Cafe](#), [Artegon Orlando](#), [I-Drive Indoor Kart Racing](#) and the [proposed iSquare megamall and hotel](#).

"As with the Cabana Bay resort and all the other terrific things that have been added at the [Universal Orlando Resort](#) over the past five years, the Lowe's



A member of the Central Florida Fire and Law Enforcement Honor Guard rings the Remembrance Bell.

This event featured a keynote address presented by **Major Dan Pantaleo, USMC (Ret.)**

Author of *Four Days at the Pentagon*.

Additionally,

Jim Payne

of **WESH 2 News** served as the emcee for the activity and Orange County Sheriff

Jerry Demings

was recognized as the

2014 Honorary Chairman.



WESH 2 News Anchor Jim Payne emcees the 2014 CFHLA Patriot Day Breakfast.

Sapphire Falls Resort will be a welcome addition to the International Drive submarket," said [Paul Sexton](#), a hotel expert and vice president of the Orlando office of Hospitality Real Estate Counselors LLC. Most importantly, with respect to Orlando's overall product offering as a tourism destination, I believe that this will give huge additional stimulus to the ongoing revitalization of the north-of-Sand-Lake section of International Drive."

Sexton also said the revitalization work done and proposed to the areas around Sand Lake between Kirkman Road and the Orlando Premium Outlets, has resulted in some prime real estate for redevelopment.

So could that mean International Drive may see more major investments?

It's entirely possible seeing as Orlando's visitation trends don't seem to be slowing down. The region reached nearly 60 million visitors last year, and it's entirely likely that threshold is broken this year with the continued investment at the theme parks.

Check out the quick slideshow of those aforementioned projects ongoing on International Drive above. And share with us which has you most excited in our poll below.

Flying business class: What feature is most important to you?

Richard Bilbao
Orlando Business Journal

What would you welcome most in a new business travel program: More leg room, endless drinks or something else?

Airliners have tried to lure business travelers with new programs that target their needs or offer things such as flexible, refundable business fares or priority security screening and boarding.

One such airliner that may be coerced into raising the bar is [Southwest Airlines](#) (NYSE: LUV) thanks to the success Dublin, Ireland-based [Ryanair](#) has seen with its business programs, [said my sister paper colleague Lewis Lazare with the Chicago Business Journal](#).

"But whatever other carriers may have done, Southwest doesn't appear to be interested in change. At least not at the moment. 'We're happy with our Evolve product,' said a Southwest spokesman



Orange County Sheriff Jerry Demings addresses attendees at the 2014 CFHLA Patriot Day Breakfast.

The following Central Florida First Responders were awarded special honors at this community event:

Life Saving Award - Law Enforcement

Jason Gainor

Deputy First Class, Orange County Sheriff's Office

Life Saving Award - Fire Rescue

Carlos Tavarez

Firefighter/Paramedic, Orlando Fire Department

Joshua Stewart

Firefighter/Paramedic, Orlando Fire Department

Life Saving Award - EMS

Michael Palmer

Lieutenant, St. Cloud Fire Rescue

Alicia Taylor

Firefighter/Paramedic, St. Cloud Fire Rescue

Justin Hall

Firefighter/EMT, St. Cloud Fire Rescue

Robert Wise

Firefighter/Paramedic, St. Cloud Fire Rescue

Ron Snavely

Firefighter/EMT, St. Cloud Fire Rescue

Life Saving Award - Hospitality Security

today when asked about this week's developments at Ryanair," he wrote.

Since Southwest is a major player in Orlando's travel, as well, this does beg the question of what factor in air travel is most important to passengers coming to or traveling out of Orlando.

Edwin Radcliff

Officer, The Mall at Millenia

Heroism Award - Law Enforcement

Eduardo Bernal

Corporal, Orlando Police Department

Jason Hajek

Officer, Orlando Police Department

Heroism Award - Fire Rescue

Terry Myers

Lieutenant, Seminole County Fire Department

Steven Molnar

Lieutenant/Paramedic, Seminole County Fire Department

Douglas Schenck

Firefighter/Paramedic, Seminole County Fire Department

Joel Herrera

Lieutenant/Paramedic, Seminole County Fire Department

Kevin Nowak

Firefighter, Seminole County Fire Department

Tyler Gaddy

Firefighter, Seminole County Fire Department

Lifetime Achievement Award

Michael Howell

Battalion Chief (Ret.), Orange County Fire Rescue



Officer Edwin Radcliff from The Mall at Millenia accepts the Life Saving Award in Hospitality Security.



Battalion Chief Michael Howell (Ret.) of Orange County Fire Rescue accepts the Lifetime Achievement Award.

This breakfast was proudly sponsored by:



CFHLA recognizes the following partners:



**Lastly, CFHLA Leadership thanks the
Patriot Day Planning Committee,
Chaired by Thea Sargent
of the
Walt Disney World Company.**

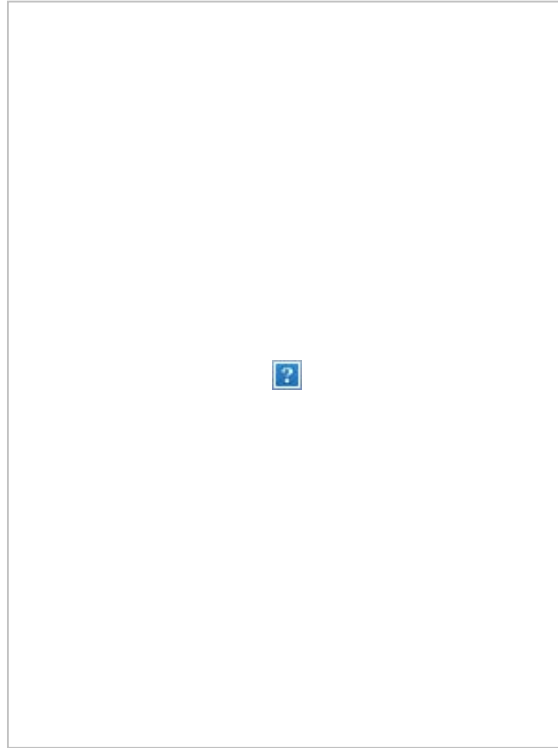
SUCCESS STORY

Recently, as a segment of the
CFHLA Adopt-A-School Program
the
Grande Lakes Orlando Resort
(JW Marriott Orlando, Grande Lakes/

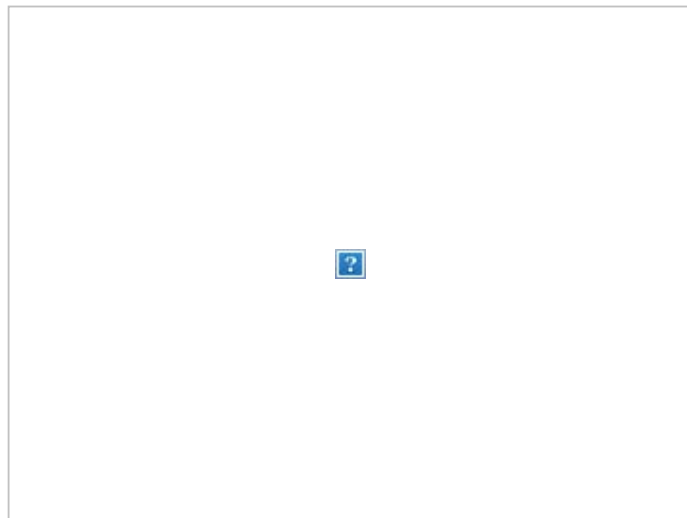
Ritz-Carlton Orlando, Grande Lakes)
delivered backpacks filled with school supplies to their
partner school –

Highlands Elementary.

CFHLA thanks the [Grande Lakes Orlando Resort](#) for their active
participation in the **Adopt-A-School Program**, and for their
continued support of Public Education.



Grande Lakes Orlando resort staff delivers bookbags filled with
school supplies to Highlands Elementary.



Mabel Rodriguez, Human Resources Manager - Grande Lakes Orlando Resort
and Maria Garcia of Highlands Elementary
at the Adopt-A-School Kick Off Luncheon.

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

ADOPT- A- STATION

Recently, a number of CFHLA Members participated in the annual CFHLA

Adopt-A-Station Program

to thank Central Florida **"First Responders"** for their dedication to the safety of our community.

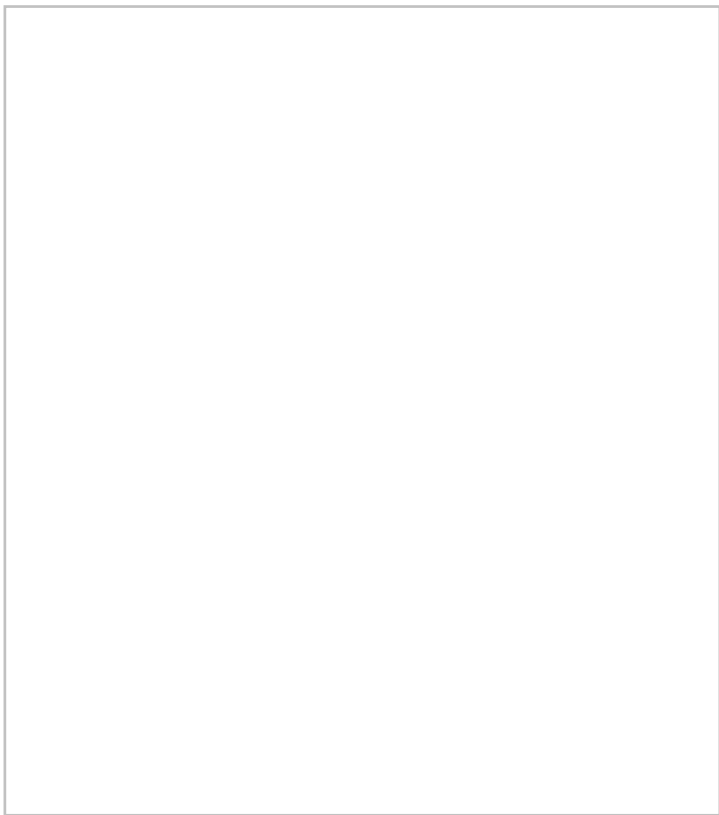
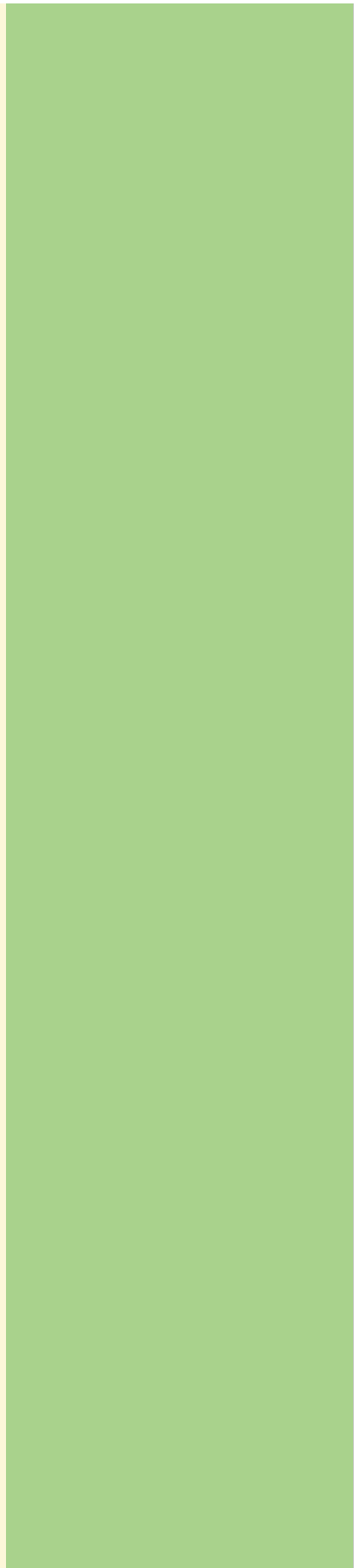
This program occurs each year in conjunction with remembering the tragic events of September 11, 2001. CFHLA Members are encouraged to visit local Fire and Police Stations, to offer THANKS and donations of food and beverages.

CFHLA recognizes and thanks the following members for demonstrating their support of the

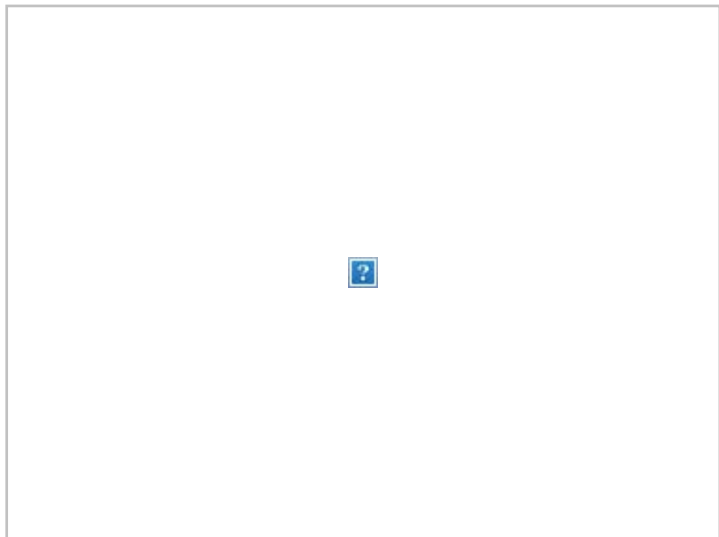
First Responders of Central Florida and participating in the **2014 Adopt-A-Station Program:**



Osceola County Fire Station 73 Heroes and Reunion Resort Team Members



Jetse Pottinga, CFHLA Assistant Treasurer and General Manager of the Melia Suite Hotel with Osceola County Fire Rescue



Villas of Grand Cypress employees bring breakfast to the Orange County Mounted Patrol.





Debra Rangoo of Courtyard Marriott Downtown with Station 4 firefighters.

BLUEPRINT

The **CFHLA Engineers Council** hosted a seminar this week entitled:

Blueprint Reading and Document Management

The Council thanks CFHLA VIP Member **Gary Boyer** of [Boyer Building Corp](#) for serving as the presenter.



Gary Boyer presents information at the Engineers Council Seminar.

BREAKFAST

On **Tuesday, September 9th,**

over **100** CFHLA Allied Members attended the
Allied Relations Council Networking Breakfast
featuring Downtown Orlando Lodging Properties including:

David Friederich

Regional General Manager
[Grand Bohemian Hotel Orlando](#)

Siegbert Kindl

Regional Director of Operations
[Crowne Plaza Orlando Downtown](#)

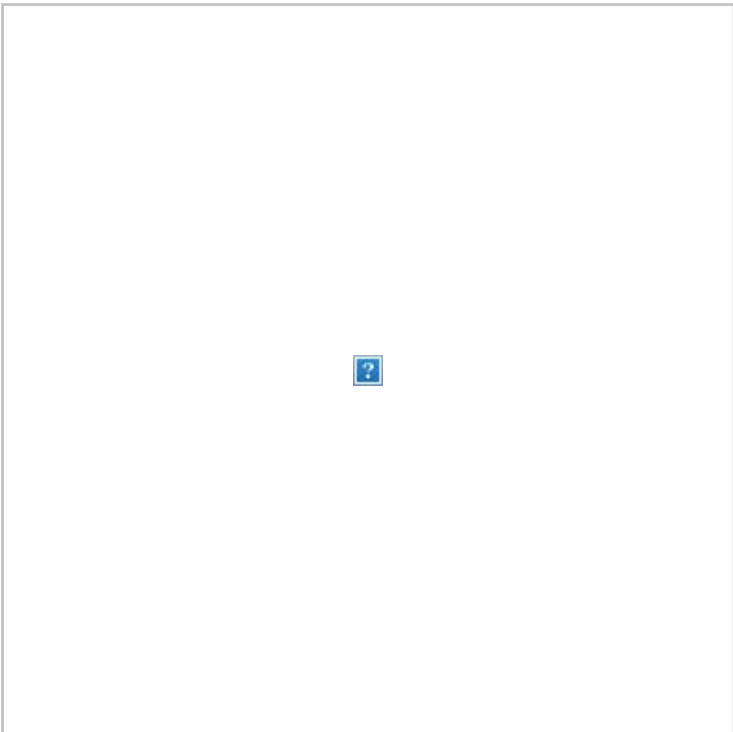
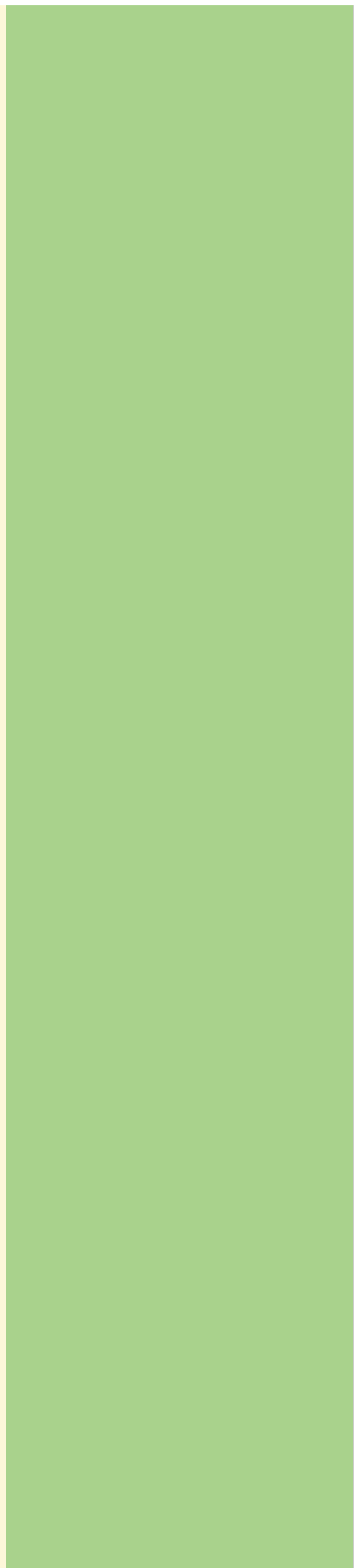
Cheryl Seckman

General Manager
[Courtyard by Marriott Orlando Downtown](#)

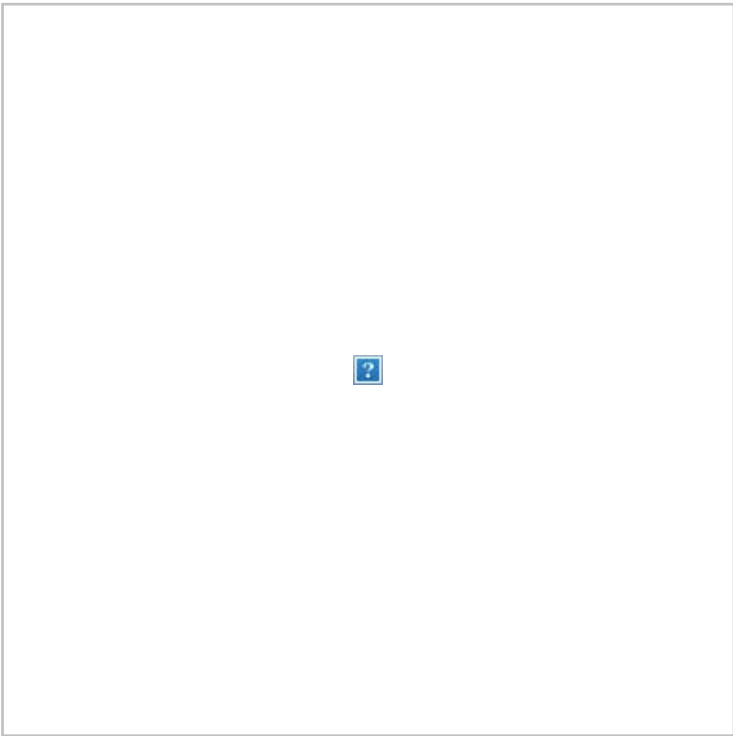
This
"Members Doing Business With Members"
activity occurred at the
[Wyndham Lake Buena Vista Resort](#)
(Thank you **Jay Leonard**, General Manager)



From left to right: ARC Chair Joe Mahoney of HospitalityStaff, CFHLA Corporate Secretary David Friederich of the Grand Bohemian Hotel Orlando, Siegbert Kindl of the Crowne Plaza Orlando Downtown, CFHLA Board Member Cheryl Seckman of the Courtyard by Marriott Orlando Downtown, and ARC Treasurer Amy Diehl of Awnclean USA, Inc.



Jay Hunt of Massey PrevenTech Commercial Services and CFHLA Corporate Secretary
David Friederich of the Grand Bohemian Hotel Orlando demonstrate
"Members Doing Business With Members"



Jeff Fierle of PPC Professional Services Inc., Dawn Hatch of 11th Hour Business
Solutions, and Jason Johnson of HelmsBriscoe





Darrin Whipple of Blue Squid Solutions, Inc. and
Siegbert Kindl of Crowne Plaza Orlando Downtown

RIBBON CUTTING

On **Wednesday, September 10th,**
Alena Hospitality
celebrated the
official **Ribbon Cutting and Grand Re-Opening** of the
DoubleTree by Hilton
Orlando East-UCF Area.

The **246** room hotel features **5,700** square feet of meeting and
event space and a **Mingo's Restaurant & Lounge.**

CFHLA congratulates
Nik Patel, President of Alena Hospitality
and
Wayne Stelling, General Manager
of the
DoubleTree by Hilton Orlando East-UCF Area!

RETREAT

For your information, each year the CFHLA Staff
prepares a Business Plan to outline goals and

objectives for the following calendar year.

Next week, the CFHLA Staff will be at the

Staff Retreat

and the offices will be

Officially Closed

Wednesday, September 17 - Friday, September 19.

Your CFHLA Offices will reopen on **Monday, September 22.**

HOSPITALITY OPPORTUNITIES

Front Office Supervisor

Embassy Suites- Lake Buena Vista South

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

Administrative Assistant II-Special Events

Gaylord Palms Resort & Convention Center

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

Guest Services Director

Mall at Millenia

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

Catering & Conference Sales Manager

Aloft Orlando Downtown

Please direct inquiries/resumes to

Ricardo.echeverri@aloftorlandodowntown.com

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