



BOARD COMMITTEE "CHARTER" WORKSHEET & 2019 OBJECTIVES

Today's Date: 1/1/2019

Name of Committee: **Hob Nob / Reverse Tradeshow**

Date: **TBD**

Location: **TBD**

Chairperson: **Mark Politte, Double by Hilton at the Entrance to Universal Orlando**

Vice Chairperson: **Lana Burke - Homewood Suites Orlando International Drive / Convention Center, Gina Fedotova - Residence Inn Orlando Convention Center, Mike Magnelli - Las Palmeras by Hilton Grand Vacations, Wade Michael - Quality Suites Royale Parc Suites, Cheryl Seckman, Courtyard by Marriott Orlando Downtown**

Allied Liaison: **Cindy Traenkner, Domino's**

Charter (reason for being): To provide a "First Class" Member to Member REVERSE trade show for the CFHLA Membership featuring representation from CFHLA member lodging properties, providing Allied members the opportunity to "walk the tradeshow floor" and meet with the lodging professionals of their choice.

2019 GOALS RELATED TO THE 2019 BUSINESS PLAN

- 1) Target Hotel, Vacation Ownership General Managers, Vacation Rental Managers, Human Resource Directors/Managers, Assistant General Managers, Engineers, Food & Beverage, and Procurement personnel to serve as "exhibitors". Secure a minimum of 10% new lodging participation.
- 2) Secure representation from Orlando International Airport, Dr. P. Phillips Hospital, the Orange County Convention Center, Member Malls and Regional School Districts.
- 3) Maintain show hours (7:45 am – 9:50 am / 10:20 am – Noon) and continue the VIP Member and Sponsor 15 minute priority meet and greet.
- 4) For networking intimacy, limit allied membership attendance to 180 at \$299 each with a limit of 2 representatives from each Allied Member business.
- 5) Produce internally a "Business Card" book featuring the contact information (no cell phone numbers) of all lodging and allied members registered to participate.
- 6) Secure 6 Corporate Sponsorships at \$1,500 each and 30 business card ads at \$50 each.
- 7) Coordinate separate registration areas for Allied and Lodging participants.
- 8) Maintain sticky name badges for allied participants with page number listed.
- 9) Continue to add the page number of the lodging property to booth signs.
- 10) Encourage each lodging professional to stand at the end of each 3 minute meeting.
- 11) For better visibility, place all lodging name tents at each setting with page number.
- 12) Conduct an Allied Member orientation one week prior to event.
- 13) After activity, conduct Survey Monkey of Lodging and Allied Participants.
- 14) Secure site/date for 2019 event.