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Robert Agrusa, President and CEO of the Central Florida Hotel & Lodging Association

## **Robert Agrusa Named President and CEO of the Central Florida Hotel & Lodging Association**

Orlando, Fla. (January 5, 2020): The Central Florida Hotel & Lodging Association (CFHLA) has announced the appointment of Robert Agrusa as its new President and CEO, effective February 2021. CFHLA is one of Central Florida's largest and most influential trade groups with a membership that includes nearly 80% of the more than 125,500 hotel rooms in Orange, Seminole and Osceola counties, and nearly 500 supplier organizations doing business with the hospitality and tourism industries.

Agrusa, a Florida native, has been a leading advocate for years within the Central Florida business community, including recently serving as the President and CEO of the Apopka Area Chamber of Commerce. Under his leadership, Agrusa built strong relationships with federal,

state and locally elected officials, as well as civic, business and nonprofit leaders in Central Florida and throughout the state.

Additionally, the Apopka Area Chamber has seen a significant growth in new membership, a drastic increase in membership retention, and the creation and implementation of a brand-new public-private partnership with the City of Apopka, which is the second largest city in Orange County. This public-private partnership was the first time in the 100-year history of the Chamber that a partnership of this type had been approved.

“Robert is the right leader, at the right time for the association,” said Jesse Martinez, Chairman of the Board for CFHLA. “CFHLA is on the forefront of one of the most challenging and exciting times in tourism and we are thrilled that Robert will be leading us here in Central Florida. His extensive experience in the public and private sectors will play a key role as the industry restores and evolves in the short and long term future.”

Agrusa replaces Richard J. Maladecki, CAE, who served as CFHLA’s President and CEO for nearly a quarter century, and will be retiring this year.

“For decades, CFHLA has been a true regional powerhouse, being at the forefront of our community’s growth into the world’s leading destination for vacations, conventions and business meetings,” Agrusa said. “It’s an honor to take on the leadership of CFHLA and have the opportunity to work with the best and brightest in Florida’s hospitality industry, particularly at this time where our tourism economy in central Florida is so fragile. I am excited with the prospect of working hard to return consumer confidence and jobs back to the industry, understanding that tomorrow will be as bright as yesterday.”

For more information, please contact CFHLA Public Policy Director, Madison Youngman, at [publicpolicy@cfhla.org](mailto:publicpolicy@cfhla.org).

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*The Central Florida Hotel & Lodging Association is the world’s largest regional hotel association, representing approximately 80% of lodging rooms in Orange, Osceola and Seminole Counties. CFHLA is dedicated to supporting the industry in Central Florida. Members socialize with the "Who's Who" of local hospitality and have a voice in the governmental, social, cultural and charitable fabric of the Central Florida community. For more information visit [www.cfhla.org](http://www.cfhla.org)*