



FOR IMMEDIATE RELEASE
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CFHLA Announces Two Key Staff Promotions and a New Hire

Orlando, FL – This week, the Central Florida Hotel and Lodging Association is pleased to announce the promotion of Erin Walsh to Senior Vice President of Membership and Industry Relations. Over the past 12 years, Erin has held a variety of roles with CFHLA, including her most recent role as the organization's Vice President of Membership.

In this new role, Erin will now oversee all of CFHLA's membership recruitment and retention, including the expansion of our Membership Committee, and a greater emphasis on leading all membership focused events including the regional General Manager (GM) Meetings, New Member Orientation, VIP Member Events, and Leads Groups. Additionally, Erin will also oversee each of CFHLA Councils including the Allied Relations Council (ARC), Engineers Council, Food and Beverage Council, Safety and Security Council, Vacation Ownership Council, and the Employee Relations Committee.

Furthermore, CFHLA is also pleased to announce the promotion of Kim Gordon to Senior Director of Events. Since she joined the organization in 2012, Kim has overseen the growth of the organization's signature events, growing revenue, attendance and prestige including the Golden Pineapple Awards, Hospitality Gala, Patriot Day Remembrance, Membership Luncheons, our St. Patrick's Day and Halloween Golf Outings, and much more.

In her new role, Kim will now be responsible for overseeing all of CFHLA's events throughout the year, including our annual Hospitality Expo and Tradeshow (HEAT), Hob Nob, and our Quarterly Networking Luncheons.

Lastly, with Taylor Hahn's departure from CFHLA on June 24th, we are excited to announce the newest staff member of the organization. Beginning on June 16th, CFHLA would like to welcome Melanie Anesh as the new Executive Assistant to the President/CEO. Melanie is a Florida native and graduate of Florida State University, where she studied Hospitality Management. She is joining CFHLA from the Hyatt Regency Orlando, where she has held various roles including, Executive Assistant, Guest Services, and Front Office management. She was also an active Board Member

for Women@Hyatt, which is an internal group that connects colleagues around Orlando through networking opportunities and community service projects. In her free time, Melanie enjoys traveling, rock climbing, and hiking.

“Erin and Kim have played vital roles in strengthening our membership strategy and retention efforts, along with producing high-quality community events for our members and community partners for more than a decade,” said Robert Agrusa, President & CEO of the Central Florida Hotel and Lodging Association. “They are both an essential part of our future at CFHLA and with the new addition of Melanie, we are excited about the direction of our organization moving forward.”

In closing, CFHLA will be hiring two more staff members over the summer, to fill two new positions with the organization: Director of Marketing and Communications and an Event & Special Projects Coordinator.

For more information on the Central Florida Hotel and Lodging Association, please visit www.cfhla.org.

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