From: cfhla@memberclicks-mail.net on behalf of CFHLA
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In This Issue...

NEW MEMBERS

LODGING MEMBERS ONLY

THIS TUESDAY

PER DIEM

NEW MEMBERS

Today CFHLA hosted a

New Member Orientation

to welcome

17 New Members,

representing

15 Member Companies.

FENNELL

$5,900

STRADER

KICK OFF

KIM GORDON

FOLIAGE

SILVER

HOSPITALITY OPPORTUNITIES

This Newsletter proudly sponsored by:

Members of the Month Honorees:

Lodging:

Jay Leonard
Wyndham Lake Buena Vista Resort

Allied:

Bill Droste
Orlando Brewing

CFHLA proudly welcomes the following members to the Association:

Axsa Engineering Products
Robert Christensen

Canon Solutions America
David Alls and Andrew Clapp

Comprehensive Energy Services, Inc.
Michael O'Hare

Florida Games, Inc.
Glenn Usery

I-Drive NASCAR
Nazia Ansari

ImageNet Consulting
Shelby Bean and Melvin Ramos

Revitalized Structures, A Division of Tendon
Brad Williams

Sherwin Williams
Mike Harpster

Truly Nolen Pest Control
Michael Pallitto

ZIO
Scott Dunkle

2015
CFHLA Executive Committee

Chairperson
Gerald Urquiola
Caribe Royale Resort & Convention Center

1st Vice Chairperson
Dave Bartek
Loews Hotels
Universal Orlando

2nd Vice Chairperson
David Friederich
Grand Bohemian Hotel Orlando

Secretary
Fred Sawyers
Walt Disney World Swan & Dolphin

Treasurer
Doug Ridge
Orlando World Center Marriott

Assistant Treasurer
Jetse Pottinga
Melia Orlando Suite Hotel

Historian
Laura Sherman
CLC Encantada Resort

Immediate Past Chair
Doug Gehret
Hilton WorldWide

Partners of the Month

Executive Committee Meeting

Bags Parking & Guest Services

Governmental Affairs Committee Meeting

SpinOut Guest Laundries

2015 Board of Directors Circle

Brickman / ValleyCrest

WELCOME NEW MEMBERS!

LODGING MEMBERS ONLY

Meet the Vendors who can

HELP YOUR BOTTOM LINE!

Register now to attend
the complimentary CFHLA annual tradeshow -

THE HEAT!

This tradeshow is set for

Wednesday, September 2nd

at the

Caribe Royale Resort & Convention Center -

Thank You Gerald Urquiola, General Manager -
(8101 World Center Dr., Orlando, FL 32821),
between 10 AM - 4 PM.

This discount driven buyers show features

Over 240 interactive Vendor Booths,

including

over 50 First Time Exhibitors,

and is for all Lodging Departments.

Enjoy a complimentary lunch on the tradeshow floor via the

CFHLA Ultimate Chef Competition.

Don't wait in the long lines...REGISTER TODAY!

Lodging Members:
CLICK HERE to register now!

THIS TUESDAY

Bright House Networks Enterprise Solutions

Coca-Cola Bottling Co.

Radio One

Summit Broadband

New for 2015 CFHLA Members sponsoring $10,000+ will be eligible for this benefit.

Hospitality Updates:

Chef Norman Van Aken to receive inaugural industry award

Orlando Business Journal - The Buzz

Megan Ribbens

A local chef and restaurant owner known as "the founding father of new world cuisine" will receive an inaugural award at an upcoming restaurant and hospitality industry show.

Chef Norman Van Aken of Norman's at The Ritz-Carlton Orlando Grand Lakes in Orlando will be presented the first Torch Award on Oct. 7 by The Food Shows and Ferdinand Metz Foodservice Forum at the Florida Restaurant & Lodging Show at the Orange County Convention

PER DIEM

The General Services Administration
has established the

2016 Per-Diem Rates

for the lower 48 Continental United States (CONUS),
the maximum allowances for which federal employees
are reimbursed for official travel expenses.

The hotel rate will rise to $89 next year, from the current $83.

To read more about this development, please **CLICK HERE.**

FENNELL

This week, CFHLA welcomed

Carolyn Fennell

to the Board of Directors as a new

Ex-Officio (Advisory) Member.

Ms. Fennell will represent the

Greater Orlando Aviation Authority

at future CFHLA Board of Directors Meetings.

Center. The award recognizes Van Aken's achievements and contributions to the restaurant and food-service community.

"I am very excited to receive this newly created award, and hope that in doing so more light will be shed upon how diverse, deep and delicious the cooking of Florida is," said Chef Norman Van Aken. "I have lived and cooked here my whole adult life, and it continues to inspire me every single day,"

Van Aken, also an author, is the only Floridian to be inducted into the prestigious "James Beard list of Who's Who in American Food and Beverage."

How real estate trusts are helping the timeshare industry

Orlando Business Journal

Nada Hassanein

Attorney Robert J. Webb with BakerHostetler LLP's Orlando office has seen the timeshare industry grow into a mainstream tourism booster during his nearly four decades of working in that sector.

Webb, a senior hospitality partner at the law firm, also has seen the challenges that come with it. "I've been involved in the U.S. timeshare industry almost since its very beginning. Thirty-seven years later, I've watched it come to maturity, and I've watched all the major hospitality brands get involved in a major way."

WELCOME TO THE CFHLA LEADERSHIP TEAM CAROLYN FENNELL!

$5,900

Through participation in the annual

Charity Challenge Fundraiser,

organized by

Seminole County Commissioner

Lee Constantine,

CFHLA Members raised

Over $5,900

to benefit the CFHLA Foundation!

These funds are utilized to support the

CFHLA Bacchus Bash and Hospitality Student Scholarships.

CFHLA Thanks all participating Members for their support of the Foundation!

A board-certified real estate lawyer since 1987, Webb said he and his firm constantly work to address timeshare issues, like fraud. “We’re working with trade associations in other countries to try to address timeshare issues and promote good timeshares worldwide.”

Here’s what Webb has learned:

How is your firm expanding traditional uses of express and land trusts? The timeshare industry has turned to express and land trusts as our fourth-generation product platform. We started out offering use rights to consumers based on a contract, then began backing those with deeded real estate when some developer bankruptcies in the early ’80s caused purchasers to lose their contract-backed vacations. In the ’90s, those deeded timeshare regimes evolved from single-site products linked by external exchange into multisite timeshare plans with internal and external exchange benefits, and then trusts became a popular structure alternative after the turn of

Seminole County Commissioner Lee Constantine with CFHLA Staff Person Heather Keyes at the Charity Challenge Awards Luncheon

For more information regarding the Charity Challenge program, please CLICK HERE.

STRADER

CFHLA wishes continued success to former

Engineers Council Board Member

Brian Strader

as he continues his career in the Poconos of Pennsylvania.

Mr. Strader was a dedicated member of the CFHLA Engineers Council and he will be greatly missed.

the century as developers discovered the flexibility and broad acceptance of trusts by timeshare purchasers, regulators and lenders.

Why expand the use of these two types of trusts? It's inefficient to do it with many different entities as opposed to one. These trusts consolidate a lot of expenses and risk. On the accounting side, it makes for a more efficient return to my shareholders.

Why are trusts more efficient? A trust works well as a timeshare product platform, because it functions as a single bucket into which timeshare property from all around the world can be managed effectively and safely. The earlier deeded timeshare platforms also worked well, but generally were based on condo or cooperative regimes, which can't be expanded beyond state lines.

What is an express trust? It's your garden-variety trust that can hold any kind of property: real property, a car title, personal property — even a banana. It's extremely flexible. But if an express trust is used as a qualified timeshare trust, it generally can hold only real property, usually whole ownership condos or timeshare weeks. With an express trust, the developer conveys real property to the trustee and receives beneficial interests in the trust the developer then sells to consumers in the form of timeshare interests. After property has been conveyed to the trust, the trustee owns legal title to it, while the beneficiaries own equitable title, which is the right to eventually receive legal title if the trust is ever terminated.

Best Wishes Brian!

KICK OFF

On
Wednesday, September 16,
CFHLA will host the
Adopt-A-School
Kick-Off Orientation Luncheon
for all
2015 / 2016 Adopt-A-School Program Participants.

This luncheon will be held at the
B Resort located in the Walt Disney World Resort
(Thank you Keith Wolling, General Manager),
and will serve as a "brainstorming" opportunity
for partnering activities during the school year.

Additionally, the Special Guest Speaker for this luncheon will be
Orlando City Soccer Club
Founder and President
Phil Rawlins!

If you are an Adopt-A-School Partner and wish to attend this complimentary luncheon, please CLICK HERE to register now.

For more information on this program, please visit
www.CFHLA.org/Adopt-A-School-Program
or contact CFHLA Staff Person Lynnea Dawes - communications@cfhla.org.

KIM GORDON

On Thursday, August 27,
CFHLA Special Events Manager
Kim Gordon
will celebrate
3 Years of Full-Time Employment
with the Association.

CFHLA thanks Ms. Gordon for her dedication to quality customer service and to the organization.

How complex are trust structures? They are the most complex real property regime. There are several questions to keep in mind: Is there another special tax consideration of the developer that needs to be considered? What other states am I going to want to sell these trusts in? A trust is a tricky creature. They're wonderfully flexible for developers who want to deal with properties all over the country and want to sell them all over the country with most efficiency.

Challenges of being a timeshare attorney? You have to educate yourself in ways that a regular real estate attorney would not have to. They deal with more traditional land acquisitions, typical development issues and other kinds of use issues. They don't have to know, for example, the areas of state and federal tax, and different consumer laws like Federal Trade Commission laws, because they don't have the kinds of marketing and sales a timeshare developer has. We have to keep learning every day.

Timeshare industry growth you've seen? Between 1988 and now, it was $1.5 billion in total sales growth for the entire timeshare industry. In 2008, we sold almost $12 billion. In 2009, that went down to $6 billion due to the financial collapse. For 2014, it's back up to $9 billion. By 2016, we'll be back up to that $12 billion range.

Best and worst thing about your job? I'm right in the thick of things involving the

CONGRATULATIONS KIM GORDON!

FOLIAGE

CFHLA
SALUTES
Allied Member
Foliage Design Systems
for donating
5 New Plants
for the beautification of the CFHLA Offices!

THANK YOU
FOLIAGE DESIGN SYSTEMS!

PARTNERS IN ACTION

Recently, the
CFHLA Allied Relations Council
hosted a
"Welcome Back Breakfast"
for the teachers and staff at
Lockhart Elementary School.

This served as the first activity in the
2015 / 2016 Adopt-A-School Partnership
between the
CFHLA ARC Board and Lockhart Elementary School.

changes in the timeshare industry. The worst is, probably, as a lawyer, there's only so much you can do. You're typically not in the room when the bottom-line decision has been made. It's bittersweet: Having given the best legal advice you can, you have to watch the client make decisions and hope they're the right one.

What keeps you up at night? There's a lot of fraud and bad players in the secondary timeshare market. It has practically no available financing and no reliable information about the timeshares for sale. It is a very difficult issue for the industry because the primary market, where developers are buying and selling, is regulated heavily and works fine, but the secondary market is regulated lightly.

CFHLA Allied Relations Council Board Members with the new Principal of Lockhart Elementary School

THANK YOU for your dedication to Public Education in Central Florida!

SILVER

Market Loyal is a progressive digital media partner that transforms the way companies connect with prospects and customers. Our goal is to guide our clients digitally with a targeted strategy that generates a strong online foundation with a focus on building better reviews, optimizing locally, connecting socially to better build visibility for people searching for our clients products and services.

The core areas we focus on with clients:

1. Website Design & Development
2. Local Market Optimization
3. Reputation, Review Generation and Management
4. Mobile Marketing
5. Social Media Management
6. Content Generation & Online PR

Specialties: Marketing, Digital Media, Off Line & Online Marketing, Video, Product Marketing, Search Engine Marketing (SEO), Display Marketing, Website & Search Retargeting, Social Media Marketing, Content Marketing, Mobile Marketing, Reputation & Review Management and Lead Development.

HOSPITALITY OPPORTUNITIES

Below please find current hospitality employment opportunities:

Director of Event Planning,
Housekeeping Manager,
and MORE!
Marriott International
CLICK HERE to view the open positions

Guest Service Agent,
Sous Chef,
and MORE!
Crowne Plaza Orlando Universal
CLICK HERE to view the open positions

Vacation Planning Counselor,
Verifications Specialist,
and MORE!
Marriott Vacation Club International
View these positions and complete an application today by visiting

http://MVCCallCenter.com

Sales Manager,
Bistro Supervisor,
and MORE!
Courtyard Orlando Downtown
Interested applicants may apply online at
http://turnberry.com/career-opportunities
or apply in person at the property.

Gift Shop Cashier (PT)
Caribe Royale Resort & Convention Center
CLICK HERE to view the job description

Recruiter
Diamond Resorts International
CLICK HERE to view the job description

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