

From: cfhla@memberclicks-mail.net on behalf of CFHLA
Sent: Friday, August 28, 2015 12:17 PM
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Subject: CFHLA - Back of the House - August 27, 2015



ADVANCING TOURISM & THE COMMUNITY THROUGH HOSPITALITY

Volume 3 - Edition 9

08 / 27 / 2015

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HEAT

HEAT IS THIS WEDNESDAY!!!

**LODGING MEMBERS ONLY -
REGISTER NOW TO AVOID THE LINES!**

This discount driven buyers show featuring

**Over 240 Interactive
Vendor Booths,**

is for all Lodging Departments, and will occur

Wednesday, September 2, 2015

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 tradeshow will also offer a **complimentary lunch** on the tradeshow floor via the CFHLA Ultimate Chef Competition.

REMEMBER:

This Newsletter proudly sponsored by:



Members of the Month Honorees:

Lodging:



Jay Leonard
Wyndham Lake
Buena Vista Resort

Allied:



Bill Droste
Orlando Brewing

2015
CFHLA Executive
Committee

CENTER PORTE-COCHERE FOR COMPLIMENTARY VALET PARKING (COURTESY OF AAA PARKING).

NEW THIS YEAR:

Complimentary Professional Headshots will be offered between 1pm and 2pm for Lodging Attendees! This service is being offered by [Britt Runion Studios, Inc.](#)

[LODGING MEMBERS CLICK HERE TO REGISTER ONLINE NOW!](#)

339 SAVED

On Tuesday, August 25 CFHLA, [OneBlood](#), and [WFTV 9 Family Connection](#) conducted the

**Give Life Orlando
Community Blood Drive**

at various locations in Downtown Orlando.

Through these collection efforts

113 Units of Blood

were collected.

This means that this year's Give Life Orlando Day will help
Save 339 Lives in Central Florida!

CFHLA Salutes the following locations for hosting a OneBlood Mobile / Drive for this important community event:

[Church Street District](#)

[Courtyard by Marriott Orlando Downtown](#)

[DoubleTree by Hilton Orlando Downtown](#)

[Orlando City Hall](#)

[Orlando Health](#)

[WFTV Channel 9](#)

Below please find photographs of the 2015 Give Life Orlando Drives:

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
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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](#)



CFHLA Allied Relations Council Member Debra Ray of Ace Cafe USA, CFHLA Board Member and Hospitality Challenge Blood Drive Chairman Jay Leonard of the Wyndham Lake Buena Vista Resort, Karli Leonard, and Martie Salt of WFTV



The OneBlood Little Red Bus outside of the DoubleTree by Hilton Orlando Downtown

[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:

Labor Day travel to be highest since 2008, AAA says

Orlando Business Journal - The Morning Edition

Cindy Barth

AAA Travel projects 35.5 million Americans will travel 50 miles or more from home during the Labor Day holiday weekend — the highest travel volume for the holiday since 2008 and a 1 percent increase over 2014.

The Labor Day holiday travel period is defined as Thursday, Sept. 3 to Monday, Sept. 7.

While the majority of travelers (30.4 million, or 86 percent of all travelers) will celebrate the holiday with a final road trip before summer comes to a close, air travel also is projected to grow 1.5 percent this year, with more than 2.6 million travelers expected to travel by air — the largest volume of air travel since 2007 for this holiday period.

“A strong labor market coupled with greater job security and rising home prices have all helped to



The OneBlood Big Red Bus outside of Orlando City Hall and the Grand Bohemian Orlando Hotel

APP

Download the New CFHLA App for an enhanced HEAT Tradeshow Experience!



Search for “CFHLA” on your preferred App Store

This revised App features:

- **TRADESHOW FLOORPLAN**
- **LISTING OF ALL VENDORS**
- **LISTING OF AUCTION ITEMS**
- **SPONSORSHIP RECOGNITION**

income,” said AAA spokeswoman Beth Mosher. “Though some consumers remain cautious, these positive indicators are driving a slight increase and allowing millions of Americans to travel on one last summer getaway.”

If you're planning to book a hotel for the holiday weekend, expect to pay more this year. Prices are forecast to be 2 percent higher than a year ago, with travelers spending an average of \$175.

However, airfares are expected to decrease by about 1 percent for Labor Day travel, with the average round-trip discounted fare for the top 40 U.S. routes costing \$216.

AAA's projections are based on economic forecasting and research by IHS Global Insight.

Orlando is ranked as the No. 4 top destination this year for the upcoming holiday weekend, according to data from Expedia.com.

Tourism is the Central Florida region's largest economic engine and feeds a \$60 billion tourism industry. Last year, Orlando was the most-visited destination in the U.S., welcoming more than 62 million visitors who booked room nights at area hotels, ate at local restaurants and contributed other dollars to the local economy.

Exclusive: iSquare Mall + Hotel's first retail tenant revealed

Orlando Business Journal - The Buzz

- **ULTIMATE CHEF COMPETITION MENUS**

- **HEAT ALERTS AND DIRECTIONS**

TWO WEEKS



HAVE YOU REGISTERED???

On

Friday, September 11, 2015

(8:00AM - 9:30AM)

CFHLA will host the

Patriot Day Breakfast

to honor the memory of those who perished in the September 11, 2001 terrorist attacks, and recognize outstanding service of local first responders.

This community event will be held at the

[Orange County Convention Center.](#)

(Thank you Kathie Canning, Executive Director)

For more information and registration for this beautiful memorial ceremony, please visit:

www.CFHLA.org/Patriot-Day-Breakfast.

This breakfast is proudly sponsored by CFHLA Member:



The future \$400 million iSquare Mall + Hotel on Orlando's International Drive is expected to draw a lot of upscale, international tenants — but a very familiar retailer already has made a commitment to the project.

Winter Park-based local Subway restaurants franchisee DiPasqua Enterprises Inc. confirmed it will close its existing store when the International Shoppes strip mall on the corner of Kirkman Road and I-Drive is demolished, and will take up residence in a newly built space once iSquare's four-story mall and dual-tower hotel debuts sometime in 2017.

"We already have a signed lease to be part of the retail level of the new project," DiPasqua Enterprises Chairman and CEO Peter DiPasqua Jr. told Orlando Business Journal. "This will be a very exciting location for DiPasqua Enterprises."

DiPasqua Enterprises is one of Central Florida's top privately-held companies, as well as one of the region's top employers, based on OBJ research.

Meanwhile, the mall portion of the iSquare mixed-use project is expected to feature about 225,410 square feet of gross leasable space, according to plans submitted to the city of Orlando earlier this year. No other mall tenants have been announced.

Universal Orlando reveals line-up for Halloween Horror Nights 25

Orlando Business Journal - The Buzz

HOUSEKEEPING

Mark Your Calendars!

September 13 - 19

is

International Housekeepers Week!

Importantly, *City of Orlando Mayor Buddy Dyer* offered an

Official Proclamation

at a City of Orlando Commission Meeting recognizing the importance of this week.



City of Orlando Mayor Buddy Dyer (center) presents CFHLA General Managers and Members of the Housekeeping Council with the official Housekeeping Week Proclamation

Please remember during International Housekeepers Week to show your appreciation for the Housekeeping staff at your property, or business partner properties.

Planning a celebration in honor of International Housekeepers Week?

Send your pictures to CFHLA Staff Person Lynnea Dawes - communications@cfhla.org - for the chance to appear in the Back of the House Newsletter!

VETERANS

Recently the **Orlando Business Journal** named **Central Florida's 2015 Veterans of Influence.**

A total of 26 local business executives from a variety of industries will be honored at a Sept. 30 awards luncheon at the Hilton Orlando.

Richard Bilbao

The Halloween Horror Nights 25 line-up is out for Universal Orlando Resort's annual scarefest.

The event, which runs from Sept. 18-Nov. 1, brings thousands of tourists to the region who spend money at area hotels, restaurants and shops, boosting Orlando's \$60 billion tourism business.

Annual events that draw visitors to the region also serve a purpose outside of tourism. These events generate tax dollars that can lead to more construction and development of tourism-related and some non-related tourism projects around Central Florida.

Here's a breakdown of the haunted house names for this year:

The Walking Dead: The Living and the Dead

Freddy vs. Jason

Insidious

The Purge

An American Werewolf in London

Jack Presents: 25 Years of Monsters and Mayhem

Run: Blood, Sweat, and Fears

Asylum in Wonderland 3D

Body Collectors-Recollections

For a description of each, check out the official event page.

The awards recognize military veterans who have made a **significant achievement** in their careers in the past year, have a strong record of innovation or outstanding performance in their work and are actively involved in our community.

CFHLA congratulates the following Members for being named on this list:

Miguel Balbas,
CareerSource Central Florida

Frank Irons,
BAGS Parking and Guest Services

David Siegel,
Westgate Resorts

R. Scott Thomas,
Infinite Energy

FORE!

The 2015 Tee it Up for Tourism Golf Outing & Luncheon

will be held on

Thursday, September 24

at the

Grand Cypress Golf Club.

State Representative Eric Eisnaugle

will be serving as the "Keynote Speaker" during the Luncheon occurring before golf, which will also feature a **live auction and networking with local Elected Officials.**

At this time, over 70 Golfers are registered for this outing.

For more information and registration, please visit:

www.CFHLA.org/PAC-Golf

If you have any questions, please contact
CFHLA Public Policy Director, Kevin Craig, at publicpolicy@cfhla.org.

CFHLA Salutes the PAC Golf Sponsors:



CROWN LINEN

GRAY | ROBINSON
ATTORNEYS AT LAW



RADISSON

Below please find an Official Invitation for CFHLA Members from the
Radisson Resort Orlando Celebration:



BEER!
IT GOES WITH DINNER!



SEPTEMBER 11, 2015

6 COURSE MEAL FIRST COURSE STARTS @ 7PM

\$50 IN ADVANCE | \$60 AT DOOR

COOKED AND SERVED ON PICTURESQUE POOL DECK



Pepperoni Sausage Brûléed Beer Mustard w/ House-made Pickles & Shaved Manchego



Watermelon Salad w/ Arugula, Pickled Grapefruit Segments, Shaved Fennel & House-made Ricotta



Roasted Pork Terine Topped w/ Kirsch Crème Fraiche & Pistachio Crumble



Grilled Oysters Topped w/ Citrus Herb Compound Butter & Basil Flower



Fried Quail & Sweet Potato Ho-Cake Topped w/ Blueberry Compote & Smoked Peach Syrup Finished w/ Beet Shoestrings



Banana Bread Pudding w/ Barbarcourt Rhum sauce

RSVP by September 9, 2015 to: raymond.weissert@interstatehotels.com or (407) 818-5556

Radisson Resort Orlando Celebration | 2900 Parkway BLVD Kissimmee, FL 34747 | (407) 396-7000 Ext 1193

RAWLINS & SCHOOLS

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

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.

JOHNSON

Did You Know?

Next week,

CFHLA Finance Director

Lee Johnson

will celebrate

11 Years

of employment with the Association!



**THANK YOU LEE FOR
11 YEARS OF CFHLA SERVICE!**

PARTNERS IN ACTION

To celebrate the start of the school year, CFHLA Lodging Member

Reunion Resort

delivered school supplies for their partner school

Four Corners Charter!

This Annual School Supply Drive is a segment of the

CFHLA Adopt-A-School Program

participation by

Reunion Resort

and

Four Corners Charter School.



Thank you

Reunion Resort

for your support of

Four Corners Charter School

and of public education in Central Florida!

For more information relating to the
Adopt-A-School Program, please visit:

www.CFHLA.org/Adopt-A-School-Program.

SILVER



[HELPRO CLEANING SERVICES](#) - Professionals with eighteen years' experience in commercial and residential professional cleaning, in carpet, upholstery cleaning, marble, wood, tile and grout cleaning as well as water removal. We are proud of our professionalism, honesty and workmanship. Helpro has the flexibility to accommodate a cleaning program just right for your company

HOSPITALITY OPPORTUNITIES

Below please find current hospitality employment opportunities:

Restaurant Supervisor Operations

Orlando World Center Marriott

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

House Person

B Resort located in the Walt Disney World Resort

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

Chief Engineer

Sheraton Suites Orlando Airport

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

Restaurant Server PM

Sheraton Suites Orlando Airport

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

**Closing Specialist,
and MORE!**

Marriott Vacation Club

[CLICK HERE](#) to view the job descriptions

PT Ad / Marketing Assistant

Where Orlando Magazine

If interested please call Mark Reid at 407-650-2218
or email your resume' to mark.reid@morris.com

**Loss Prevention Agent,
Overnight Front Office Agent,
and MORE!**

Omni Orlando Resort at ChampionsGate
[CLICK HERE](#) to view the job descriptions

**Housekeeper,
Sous Chef,
and MORE!**

Crowne Plaza Orlando Universal
[CLICK HERE](#) to view the job descriptions

This Newsletter is Proudly Sponsored By:

AraHull  Services
The Leader in Advanced Cleaning & Restoration

Freddy Arafet, Co-founder
Cell: 954.296.9082

Ph: 954.850.1480 | Fx: 954.653.0887 | f.arafet@arahull.com
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