

From: cfhla@memberclicks-mail.net on behalf of CFHLA
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ADVANCING TOURISM & THE COMMUNITY THROUGH HOSPITALITY

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In This Issue...

[NO LINES?](#)

[ULTIMATE CHEF](#)

[WORKPLACE LAWS](#)

[PATRIOT DAY](#)

[WELCOME](#)

[SAVE A LIFE](#)

[18](#)

[SILVER](#)

[HOSPITALITY OPPORTUNITIES](#)

This Newsletter proudly sponsored by:



NO LINES?

Avoid The Lines!!!



All Lodging Members

are encouraged to register to attend the

HEAT (Tradeshaw)

on

September 2

(10AM - 4PM) at the

Caribe Royale Resort & Convention Center.

(Thank you Gerald Urquiola, General Manager)

To view a video about WHY the HEAT is important for your bottom line, please click below:

**Members of the
Month Honorees:**

Lodging:



Jay Leonard
Wyndham Lake
Buena Vista Resort

Allied:



Bill Droste
Orlando Brewing

**2015
CFHLA Executive
Committee**

Chairperson
Gerald Urquiola
[Caribe Royale Resort &
Convention Center](#)

1st Vice Chairperson
Dave Bartek
[Loews Hotels](#)
[Universal Orlando](#)



To register as a lodging attendee,
please [CLICK HERE](#).

**NOTE: Lodging registration is
COMPLIMENTARY!**

ULTIMATE CHEF



Showcase your
CULINARY TALENTS

during this year's
Ultimate Chef Competition!

For your information, only
2 Competition Spots

remain for lodging culinary teams to participate in this fun-filled opportunity
to be named the "Ultimate Chef."

2nd Vice Chairperson
David Friederich
[Grand Bohemian Hotel](#)
[Orlando](#)

Secretary
Fred Sawyers
[Walt Disney World](#)
[Swan & Dolphin](#)

Treasurer
Doug Ridge
[Orlando World](#)
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Laura Sherman
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Immediate Past Chair
Doug Gehret
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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](#)

[Bright House Networks Enterprise Solutions](#)

[Coca-Cola Bottling Co.](#)

[Radio One](#)

[Summit Broadband](#)

ON THE TRADESHOW FLOOR!

To claim your spot, please [CLICK HERE](#).

If you have questions relating to this competition, please contact CFHLA Staff Person Jennifer McAfee - jmcafee@cfhla.org.

WORKPLACE LAWS

Only 2 Seminars remain in the CFHLA/HHRA
HR Educational Seminar Series!

For your information, these remaining seminars are:

Seminar 2:

A Legislative and Regulatory Update on Workplace Laws
Wednesday, September 2, 8:00AM - 10:30AM

Caribe Royale Resort & Convention Center
in conjunction with the HEAT (Tradeshow)
Featuring: Keith Hammond, Esquire and
Ajda M. Nguyen, Esquire of Jackson Lewis, P.C.

Seminar 3:

Answering Your Employees' Top Ten Benefits Questions
Wednesday, October 14, 8:00AM - 10:30AM

UCF Rosen College of Hospitality Management
Featuring: Mark Gibson and Anne Marie Williams, J.D.
of Raymond James & Associates

To register for one or both of these seminars, please visit:

www.CFHLA.org/Educational-Seminar

These seminars are proudly sponsored by:

Corporate Sponsor:



Corporate Partners:

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

Hospitality Updates:

How one extra vacation day can make a \$16B splash in Orlando's economy

Orlando Business Journal

Richard Bilbao

"We just want one more day!" says a young blond girl as her school friends play in the background.

"If you guys agree to travel more, we all will do better in school," says another kid, before he and his friends join her in chanting: "One more day! One more day!"

"One more day!" is a MasterCard slogan. It would be worth billions to Central Florida's tourism interests. And it's not a pipe dream.

Consider this: There's more than \$200 billion worth of unused vacation time on the books of American companies, according to the U.S. Travel Association. That includes \$65.6 billion in unused employee vacation time that rolled over from 2014 — an average of 3.3 days per employee.

What if each Central Florida tourist added just one of those leftover days to their visit?

The math is astounding: The region is home to a \$60 billion tourism and travel industry. Our 62 million annual tourists typically stay anywhere from five days to two weeks, spending from \$588 to \$1,000 per person per trip.



Food & Beverage Sponsor:



PATRIOT DAY



Join CFHLA as we honor the memory of those who perished in the September 11, 2001 terrorist attacks, and recognize outstanding service of local first responders on

Friday, September 11

at the annual

Patriot Day Breakfast

at the

Orange County Convention Center.

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

[www.CFHLA.org/Patriot-Day-Breakfast.](http://www.CFHLA.org/Patriot-Day-Breakfast)

This breakfast is proudly sponsored by CFHLA Member:

If they added one more day, it could add up to \$16 billion in new business a year, according to Visit Orlando, the region's tourism bureau. That's just shy of the gross domestic product of Iceland and more than that of many small countries across the globe.

Another day to shop, stay and play

It's not hard to figure out who might benefit most from employees spending more vacation time in Central Florida. Walt Disney World, Universal Orlando Resort and SeaWorld Orlando would, certainly, and so would the region's smaller attractions that fill in the gaps between days at the majors.

To these attractions, tourists with extra time on their hands are even more valuable than getting more people to come to town, said John Dussling, general manager of Skeletons: Animals Unveiled at I-Drive 360.

"If they have that extra day in Orlando," Dussling said, "it allows them to spend more time with us than they normally would."

That extra time here also would boost area hotels and other residential options.

"One more vacation day spent by each of our visitors would put us close to 100 percent occupancy year round, increasing demand for rooms and incremental spending at the hotel," said Fred Sawyers, general manager at the Walt Disney World Swan and Dolphin. "It would add millions of dollars in revenue per year."

Mark Waltrip, COO of Westgate Resorts, said his



WELCOME

This week CFHLA welcomed

Terrie Notter

as the new

Member Services Director!

For your information, Terrie's contact information is 407-313-5012 / membership@cfhla.org, please contact her if you have membership questions in the future.



WELCOME TO TEAM CFHLA TERRIE!

SAVE A LIFE

more day on property into a long-term relationship with its customers.

“Every day that we extend the stay of our guests greatly increases our ability to have them tour our property and buy timeshares from us,” he said.

And then there’s the shopping.

“Since Pointe Orlando is typically a half-day or evening outing by visitors, one more day could include one more meal and drinks at a live entertainment venue ... or a movie or attraction ... and, of course, more shopping,” said Susan Godorov, general manager and vice president of marketing for the Pointe Orlando retail center on International Drive. “This could prove to be very impactful to our overall attendance and bottom line. I would love to see a push for extending the stay, especially since there are so many new experiences to enjoy in the area.”

The need to invest, and re-invest

There’s also another potential, albeit less direct, benefit from tourists using an extra day of vacation time in Orlando: transportation, infrastructure improvements, and public and private-sector construction projects.

[CLICK HERE](#) to read more.

GIVE LIFE ORLANDO

**Community Blood Drive
TUESDAY, AUGUST 25**

All donors will receive **FREE T-Shirt*** and **FREE wellness checkup** including blood pressure, temperature, iron count and cholesterol screening.

9:00 AM - 7:00 PM

- **WFTV CHANNEL 9**
490 East South Street
(inside the studio)
- **ORLANDO CITY HALL**
400 South Orange Avenue
- **CHURCH STREET**
West Church Street at SunTrust

12:00 PM - 6:00 PM

- **COURTYARD BY MARRIOTT**
730 North Magnolia Avenue
- **ORLANDO HEALTH**
83 West Miller Street
(Front entrance of Winnie Palmer Hospital)
- **DOUBLETREE**
60 South Ivanhoe Boulevard

For more information or to make an appointment, please call **1.888.9.DONATE (1.888.936.6283)** or visit oneblood.org/givelife. Thank you for being a blood donor. We look forward to seeing you at Give Life Orlando!

All blood donors must have ID. Donors must be at least 16 years old. Those who are 16 years old need parental permission. See website for more details. *One offer per donor, per donation. No cash value. Non-transferable. While supplies last. T-Shirt may vary from image shown. If you have recently donated, thank you. Please visit us when you are eligible to donate again.

18

On Tuesday, August 4,
CFHLA President / CEO
Rich Maladecki
celebrated
18 Years

of dedicated employment with the Association.



CONGRATULATIONS RICH!

SILVER



FLORIDA
INTERNATIONAL
COLLEGE
BELIEVE ACHIEVE SUCCEED

[Florida International College](#) was founded for the purpose of providing comprehensive student-centered education designed to support the development of global leaders. Our career-focused programs feature accomplished faculty and visionary leadership who are dedicated to uphold high academic standards and support students' career goals.

Fun Fact: Our College's Global Exchange Program allows students from all across the globe a unique opportunity to study abroad and experience diverse cultures.

HOSPITALITY OPPORTUNITIES

Below please find current hospitality employment opportunities:

Bistro Server

Courtyard by Marriott Orlando Downtown
[CLICK HERE](#) to view the job description

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

**Room Attendant,
Sales Manager,
Front Office Supervisor,
and MORE!**

Courtyard by Marriot Orlando Downtown
[CLICK HERE](#) to apply online

Sales and Catering Coordinator

Avanti Orlando Resort
[CLICK HERE](#) to apply online

PT Ad / Marketing Assistant

Where Orlando Magazine
Email resume to mark.reid@morris.com

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