

**Lynnea Dawes**

**From:** cfhla@memberclicks-mail.net on behalf of CFHLA  
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**\$5600**

On Thursday, July 16, the  
**CFHLA Allied Relations Council (ARC)**  
conducted the fourth annual  
**"Cereal Bowl for Adopt-A-School"**  
(Bowling Event)  
to benefit their Adopt-A-School Partner,  
**Lockhart Elementary School**  
(An Orange County Public School).

This Newsletter proudly  
sponsored by:

**Members of the  
Month Honorees:**

**Lodging:**



**Bill Friedrich**  
*Embassy Suites  
Orlando International Dr. /  
Convention Center*

**Allied:**



**Donna Wolk**  
*VS Media Group, Inc*

**2015  
CFHLA Executive  
Committee**

*Chairperson  
Cecilia Urquiza*



Members of the Allied Relations Council Board at the ARC Cereal Bowl for Adopt-A-School

For your information,  
**Over 140 Bowlers**

participated in this  
"fun-filled, networking" activity.  
Importantly, this event generated approximately

**\$5600**

for the 2015 / 2016 school year!



The ATM FLA Bowling Team

CFHLA would like to congratulate the following:

**"Bowling Superstars"**

Team High Score:

**Greenery Productions, Inc.**

[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](#)

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**Partners of the Month**

**Seminole County General  
Managers Meeting**

[Southeastern Laundry  
Equipment](#)

**Orlando International  
Airport Area General  
Managers Meeting**

[System Tech Services,  
Inc.](#)

**Allied Relations Council  
Breakfast**

[Associated Planners  
Group](#)

Team Low Score

## Xclusive Staffing of Florida

Individual High Score:

**Kyle Russamano**  
[Greenery Productions, Inc.](#)

Individual Low Score:

**Tiffany Ray**  
[SeaWorld Parks & Resorts](#)

Additionally, CFHLA  
THANKS

**AMF Sky Lanes**

for hosting this important fundraising event!



Benjamin Tongue, General Manager of the AMF Sky Lanes and  
CFHLA Second Vice Chairman David Friederich of the Grand Bohemian Hotel Orlando

Below please find photographs of this  
successful fundraising event:

**Meeting**

[Summit Broadband](#)

**Governmental Affairs  
Committee Meeting**

[SpinOut Guest Laundries](#)

**Board of Directors  
Meeting**

[Interstate Restoration](#)

**Membership Luncheon**

[Brickman / ValleyCrest](#)

[Silva's Painting & General  
Services](#)

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**2015 Board of  
Directors Circle**

[Brickman / ValleyCrest](#)

[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.*

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**Hospitality Updates:**

**How Lake Nona aced the  
\$60M deal to bring a U.S.  
Tennis Association  
national training complex  
to SE Orlando**

*Orlando Business Journal*

*Anjali Fluker*



The Lockhart Elementary School Bowling Team



The Global Sourcing International, LLC Bowling Team



crossed the last T, shook the last hand and gave the final congratulatory hug on the day of signing a big deal to bring a 63-acre U.S. Tennis Association national training complex to Lake Nona, he turned to the next thing on his agenda.

The senior managing director of Tavistock Group Inc. sat back, relaxed his muscles and looked forward to a break.

On the other side of the deal, USTA Executive Director Gordon Smith went out to dinner with his wife in New York City and took a selfie of himself having a Manhattan cocktail in Manhattan to send to his Tavistock friends.

Both celebrations by the top executives at each organization were fitting for what ended up being one of Central Florida's most transformative deals in the last several years, as the new \$60 million USTA National Campus will anchor Lake Nona's next big industry hub, a 300-acre clustered development focused on sports, performance and innovation. The new USTA campus is expected to create nearly 200 jobs and become the largest tennis training center in the U.S. when it's completed in late 2016.

Tavistock also is in talks to bring other businesses into the surrounding hub, including leading makers of sports equipment and apparel, national sports governing bodies, trade associations, sports facilities companies, fitness and sports technology firms, nutrition and sports medicine experts businesses.

The USTA deal is

The Universal Orlando Resort Bowling Team



The Wieland-Davco Corp. Bowling Team



The CFHLA Security & Safety Council Bowling Team

biggest “gets” in Central Florida and points to several main reasons why the region is primed for more such deals:

R Regional assets are great, but relationships get deals done. And Thakkar as a leader is a shrewd negotiator, but also is good at creating longtime relationships with the right players.

R The region’s collaborative nature helps land big companies and organizations — like Sanford Burnham Prebys Medical Discovery Institute anchoring Medical City — which sets the stage for attracting even more businesses.

R Lake Nona has a proven record for building industry hubs, as Medical City is on track to create 30,000 jobs and \$7.6 billion in economic impact by 2017. Round 2 of cluster-creation likely will be easier with that experience under its belt — and a globally strong partner like USTA.

Meanwhile, the new USTA complex is expected to provide a nice shot in the arm to the region’s \$60 billion tourism industry by generating about 50,000 room nights with tournaments.

“It really plays to the strengths of the location and the community,” said Orlando economist Hank Fishkind, principal of Fishkind & Associates. Fishkind’s firm was involved in putting together an infrastructure feasibility plan for the USTA complex. “There’s a lot of interrelationship between sports and tourism. Disney has demonstrated that to great success. This [new sports and innovation



The Spinout Guest Laundries, Inc Bowling Team



The SeaWorld Parks & Resorts Bowling Team

For additional photographs, please visit:

[www.CFHLA.org/arc-cereal-bowl-for-adopt-a-school](http://www.CFHLA.org/arc-cereal-bowl-for-adopt-a-school)

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## BREAKFAST

On Tuesday, July 14, the CFHLA Allied Relations Council hosted a special Breakfast, featuring

**Andy Masters,**  
award winning speaker and author of  
**"Kiss Your Customer -**

with that melding of the two.”

Orlando Tennis Center Director Tom Sweitzer said he compares the USTA deal’s trickle-down effect to what Bay Hill Country Club in southeast Orlando’s Dr. Phillips neighborhood has done for the golfing community.

“Just like Orlando is the No. 1 place for golfers to live, USTA will be a reason for tennis players to move here,” he said, naming Bradenton’s IMG Academy and Bollettieri Tennis Program in Bradenton as an example.

“When that opened, players would come down for vacation, then they’d stay for a month, then for a season. Eventually, they became residents. We’re not going to get someone like Roger Federer, but USTA players will be cycling through the complex for matches. Eventually, they all will come to the mothership.”

The USTA campus will include more than 100 tennis courts for its player development division, which is moving from Boca Raton, and its recreational tennis division, moving from the association’s headquarters in White Plains, N.Y. The campus also will house the University of Central Florida mens’ and womens’ tennis programs and will open in late 2016.

[CLICK HERE](#) to read more

**Movieland hotel remake is sign of new future for north I-Drive**

## *are just like Dating & Relationships."*

This successful, informative activity attracted **Over 150 CFHLA Member Attendees**

(Allied and Lodging)

and was held at the beautiful

**Wyndham Orlando Resort International Drive**

***(Thank you Rich Larkin, General Manager).***

Below please find photographs of this successful Membership activity:



CFHLA Allied Relations Council Board Vice Chair Amy Diehl of Awnclean USA, special Breakfast Speaker Andy Masters, and CFHLA Allied Relations Council Board Member Cindy Traenkner of Domino's



Rob Molnar of All Florida Exhaust Pro's and Nick Romeo of iFly Orlando

*Richard Bilbao*

Future plans for the Best Western Movieland Hotel on International Drive may change the face of the north part of the region's popular tourism corridor.

The 41-year-old, 261-room hotel — on the northwest corner of I-Drive and Universal Boulevard directly across from the Wet 'n Wild water park — is slated to undergo a major renovation that will add more than 500 new rooms.

In addition, it will be renamed the Parkview Resort, a 809-room hotel, according to plans submitted July 2 to the city of Orlando by owner 6233 International Drive FL LLC. The company could not be reached for comment.

It likely will cost more than \$80 million to redevelop the Best Western Movieland Hotel, based solely on the new room costs, according to industry estimates. That means the price tag could be much higher since the project also includes a parking garage, plus retail and restaurant components.

This project plus additional investments slated for north I-Drive — such as the future iSquare project and whatever Universal Orlando Resort does with the Wet 'n Wild land after closing it in 2016 — all likely will have big impacts on the area's tourism industry, said area experts.

Here, Paul Sexton, hotel expert and vice president of Hospitality Real Estate Counselors in Orlando, talks about what this renovation means for I-Drive:

What are your thoughts on



Bill Droste of Orlando Brewing and Sara Montouri of Artegon Orlando Marketplace



Betsy Lopez of Pirate's Dinner Adventure and Jason Lawrence of The Medical Concierge



the potential development of Skyplex and the potential redevelopment of the Wet 'n Wild site, all set against a backdrop of continued development of amusements at Universal Orlando Resort, it's starting to look an awful lot like we may make transformative progress in the development of that neighborhood during this economic cycle.

Any concerns about it? Hotels north of Sand Lake Road have a reputation for being more economy-oriented. My sense is that reputation is more supply-than demand-driven, and if you give people a better product, they will pay to stay at a nicer place. So I hope the developers of this project are not afraid to go a little more upscale than the nearby hotels.

What macro-level trends do you see it supporting? We're starting to see investment dollars flow out of acquisitions and into new builds. We are running out of suitable, affordable acquisition candidates, so investors now are switching to new development.

Why do you think that's happening? It makes sense now that the cost of acquiring a certain type of hotel is within 85 percent-90 percent of the cost of building that same type of hotel.

What will help this hotel succeed? If Skyplex becomes a reality, the Wet 'n Wild site gets redeveloped into something nice and Universal continues to add attractions, this hotel will be successful.



Brenda Spencer of Kenney Communications and Suzie Gibson of Carpe Diem Sales & Marketing



Andy Masters addresses the ARC Breakfast attendees

Additionally, CFHLA Salutes the 2015 ARC Breakfast Sponsor:



# WORKING LUNCH

The CFHLA

## Forward Thinking 2016 Membership Luncheon

will take on a

### NEW Working Lunch Format!

*This luncheon will feature a panel of industry experts detailing their predictions for hospitality in 2016, including the following individuals:*

#### **Kathie Canning**

Executive Director of [Orange County Convention Center](#)

#### **Danielle Courtenay**

Chief Marketing Officer of [Visit Orlando](#)

#### **Paul Phipps**

Chief Marketing Officer of [VISIT FLORIDA](#)

For your information, this educational program is set to occur

**Thursday, July 30**

(12Noon - 1:30PM)

at the

**Renaissance Orlando at SeaWorld**

*(Thank you Bob Walsh General Manager).*

To register for this activity - featuring nearly  
400 Hospitality Executives, please visit:

**[www.CFHLA.org/Membership-Luncheons](http://www.CFHLA.org/Membership-Luncheons)**.

**CFHLA recognizes the Forward Thinking 2016 Sponsors:**



*"Discover the Difference"*

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**\$950**

Recently, CFHLA presented  
Osceola County School Board Member

**Jay Wheeler**

with a check for

**\$950.**

This check is the official

**Hospitality Grant**

donated to the

**Osceola County School District**

to support the purchase of a

***New DVD Library for  
Hospitality and Tourism Programs.***



CFHLA Adopt-A-School Committee Chairman James Grosso of the Hilton in the Walt Disney World Resort presents Judy Alexander of Osceola County Public Schools and Osceola County School Board Member Jay Wheeler with the Hospitality Education Grant Check

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## **PEDESTRIAN**

This week, work will begin on the

**Pedestrian Bridge**

which will cross International Drive.

This \$8 Million Bridge will connect the

to the sidewalk in front of the  
[Hyatt Regency Orlando.](#)

Funds for this project are being provided by the  
**Orange County Tourist Development Tax.**

For more information relating to this project, please [CLICK HERE.](#)

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## MAKE AN OFFER

***LET THE BIDDING BEGIN!***  
***(Soon...)***

The CFHLA Website will host the  
**Luxury Stay Online Auction**  
from  
**(This) Wednesday, July 22 -  
Wednesday, July 29.**

This auction will feature luxurious,  
specialty stays at various Central Florida Properties -  
including **presidential suites**, **dining packages**, and **more!**

Bidding will open at 2PM on THIS Wednesday, July 22 online at  
**[www.CFHLA.org/Online-Auction.](http://www.CFHLA.org/Online-Auction)**

***CFHLA salutes the 2015 Online Auction Sponsor:***



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**SILVER**

# KUONI | Destination Management

From innovative corporate event production to transportation logistics that run like clockwork, Kuoni Destination Management experts reveal each U.S. location in ways that are both wonderfully authentic and perfectly tailored. Local knowledge of each U.S. destinations is key, but it's our unique, consultative approach that sets us apart from the rest. Our deep connections within the events industry gives us exclusive Strategic Solutions that ordinary DMCs simply cannot match. From pre-planning through final billing, Kuoni will devote our energy, creativity and unique consultative approach to fashioning exceptional experiences for you and your guests.

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## HOSPITALITY OPPORTUNITIES

*Below please find current hospitality employment opportunities:*

### **Staff Accountant**

*B Resort located in the Walt Disney World Resort*

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

### **Housekeeper**

*The Ritz Carlton Orlando Grande Lakes*

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

### **JOB FAIR!!!**

*Radisson Resort Orlando - Celebration*

[CLICK HERE](#) to view details relating to this opportunity

### **Engineers, Housekeepers, and MORE!**

*Crowne Plaza Orlando Universal*

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

**This Newsletter is Proudly Sponsored By:**

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The Leader in Advanced Cleaning & Restoration

**Freddy Arafet, Co-founder**

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