

**From:** cfhla@memberclicks-mail.net on behalf of CFHLA  
**Sent:** Friday, July 31, 2015 12:27 PM  
**To:** cfhla\_info@cfhla.org  
**Subject:** CFHLA - Back of the House - July 31, 2015



ADVANCING TOURISM & THE COMMUNITY THROUGH HOSPITALITY

Volume 3 - Edition 5

07 / 31 / 2015

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sponsored by:



**FORWARD**

On Thursday, July 30 CFHLA hosted the

**Forward Thinking 2016  
Membership Luncheon**

at the

**Renaissance Orlando at SeaWorld**

*(Thank you Bob Walsh, General Manager).*

This luncheon featured

***Nearly 300 Member Attendees***

and an update from industry professionals regarding

**2016 Hospitality Industry Predictions including:**

***VISIT FLORIDA plans to leverage attraction power and  
budget of star brands through strategic Alliance Partnerships***

***Strong growth in visitors is anticipated in the  
Canadian, British, and German markets,  
as well as India, China, and Australia***

***Projected business for the Orange County Convention Center  
for the 2015 / 2016 year is 197 total events***

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

*1st Vice Chairperson*

***host an estimated 1.3M total attendees and  
cause a \$2.3B economic impact***

***Visit Orlando anticipates 921 total rooms will be  
added to the Orlando market in 2015, with an  
additional 3,177 rooms to be added in 2016***

CFHLA **thanks** the following panelists  
for participating in this working lunch:

**Kathie Canning**

*Executive Director, [Orange County Convention Center](#)*

**Danielle Courtenay**

*Chief Marketing Officer, [Visit Orlando](#)*

**Paul Phipps**

*Chief Marketing Officer, [VISIT FLORIDA](#)*

**Below please find photographs of this informative Member activity:**



(Left to right) Paul Phipps of VISIT FLORIDA, Danielle Courtenay of Visit Orlando, Kathie Canning of the Orange County Convention Center, and CFHLA President / CEO Rich Maladecki

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[Universal Orlando](#)

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*Historian*  
**Laura Sherman**  
[CLC Encantada Resort](#)

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**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](#)

**Executive Committee  
Meeting**

[Summit Broadband](#)



(Left to right) CFHLA Board Member Stuart Newmark of Revolutionary Road Hospitality Group, LLC, Seminole County Commissioner (District 2) John Horan, Trey Dyer, and CFHLA Governmental Affairs Committee Chairman Scott Tripoli of the DoubleTree by Hilton Orlando at SeaWorld



Membership Luncheon Sponsor: Silva's Painting & General Services



**Governmental Affairs  
Committee Meeting**

[SpinOut Guest Laundries](#)

**Board of Directors  
Meeting**

[Interstate Restoration](#)

**Membership Luncheon**

[Brickman / ValleyCrest](#)

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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:**

**After much hand  
wringing, new brand  
likely to be: 'Orlando  
North Seminole County'**

*Orlando Sentinel*

*Martin Comas*

When Seminole County  
tourism officials pitched the  
idea of adopting the brand  
name of "Orlando North" as  
part of a tourism campaign



(Left to right) Dennis Hale of the Embassy Suites Orlando - Lake Buena Vista South, CFHLA 2015 Chairman Gerald Urquiola of the Caribe Royale Resort & Convention Center, and Eric Rosenbaum of Sierra Lodgings, Inc.



CFHLA 2015 Membership Luncheon Media Partner: Orlando Business Journal

residents blasted county commissioners with emails and on Internet message boards.

Some called it one of the "dumbest" ideas they'd ever heard.

So last month, county commissioners went back to the drawing board.

After some tweaking, here's what they're likely to adopt: "Orlando North Seminole County."

"This is about associating yourself with the name of the No. 1 tourist destination in the world," Commissioner John Horan said.

The newer version is also a tip of the hat to many of those who criticized the original proposal, Orlando North, because it virtually ignored Seminole County.

"I don't understand all this hesitation with being associated with Orlando," Horan said. "It's a great city. It's a great location."

County tourism officials have long complained that few people outside Central Florida know where Seminole County is.

"When we're at trade shows [to promote the county], people walk by our booth and have no idea who we are and where we are located," said Danny Trosset, executive director of the Seminole County Convention and Visitors Bureau.

Trosset said it's likely that the name of his department also will change to "Orlando North Seminole County Tourism."

County commissioners are expected to make a final decision on the new brand



CFHLA Board Members Rich Larkin of the Wyndham Orlando Resort International Drive and Stuart Newmark of Revolutionary Road Hospitality Group, LLC participate in the Question & Answer portion of the Forward Thinking 2016 Luncheon Program

**Additionally, CFHLA Salutes the Membership Luncheon Sponsors:**



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**SCHOOLS OPEN WITHIN 21 DAYS**

**Nearly Half Way to Goal!**

Currently

**46 Partnerships**

are

**OFFICIALLY REGISTERED**

for the

**2015 / 2016 Adopt-A-School Program!**

Bruce Skwarlo, general manager of the Orlando Marriott Lake Mary hotel, said he lures out-of-state travelers by using the words "Orlando" and "north."

"We say we're in the Orlando North corridor, and people instantly know in what part of the state we're in," Skwarlo said. "We're trying to garner business from all over the country, so we always say north Orlando..."

"It's simple Marketing 101. You're trying to affiliate yourself with the largest tourist destination in the world."

He's not alone.

The Hampton Inn Orlando-North in Altamonte Springs has used the name for years, and the Hilton Orlando in Altamonte Springs has used the word "Orlando" in its moniker since the early 1990s.

At a commission meeting Tuesday, county tourism officials pointed out that 62 million people visited the Orlando area last year. Seminole, meanwhile, received about 1.1 million visitors, generating about \$3.7 million in tourist-tax money, county officials said. To put that into perspective, Orange County collected \$187 million in tourist-tax funds.

Seminole's goal within the next three years is to lure an additional 62,000 annual visitors to spend two nights in the county.

Seminole County has about 44 hotels, with a total of 5,000 rooms. The occupancy rate hovers around 70 percent, and most of these are being

or **register** a new partnership please visit [www.CFHLA.org/Adopt-A-School-Program](http://www.CFHLA.org/Adopt-A-School-Program).

For more information about how YOU can give back to your local community and **Support Public Education** in Central Florida, please contact CFHLA Staff Person Lynnea Dawes - [communications@cfhla.org](mailto:communications@cfhla.org).



## HEAT

For the 14th Consecutive Year  
**CFHLA HEAT (Tradeshaw) Booths**  
have officially  
**SOLD OUT!**

*(Allied Members may join a "wait list" by contacting CFHLA Staff Person Jennifer McAfee - [jmcafee@cfhla.org](mailto:jmcafee@cfhla.org))*



**All Lodging Members**  
are encouraged to register to attend this important networking tradeshow - to  
**Avoid The Lines**

business travelers.

The goal behind the new Orlando North Seminole County branding effort is to lure more weekend visitors and raise the occupancy rate to 75 percent. According to county research, most visitors to Seminole County are business travelers who spend a few nights in the middle of the week.

"We're looking for the leisure traveler," Trosset said. "There's availability in our hotels on the weekends. And the goal for us is to create that weekend vacation in Seminole County."

But county officials acknowledge that Seminole County is a small player on Central Florida's popular tourism stage.

"We want people to know that they can spend four days at the theme parks in Orlando and two days in Seminole County," Horan said.

An increase in tourist-tax revenues is important, county officials said, because Seminole's new sports complex under construction will be paid for mostly through the county's 5 percent hotel tax.

Seminole has invested \$36 million in the new complex, including for land and construction.

The new sports complex will be designed to host large tournaments for soccer, baseball, softball, lacrosse and football. It's expected that the complex will lead to more visitors and a greater number of hotel rooms being occupied.

"Seminole County will

**September 2**

(10AM - 4PM) at the

**Caribe Royale Resort & Convention Center.**  
(Thank you Gerald Urquiola, General Manager)

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

**See You at the HEAT!**

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## HR SEMINAR

### ATTENTION HR PROFESSIONALS!

Only 2 Seminars remain in the  
**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 (Tradeshaw)

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 all of these seminars, please visit:

**[www.CFHLA.org/Educational-Seminar](http://www.CFHLA.org/Educational-Seminar)**

These seminars are proudly sponsored by:

Corporate Sponsor:



County," Trosset said. "And we're not saying that we're Orlando. We're just trying to develop a strong marketing brand."



Corporate Partners:



Food & Beverage Sponsor:



## PATRIOT DAY



**On Friday, September 11**

CFHLA will host the annual

**Patriot Day Breakfast**

at the [Orange County Convention Center](#).

*This memorial event will remember those who perished in the tragic events of September 11, 2001, and will recognize outstanding service of local first responders.*

For more information and registration for this



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

This breakfast is proudly sponsored by CFHLA Member:



**FORE!**

**TEE IT UP FOR  
TOURISM**  
Golf Outing and Luncheon  
*Featuring Keynote Speaker - State Representative Eric Eisnaugle*

**Thursday, September 24**

**Grand Cypress Golf Club**

1 N Jacaranda St, Orlando, FL 32836

Registration: 11:30am – Noon

Luncheon / Live Auction: Noon – 1:00pm

Golf Shotgun Start: 1:15pm



**CLICK HERE TO REGISTER!**

**Cost: \$500 per foursome, \$150 individual; Not a golfer? \$35 for lunch  
Benefitting the CFHLA Political Committee**

Kindly note that cancellations must be sent in writing to [publicpolicy@cfhla.org](mailto:publicpolicy@cfhla.org) by noon on September 17th.  
Voicemail or email will not be counted as an RSVP.

Questions? Please contact CFHLA Public Policy Director, Kevin Craig, at [publicpolicy@cfhla.org](mailto:publicpolicy@cfhla.org).

\*Note: Fees for these activities are a contribution to the  
CFHLA Political Committee ("PC"). A contribution to a political committee is not tax-deductible.

**THANK YOU HOLE SPONSORS:**

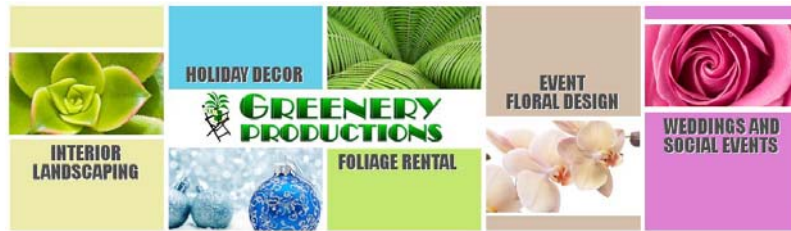


**GRAY ROBINSON**  
ATTORNEYS AT LAW



Central Florida Hotel & Lodging Association PC – 6675 Westwood Boulevard – Suite 210 – Orlando, FL 32821  
Phone (407) 313-5000 – Fax (407) 313-5050 – [www.cfhla.org](http://www.cfhla.org)

## SILVER



Serving Central Florida's finest hotels, venues, and theme parks with interior plantscapes and floral designs since 1988, [Greenery Productions](http://GreeneryProductions.com) is dedicated to quality and service. Foliage rental, holiday decor, floral for commercials, movies, corporate events, weddings, special events, and large productions, Greenery Productions is your expert resource. Our creative staff will work closely with you to fuse your ideas together with the finest plants and flowers of the season, and the latest trends to create a unique and cost effective solution. Discover all of the possibilities with a free, on-site consultation. Learn more at [GreeneryProductions.com](http://GreeneryProductions.com).

**Fun Fact:** Greenery Productions was recently featured on FYI television network's Outback Nation with Jamie Durie, celebrity landscape designer and TV personality. We helped transform a young Central Florida couple's dilapidated backyard into a paradise and staged a 100 person wedding complete with lush greenery and decor elements.

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## HOSPITALITY OPPORTUNITIES

***Below please find current hospitality employment opportunities:***

### **Cafe Cashier**

*Caribe Royale Resort & Convention Center*  
[CLICK HERE](#) to view the job description

### **Lobby Attendant / Suite Attendant**

*Embassy Suites Orlando - Lake Buena Vista South*  
[CLICK HERE](#) to view the job description

### **Security Officer**

*Caribe Royale Resort & Convention Center*  
[CLICK HERE](#) to view the job description

**This Newsletter is Proudly Sponsored By:**

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