

**From:** cfhla@memberclicks-mail.net on behalf of CFHLA  
**Sent:** Friday, November 06, 2015 12:14 PM  
**To:** cfhla\_info@cfhla.org  
**Subject:** CFHLA - Back of the House - November 6, 2015



ADVANCING TOURISM & THE COMMUNITY THROUGH HOSPITALITY

Volume 4 - Edition 6

11 / 06 / 2015

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**RAWLINS**

CFHLA shall honor

**PHIL RAWLINS,**

*Orlando City Soccer Club Founder & President,*  
with it's most *prestigious and highest honor*, the

**2015 CFHLA Charles Andrews  
Memorial Hospitality Award  
for Community Leadership.**



2015 Charles Andrews Memorial Hospitality Award for  
Community Leadership Honoree: Phil Rawlins,

This Newsletter proudly sponsored by:



Members of the Month Honorees:

Lodging:



**Teresa Simpkins**  
*Caribe Royale Resort & Convention Center*

Allied:



**Laurayne Madden Weeks**  
*Balloons by Renee*

2015  
CFHLA Executive  
Committee

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

Orlando City Soccer Club Founder and President

Mr. Rawlins will be honored at the  
**CFHLA Hospitality Gala**,  
the Industry's largest annual Holiday Gala event, on  
**Saturday, December 12**,  
at the beautiful  
**Walt Disney World Swan & Dolphin**  
*(Thank you Fred Sawyers, General Manager).*

The **Charles Andrews Memorial Hospitality Award for Community Leadership** is presented to an individual whose actions have positively contributed to both the  
**Central Florida Tourism Industry and the Greater Orlando Community.**

Mr. Rawlins was selected as this year's Charles Andrews Memorial Hospitality Award Honoree for the  
**Contributions he has made to Central Florida:**

**Acquiring the *Orlando City Soccer Club* and the *Orlando Pride* professional soccer franchises**

**Attracting *High Profile Sporting Events* and enhancing Orlando's international profile**

**Securing the *2015 International Friendly Soccer Match* between the Mexican and Costa Rican National Football Teams**

**Organizing the *Orlando City Soccer Club* international friendly matches against *English Premier League Club West Bromwich Albion F.C.* and *Brazilian professional football club Ponte Preta***

**Obtaining the *US Women's National Team Soccer* matches in 2013 and 2015**

**Procuring the *2016 Copa América Centenario* matches, one of the largest soccer events in the World.**

**CONGRATULATIONS PHIL RAWLINS!**

**SHARKS**

**LAST CHANCE TO REGISTER!**

**Dave Bartek**  
[Loews Hotels](#)  
[Universal Orlando](#)

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

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

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

*Immediate Past Chair*  
**Doug Gehret**  
[Hilton WorldWide](#)

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**Partners of the Month**

Executive Committee  
Meeting

[Global Sourcing](#)  
[International, LLC](#)

Governmental Affairs  
Committee Meeting

[SpinOut Guest Laundries](#)

Orlando International Airport  
Area General Managers  
Meeting

[Minuteman Press](#)

Board Retreat

[Bright House Networks](#)  
[Enterprise Solutions](#)

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The final  
**2015 ARC Breakfast**

is set to occur

**THIS Tuesday, November 10**

at the

**Sharks Underwater Grill**  
**at SeaWorld Orlando**

*(Thank you Steve Vinciguerra).*

**Registration for this event will CLOSE**  
**THIS MONDAY, NOVEMBER 9 at 12NOON!**

For your information, the results of the  
**2016 Allied Relations Council Board Elections**  
will be announced at this Breakfast.

To register for this Breakfast, please [CLICK HERE.](#)



Additionally, CFHLA encourages all attendees to consider bringing a  
**NEW Pair of Sneakers**  
for Homeless Students in Central Florida.

**For each pair of Sneakers donated, you will receive a raffle ticket  
to be entered to win one of three fantastic prize baskets:**

**Sports Basket**

*Featuring a Signed Orlando Magic Jersey,  
Golf for Four at Hawk's Landing, and MORE!*

**Stay-Cation Basket**

*Featuring a 2 Night Stay at the Hilton Orlando Lake Buena Vista,  
Hot Air Balloon Ride tickets, AMC Movie Tickets, and MORE!*

**Wine Basket**

*Featuring 8 Bottles of Wine, Wine Glasses and Accessories,  
4 Enzian Movie Theater Tickets, and MORE!*

**The final raffle drawing will occur at the  
December 12 Hospitality Gala.**  
***(Participants do not need to be present to win)***

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## 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 News:

**Hunger Games attraction  
proves Orlando's theme park  
war just got bigger**

*Orlando Business Journal -  
The Buzz*

*Richard Bilbao*

Congrats, Atlanta: May your Hunger Games attractions be ever in your favor. But, in the land of Star Wars and Harry Potter, that's the last popular franchise you're getting your hands on.

That's the sentiment Orlando's theme parks should have now that Atlanta will be home to a 700-acre attraction anchored by a Hunger Games-themed area. According to the Atlanta Business Chronicle, Lions Gate Entertainment Corp. (NYSE: LGF), the Santa Monica, Calif.-based movie studio that's behind the popular The Hunger Games film franchise, teamed up with developers of AVATRON Park to build a \$750 million planned attraction that will include The Hunger Games, Step Up and Now You See Me franchises for use at the attraction.

And, let's be honest, The Hunger Games is a nice haul for another destination to land that should draw visitation when it opens. Also, it's proof that Orlando's theme parks —

## SCOOPS

NEW: All Allied Members will be able to purchase  
**2016 Sponsorships ONLINE** -  
via the CFHLA Website -  
**on Monday November 23.**

Before these sponsorships go "On Sale," CFHLA is offering a

### "Scoops and Sponsorships" Informational Ice Cream Social

on

**Monday, November 16**

(3:00PM - 4:00PM)

at the

**CFHLA Offices,**

for Allied Members to **preview** the  
listing of 2016 Sponsorship Opportunities

**(Thank you [Muse Gelato](#) for providing the "Scoops").**

To register for this complimentary,  
informational gathering please [CLICK HERE](#).

Additionally, if you have questions regarding this activity  
or CFHLA Sponsorships, please contact  
**Lisa Harley - [sponsorships@cfhla.org](mailto:sponsorships@cfhla.org).**

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## HOLIDAY GOLF

continue to be aggressive in their hunt for the next intellectual property that will bring fans to Central Florida.

For the record, the two largest holders — Walt Disney World and Universal Orlando Resort — can brag quite a bit about the properties they have on hand. Consider the fact that franchises like Star Wars, Harry Potter, Marvel Comics, Transformers, Avatar, The Simpsons, Frozen, King Kong, Toy Story, Despicable Me, The Fast and Furious all call — or will call within the next five years — Orlando home.

But to stay ahead of the game, theme parks have to continue to stay fresh, said Dennis Speigel, president of International Theme Park Services Inc. "I said this before when Disney bought Marvel. These properties aren't bought to be sat on and have nothing done with them," he said. "We are seeing less of an emphasis on characters like Mickey and more on [theme parks] diversifying their message through new products."

So bravo, Atlanta. Pat yourselves on the back for the big win, but be aware that Orlando is watching and growing rapidly with the next couple of years paving the way for more business.

#### **World's largest modeling and simulation event back in Orlando Nov. 30-Dec. 4**

*Orlando Business Journal - Morning Edition*

*Cindy Barth*

The Interservice/Industry Training, Simulation & Education Conference (I/ITSEC), the world's largest modeling and simulation event, will be back in Orlando Nov. 30-Dec. 4 at the Orange County Convention Center.

This year, I/ITSEC will feature 500 corporate, government, research and academic exhibitors, and is expected to attract more than 15,000 attendees, many from overseas. Among the other attendees of the event: both the chief of naval operations



THE CFHLA ENGINEERS COUNCIL INVITES YOU TO ATTEND THE 15TH ANNUAL  
**HOLIDAY CHARITY GOLF OUTING**

SPONSORED BY:  
CFHLA .org  
**TERMINIX** COMMERCIAL  
Power over pests.  
CFHLA .org  
Engineers Council

**FRIDAY, DECEMBER 4, 2015**  
**Falcon's Fire Golf Club**  
3200 Sevalago Blvd, Kissimmee, FL 34746  
8:00AM - Shotgun Start - Scramble Format  
\$150 Per Player - \$600 Per Foursome - Power Pack Included

For more information and registration, please visit:  
**WWW.CFHILA.ORG/HOLIDAY-CHARITY-GOLF-OUTING**  
Registration will be accepted on a first-paid basis. Sorry, no refunds after November 30, 2015.



Importantly, a portion of the Net Proceeds will benefit the  
**CFHLA Foundation,**  
a 501(c)(3) organization, designated for the  
**Women's Residential & Counseling Center.**  
(CFHLA Foundation Federal Tax ID #26-4207486)

For more information, contact Jennifer McAfee, (407) 313-5015  
Central Florida Hotel and Lodging Association • 6675 Westwood Blvd. Suite # 210 • Orlando, FL • 32821  
Phone (407) 313 5015 • Fax (407) 313 5050 • Website: www.cfhla.org

## **WORLD RECORD**

The  
**Sheraton Vistana Resort**  
is seeking volunteers to participate in a  
**Guinness World Record Attempt!**

On  
**Monday, November 16, at 8:00AM**  
the Sheraton Vistana Team and Volunteers will attempt to  
**"Break the Record"**  
of 572 people in the

several members of Congress.

A number of new events are scheduled for this year's I/ITSEC, including Operation Blended Warrior, Black Swan and Cyber. Operation Blended Warrior will provide I/ITSEC attendees with an examination of live, virtual and constructive capabilities within the confines of the convention center, as more than 30 government and industry partners will take on challenges presented in war game-like scenarios.

This year's Black Swan scenario — i.e., humanitarian assistance following a major disaster — will use virtual reality to explore whether these scenarios are actually unpredictable and impossible to plan for in advance. The virtual reality will allow the participants to plan for, rehearse and predict their consequences.

The Cyber event will feature a world-class panel of cyber experts who will share lessons from their cyber training experiences to assess the current training landscape.

**Disney theme parks end 2015 with strong attendance, hotel occupancy**

*Orlando Business Journal - The Buzz*

*Richard Bilbao*

The Walt Disney Co. can notch another victory in overall business, especially in its theme parks division.

For the fourth quarter ending Oct. 3, Disney's (NYSE: DIS) theme park business reported a 10 percent increase in revenue to nearly \$4.4 billion from \$3.9 billion for the same time last year. Operating income for the company also increased 7 percent to \$738 million, compared to \$687 million reported last year.

Theme park revenue for the fiscal year was up 7 percent to \$16.1 billion, compared to \$15.09 billion last year. Operating income for the year was \$3 billion, up 14 percent from \$2.6 billion.

## Longest Human Chain to Pass Through a Hula Hoop.

The goal for this attempt is to create a **Chain of 600 People** to break the current record.

For more information or to join this activity, please contact **Sally Evans**, Director of FUN at the Sheraton Vistana Resort - 321-436-1075 / sally.evans@starwoodvo.com.

## GALA

### HAVE YOU PURCHASED YOUR TABLE?

### HAVE YOU BOOKED YOUR ROOM?



CFHLA's Hospitality Gala 2015

SATURDAY, DECEMBER 12, 2015

6:00 PM  
COMPLIMENTARY WINE & BEER  
AND SILENT AUCTION

7:00 PM  
DINNER AND AWARDS PRESENTATION

12:00 MIDNIGHT  
ADJOURNMENT TO LOBBY BAR

**EVENING HIGHLIGHTS**  
HONORING THE CFHLA LODGING, ALLIED,  
AND ENGINEER MEMBERS OF THE YEAR

PRESENTATION OF THE CHARLES ANDREWS  
MEMORIAL AWARD FOR COMMUNITY LEADERSHIP

SILENT AUCTION FEATURING OVER 200 ITEMS

DANCING THE NIGHT AWAY WITH  
PHENOMENAL LIVE ENTERTAINMENT

THE 2015 HOSPITALITY GALA IS PROUDLY SPONSORED BY:

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VS MEDIA GROUP, INC.  
UNIVERSAL ORLANDO RESORT

PROUDLY HOSTED BY  
  
WALT DISNEY WORLD SWAN & DOLPHIN

STAY THE NIGHT! A REDUCED RATE IS BEING OFFERED FOR \$129 PLUS TAX AND \$23 RESORT FEE. THIS RATE EXPIRES NOVEMBER 11. CALL 1-800-227-4500 AND MENTION THE CFHLA HOSPITALITY GALA TO RESERVE YOUR ROOM. VISIT WWW.CFHLAGALAHOSPITALITY-GALA FOR MORE INFORMATION.

For your information, registration for individual tickets and tables can be found online at:

spending and attendance at its global theme parks. "Guest spending growth was primarily due to higher average hotel room rates and ticket prices for sailings at our cruise line, as well as theme park admissions and increased merchandise, food and beverage spending," said the company.

Disney's overall fourth-quarter revenue was up 9 percent to \$13.5 billion, compared to \$12.3 billion reported last year. Full-year revenue reached \$52.4 billion, up 7 percent from \$48.8 billion last year.

Disney remains Orlando's king of theme parks, drawing the most visitors each year. And that may continue, as the theme park is working on new additions like an Avatar expansion at Disney's Animal Kingdom, a Frozen ride at Epcot and a major park-size upgrade of Disney's Hollywood Studios that includes new Star Wars and Toy Story areas.

[www.CFHLA.org/Hospitality-Gala](http://www.CFHLA.org/Hospitality-Gala).

Once you have purchased your ticket(s) -  
**BOOK YOUR ROOM!**

The Walt Disney World Swan & Dolphin is offering a special room rate for all attendees of  
**\$129 plus tax and \$23 Resort Fee.**

For Room Reservations call 1-800-227-1500 and indicate you are attending the CFHLA Hospitality Gala.  
**Must book by November 11th.**

If you have questions, please contact Kim Gordon - [specialevents@cfhla.org](mailto:specialevents@cfhla.org).

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## NOMINATIONS

In January, CFHLA produces the  
**Golden Pineapple Awards Dinner**  
to recognize  
**Outstanding Customer Service**  
provided by  
**Front Line / Hourly / Non-Supervisory / Non-Management Lodging Employees**  
of Central Florida.

***This years recognition event is currently accepting nominations for the following service categories:***

**Back Office**  
(Accounting, Administrative, IT, HR)

**Bell Person / Concierge**

**Community Service**

**Convention Center / Banquet**

**Culinary**

**Engineering**

**Food & Beverage Service**

**Front Office**

**Housekeeping**

**Laundry**

**Recreational**

(Pool/Spa/Golf/Kids Activities)

**Security / Loss Prevention**

**Steward / Dishwasher**

**To download the official nominations form, please [CLICK HERE](#).**

If you have questions regarding this process, please contact Kim Gordon - [specialevents@cfhla.org](mailto:specialevents@cfhla.org).

Please note, the deadline for these nominations is:

**WEDNESDAY, DECEMBER 16.**

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## **SCHOLARSHIPS**

**CFHLA MEMBERS: PLEASE FORWARD THIS INFORMATION TO YOUR STAFF!**

The application process for the annual

**FAMILY MEMBER SCHOLARSHIP**

is officially OPEN!

CFHLA is offering

**10 Scholarships**

for direct dependents of

***Hourly / Non-Managerial Employees of Lodging and Allied Member Companies.***

**[CLICK HERE to download the application for the LODGING FAMILY MEMBER SCHOLARSHIP](#)**

**[CLICK HERE to download the application for the ALLIED FAMILY MEMBER SCHOLARSHIP](#)**



and all subsequent materials is:

**Wednesday, January 6, 2016 - 12NOON.**

If you have questions relating to this scholarship program, please contact  
Lynnea Dawes - [communications@cfhla.org](mailto:communications@cfhla.org).

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## PARTNERS IN ACTION

This past week, the

**Best Western Premier  
Saratoga Resort Villas**

participated in the

**Career Day**

activities at

**Central Ave. Elementary School!**

As a segment of the

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

and to support

**Public Education in Central Florida,**

staff members from the property took the time to discuss their  
careers and education with eager Elementary Students.





Tammy Witeck, General Manager of the Best Western Premier Saratoga Resort Villas discusses her career with Central Ave. Elementary Students



## THANK YOU

**Best Western Premier Saratoga Resort Villas**

for actively supporting

**Central Ave. Elementary School**

and Public Education in Central Florida!

## MEET THE VIP



[Global Sourcing International LLC](#) has been in business for 13 years and is your Custom Source for Uniforms / Work Wear Apparel, Advertising Specialties and Promotional Products.

### DID YOU KNOW?:

GSI VP of Marketing & Sales, **Dr. Alan Fickett**, is an alumnus of 3 Florida universities, UF, FTU/UCF & FSU. While VP of University Relations at UCF, Dr Fickett was instrumental in establishing the Dick Pope Sr. Institute for Tourism Studies in 1979, which has evolved into the UCF Rosen College of Hospitality Management.

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## GALLERY

To view an online gallery of photographs from last week's **HALLOWEEN GOLF OPEN** please [CLICK HERE](#).



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## HOSPITALITY OPPORTUNITIES

*Below please find current hospitality employment opportunities:*

### **ALL POSITIONS - JOB FAIR**

*Home2 Suites by Hilton Orlando*

*Vista Host Inc. – Orlando, FL*

The **NEW Home2 Suites by Hilton Orlando** will be opening soon and is now hiring for all positions, including:

***Front Desk***

***Executive Housekeeper***

***Room Attendants***

***Houseperson***

***Breakfast Attendant***

Come and Apply in person at the Job Fair on  
**Thursday Nov. 12th from 9AM - 5 PM**  
at the Hilton Garden Inn Orlando at SeaWorld  
6850 Westwood Boulevard  
Orlando, Florida 32821  
Hotel: 407.354.1500  
**OR online at [www.myhospitalitycareer.net](http://www.myhospitalitycareer.net)**

**Director of Sales**

*Fairfield Inn & Suites Orlando East/UCF*  
[CLICK HERE](#) to view the job description

**Housekeepers Needed!**

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

**Lead Housekeeping Aide**

*Orlando World Center Marriott*  
[CLICK HERE](#) to view the job description

**Night Auditor**

*Paramount Hospitality Management*  
[CLICK HERE](#) to view the job description

**Group Sales Manager,  
F&B Supervisor,  
and MORE!**

*Reunion Resort & Club*  
[CLICK HERE](#) to view the job descriptions

**Bellstand Captain,  
Front Desk Supervisor,  
and MORE!**

*Renaissance Orlando at SeaWorld*  
[CLICK HERE](#) to view the job descriptions

**Recreation Spring Internship,  
Pool Bar Server,  
and MORE!**

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

**Lead Cook Specialty,  
Recreation Attendant,  
and MORE!**

*Marriott International - Orlando Locations*  
[CLICK HERE](#) to view the job descriptions

**Bookkeeper,  
Dining Room Attendant.**

*Grande Lakes Resort  
(JW Marriott Orlando AND Ritz Carlton Orlando)  
[CLICK HERE](#) to view the job descriptions*

**This Newsletter is Proudly Sponsored By:**



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United States

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