

Lynnea Dawes

**From:** cfhla@memberclicks-mail.net on behalf of CFHLA  
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This Newsletter proudly sponsored by:



**Members of the Month Honorees:**

**HOT!**

**The HEAT Was HOT!!!**

On Wednesday, September 2, CFHLA conducted its annual Tradeshow,

**THE HEAT.**

This one-day expo featured

**240 Exhibitors**

**10 Ultimate Chef Competition Booths**

**60 First Time Exhibitors.**

**Over 1,000**

**Lodging Executives and Managers**

walked the Tradeshow floor!

**Lodging:**



**Dianna Pillows**

*Disney's Boardwalk Resort*

**Allied:**



**Shelly Weir**

*American Hotel & Lodging  
Educational Institute*

**2015  
CFHLA Executive  
Committee**

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

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

*2nd Vice Chairperson*  
**David Friederich**



**CFHLA THANKS the following member companies and individuals for supporting the 2015 HEAT:**

**HOST**

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

**CORPORATE SPONSORS**

**American Hotel & Lodging Educational Institute**

**Bright House Networks Enterprise Solutions**

**Carter Electric**

**Driveway Maintenance, Inc.**

**Duke Energy**

**Dunkman Paint and Wallcoverings, LLC**

**Ecolab**

**GES - Global Experience Specialists**

**HUFCOR Florida Group**

**Mechanical Services of Central Florida**

**Orlando Health**

**OUC - The Reliable One**

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**Doug Ridge**  
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Suite Hotel](#)

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**Partners of the Month**

HEAT Tradeshow

CORPORATE SPONSORS  
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[GES - Global Experience  
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Florida](#)

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[OUC - The Reliable One](#)

**Southeastern Laundry Equipment Sales**

**Vision 360**

LOUNGE SPONSOR

**Clean Tec Services**

HEAT RECEPTION SPONSOR

**Domino's**

AUDIO VISUAL SPONSOR

**PSAV Presentation Services**

ELECTRICAL SPONSOR

**Edlen Electrical Exhibition Services**

PARKING SPONSOR

**AAA Parking**

PRINTING SPONSOR

**Minuteman Press**

IN-KIND SPONSORS

**Balloons by Renee**

**Britt Runion Studios, Inc.**

**Crown Trophy**

**GES - Global Experience Specialists**

**Harvill's Produce Company**

SECURITY SERVICES IN-KIND SPONSOR

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SECURITY SERVICES IN-KIND SPONSOR

[Curtis Protective Services](#)

ARC Breakfast

[Associated Planners Group](#)

Patriot Day Breakfast

[Radio One / Motorola](#)

Executive Committee Meeting

[Summit Broadband](#)

Governmental Affairs Committee Meeting



Thank you **Espresso Events** for providing the complimentary Barista Coffee & Nitrogen Bar!

#### HEAT PLANNING COMMITTEE

Chairperson

**Amy Diehl**

[AwnCleanUSA](#)

Vice Chairperson

**Stuart Newmark**

Revolutionary Road Hospitality Group

Allied Liaison

**Steve Dobbins**

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[Sunshine Recycling](#)

**Lindsay Crum**

[DriRite Emergency Services](#)

**Ruthann DiLauri**

[Minuteman Press](#)

**Bonnie Dulgar**

[VS Media Group, Inc.](#)

**Keith Faver**

[Green Dry Cleaners of Orlando](#)

[SpinOut Guest Laundries](#)

CFHLA Board of Directors Meeting

[Arahull Services Inc.](#)

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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:**

**Orlando's retail real estate market thrives with record tourism**

*Orlando Business Journal - The Buzz*

*Anjali Fluker*

You may be tired of getting stuck in Orlando's tourist corridor traffic — but the visitors are a big reason that the region's retail real estate industry is booming.

Central Florida's record 62 million-plus visitors in 2014 helped boost the area to a top spot among regions with the strongest economic growth in the Sunshine State, showed a new midyear retail report by JLL that was released on Aug. 31 during the annual International Council of Shopping Centers Florida

**A-1 Orange Exterior Building Services**

**David George**  
[Brickman/ValleyCrest](#)

**Holly Howarth**  
[Symbiont Service Corp.](#)

**Jay Hunt**  
[Massey PrevenTech Commercial Services](#)

**David Johnson**  
[Terminix Commercial](#)

**Laurayne Madden Weeks**  
[Balloons by Renee](#)

**Joe Mahoney**  
[HospitalityStaff](#)

**Kerri Marvin**  
[A-1 Orange Exterior Building Services](#)

**Marshall Pickard**

[Squeegee Squad](#)

**Nick Romeo**  
[iFly Orlando](#)

**Anthony Roy**  
[Orange Avenue Enterprises](#)

**Suzi Trimble**  
[Dunkman Paint & Wallcovering, LLC](#)

**Karen Watzman**  
[Great Impressions](#)

**Peter Woodruff**  
[Southeastern Laundry Equipment](#)

**Tracy Wiley**  
[Progressive Communications](#)



Additionally, metro Orlando has experienced a 4.6 percent growth in employment in the last year, and that has resulted in more consumer confidence, which created an upsurge in retail spending, the report said.

Want to know how that translates into retail real estate numbers for the Orlando area? Here's a peek:

Occupancy: 90.7 percent

Average asking lease rates: \$14.12 per month

Total inventory: 45.8 million square feet

Though retail rents haven't grown much in the last few years, expect that to happen in the next year or so, as new construction will drive up costs.

See the full JLL Florida Retail Report and read more about why retail development loves the Sunshine State, as previously reported by Orlando Business Journal.

**Orlando's BlurtBox app aims to be the anti-Yelp**

*Orlando Business Journal*

*Megan Ribbens*

The next time you post on social media about a restaurant's food being cold or the great customer service, you'll have to add a new app to go along with Yelp, Twitter and Facebook.

BlurtBox, a smartphone application that addresses customer complaints in real time, launched last week. The Orlando-based app is



CFHLA Historian Laura Sherman of CLC Encantada Resort at the Exercise Systems HEAT Booth

In addition, CFHLA Congratulates the following HEAT Honorees:

#### BEST HEAT BOOTH

**Third Place:**  
**Bay Hill Eye Care**

**Second Place:**  
**Allegra Print**

**First Place:**  
**11th Hour Business Solutions**

**Best Email Marketing Piece:**  
**Edlen Electrical**

#### ULTIMATE CHEF COMPETITION

**Third Place:**  
**Disney's Wilderness Lodge – Artist Point**

**Second Place:**  
**Park Inn by Radisson Orlando – Celebration**

**First Place:**  
**Orlando Airport Marriott  
Lakeside - Crimson Tavern**

Yelp,” geared toward restaurateurs who want to avoid the burn from negative online reviews.

The app was developed by University of Central Florida alumnus Julien Meyer, who said the app had more than 2,500 downloads in the first two to three days of the launch.

So far, about 400 businesses have signed up to use the app — including local eateries like Spoleto, Graffiti Junktion and Domino’s — with an average of 50 new businesses signing up for the service each week.

Meyer, a graduate of the Rosen College of Hospitality at UCF, said the app came about by accidentally solving a problem for clients of his restaurant marketing firm.

“We had restaurant friends who hated Yelp and TripAdvisor, but sometimes they got valuable feedback. But they had to keep checking the sites. We found a lot of demand in the market to connect businesses with customers better.”

The software was in development for 18 months. Meyer said the initial investment was \$25,000 to get the project started and he raised \$100,000 in a private equity round.

There is no charge for restaurants and hospitality businesses to get customer feedback, but there is a charge for the ability to answer the customers through the BlurBox platform.

Another key to BlurBox is a focus on analytics. The app can provide higher-quality data to restaurants and

## ***People’s Choice Award: Park Inn by Radisson Orlando – Celebration***

CFHLA **Thanks** the Ultimate Chef Competition Participants:

***Disney's Board Walk Resort***

***Disney's Wilderness Lodge***

***Four Season Orlando***

***Loews Royal Pacific Resort***

***Orange Lake Resort***

***Orlando Airport Marriott Lakeside***

***Orlando World Center Marriott***

***Park Inn by Radisson Resort & Convention Center***

***Reunion Resort & Club, a Wyndham Grand Resort***

***Walt Disney World Swan & Dolphin***

The Ultimate Chef Competition was sponsored by:

**Cheney Brothers**

**VOC Systems**

Furthermore, CFHLA **thanks** the **CFHLA Food & Beverage Council** for their support of this competition.

Importantly, CFHLA would like to proudly recognize, and **thank** CFHLA Convention and Council Services Director,

**Jennifer McAfee**

for a successful, meaningful, and networking driven tradeshow.

***For your information, this year's HEAT was  
Jennifer McAfee's 16th tradeshow with CFHLA.***

**THANK YOU JENNIFER!**

Below please find additional photographs of this successful networking event:

survey ranking services from one to 10.

In fact, Meyer said based on the average response rate from current testing, Blurt Box's response rate is 18-24 percent versus less than 10 percent on other reports.

"If you leave a comment, our system has an algorithm to read, understand and analyze the comment to push out actionable items to restaurants," Myer said. "We can send reports to restaurants: For example, you have a great service team, but one cashier is ruining it for you."

David Manuchia, president of Orlando-based Restaurant Partners Inc., said the app would be a home run if it can provide analytics and trends. "Anything that gives us more data and trending data over a period of time is very helpful in making decisions. Most restaurant owners don't make knee-jerk decisions at every comment because every change costs money. But any back-of-house technology to cut labor and keep info flowing is a positive thing."

But the one setback Manuchia sees with the service would be for those with multiple restaurants.

He said it would work best if you had a vehicle to handle all the comments for multiple locations. "Picture the president of Outback getting every comment for all its restaurants. It could be like taking a drink out of a fire hose if you're not careful. Sifting through those would take time."

Manuchia said monitoring Restaurant Partners' 20



(Left to Right) Eric Rosenbaum of Sierra Lodgings, Inc., CFHLA Chairman Gerald Urquiola of the Caribe Royale Resort & Convention Center with representatives of CFHLA Allied Member AAA Parking



The Park Inn by Radisson Resort and Conference Center Ultimate Chef Competition Team



as those of its top five competitors was hard enough that in the past 18 months, the company added a new position at the firm.

Meyer said while analytics is a big focus for now, “the next step is to make sure we’re building a product our customers want to continue to use, so we’ll collect as much feedback from businesses and customers we can and continue to build out what the marketplace wants.

“We’re also fundraising another round, and we got sponsored to attend the Web Summit in Dublin, Ireland, where Uber got its funding from, and that will be in November.”

So why would a restaurant want its customers to use BlurtBox instead of Yelp? Meyer said the reasons include not only to get away from the “billion-dollar bullying” on sites like Yelp, but also to have higher engagement from your customers.

Restaurants get the chance to connect with “and know their loyal customers and not scan the Internet for them — it comes right to them. Loyal customers are their bread and butter, and this can help them fix something that’s wrong or if something’s going right, they can keep it going.”



CFHLA Immediate Past Chairman Doug Gehret of the Hilton Orlando at the World Class Installations, Inc. Booth



CFHLA Allied Relations Council Board Member Cindy Traenkner of Domino's at the Domino's HEAT Booth with CFHLA VIP Member Reggie Riley of Orlando Health



The Orlando Airport Marriott Lakeside Ultimate Chefs Competition Team



CFHLA Allied Relations Council Board Member Maureen Haggerty of Spinout Guest Laundries with CFHLA Board Member Peter Kacheris of the Waldorf Astoria Orlando / Hilton Orlando Bonnet Creek



The Bay Hill Eye Care HEAT Booth

For additional photographs of this  
**"Members Doing Business With Members"**  
tradeshow, please [CLICK HERE](#).

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## RED, WHITE, & BLUE

### One Week From Today...

CFHLA will conduct its annual  
**Patriot Day Breakfast**  
on  
**Friday, September 11,**  
8AM at the  
[Orange County Convention Center](#)  
(West Concourse).

At this  
**"Red, White, and Blue"**  
gathering, CFHLA will remember the lives lost on September 11, 2001 and  
will honor the following regional First Responders:

Lifetime Achievement

**Richard Beary**  
Chief of Police  
UCF Police Department

Heroism - EMS



Engineer  
Osceola County Fire Rescue & EMS

Heroism - Law Enforcement

**Steve Chandler**  
Officer  
Orlando Police Department

**Christopher Valenti**  
Officer  
Orlando Police Department

Life Saving - EMS

**Kevin Ireland**  
Firefighter  
Orlando Fire Department

Life Saving - Fire Rescue

**Jeffrey Heavner**  
Firefighter  
Orange County Fire Rescue

**Andrew Horan**  
Engineer  
Orange County Fire Rescue

**Granville Lewis**  
Lieutenant / Paramedic  
Orange County Fire Rescue

**Nicholas Wilson**  
Firefighter  
Orange County Fire Rescue

Life Saving - Law Enforcement

**Keith Arsenault**  
Officer  
Kissimmee Police Department

**Ed Martinez**  
Corporal  
Kissimmee Police Department

Hospitality Security



Security Officer  
Walt Disney World Resort

**Ayaka Tanaka**  
Security Hostess  
Walt Disney World Resort

To date, the following elected officials will be attending:

Orange County Commissioner - District 1  
**Scott Boyd**

Orange County Commissioner - District 3  
**Pete Clarke**

Orange County Supervisor of Elections  
**Bill Cowles**

Orange County Sheriff  
**Jerry Demings**

Orange County Comptroller  
**Martha Haynie**

City of Orlando Commissioner - District 5  
**Regina Hill**

Orange County Mayor  
**Teresa Jacobs**

State Representative - District 42  
**Mike La Rosa**

Orange County Commissioner - District 2  
**Bryan Nelson**

Orange County Mayor Chief of Staff  
**Graciela Noriega Jacoby**

Orange County Property Appraiser  
**Rick Singh**

Orange County Commissioner - District 6  
**Victoria Siplin**

Orange County Commissioner - District 4  
**Jennifer Thompson**

For your information, the Keynote Speaker is

- - -

a New York City, 9/11 Survivor.

The honorary Chairman for this breakfast is  
**Osceola County Sheriff**

**Bob Hansel,**

and the Day of Event Emcee is

**Jim Payne**

of WESH2 TV.

This event is proudly sponsored by:



At this time, over **400 attendees** are registered for this breakfast activity. To register, please visit:

[www.cfhla.org/patriot-day-breakfast](http://www.cfhla.org/patriot-day-breakfast)

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## UP TO DATE???

### ***Is your CFHLA Profile "Up To Date"???***

CFHLA is currently asking all Members to review your corporate account to ensure all persons listed are current employees with your company.

***If your account requires additions / edits,  
please complete the following forms by Thursday, October 1:***

**[ALLIED MEMBERS CLICK HERE](#)**

for the Membership Update Form

**[LODGING MEMBERS CLICK HERE](#)**

for the Membership Update Form

**If you have questions relating to your Membership, please contact  
Terrie Notter - [Membership@cfhla.org](mailto:Membership@cfhla.org).**

## POLITTE, STALEY, & SHIRK

CFHLA Staff offers congratulations to the following  
**Lodging Professionals:**

### **Mark Politte**

has accepted the position of  
**General Manager**  
at the DoubleTree by Hilton Orlando Universal.

### **Cindy Staley**

has been named the  
**General Manager**  
of the Sheraton Lake Buena Vista.

### **Nina Shirk**

has relocated to Orlando and has been named the  
**General Manager**  
of the Hyatt Place Orlando / Universal and  
the Hyatt Place Orlando / Convention Center.

**CONGRATULATIONS  
MARK, CINDY, AND NINA!**

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## SILVER



Currently celebrating our 85th Anniversary, [Mayer Electric Supply](#) is proud to be ranked among the nation's largest distributors of electrical supplies. Expanding rapidly, Mayer is able to penetrate the market through their 54 locations spanning the Southeast. Headquartered in Birmingham, Alabama, Mayer employs over 1,100 people and has annual sales of over \$741 million. We pride ourselves on being our customer's first choice when they need quality electric products and services.

Fun Fact: One fun fact about our company involves our commitment to giving back to the communities in which we live and work. Each Mayer associate is given up to twelve hours of paid time off each year to engage in volunteer work within their community.

## HOSPITALITY OPPORTUNITIES

*Below please find current hospitality employment opportunities:*

### **Director of Sales, Catering & Marketing**

*Hilton Orlando Altamonte Springs*

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

### **Loss Prevention Officer**

*Gaylord Palms Resort & Convention Center*

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

### **Lobby Concierge**

*Ritz Carlton Orlando Grande Lakes*

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

### **Room Service Server**

*Caribe Royale Resort & Convention Center*

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

### **Restaurant General Manager**

*B Resort located in the Walt Disney World Resort*

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

**This Newsletter is Proudly Sponsored By:**

**AraHull  Services**

The Leader in Advanced Cleaning & Restoration

**Freddy Arafet, Co-founder**

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Ph: 954.850.1480 | Fx: 954.653.0887 | [f.arafet@arahull.com](mailto:f.arafet@arahull.com)

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