

From: cfhla@memberclicks-mail.net on behalf of CFHLA
Sent: Friday, April 15, 2016 12:16 PM
To: communications@cfhla.org
Subject: CFHLA - Back of the House - April 15, 2016



ADVANCING TOURISM & THE COMMUNITY THROUGH HOSPITALITY

Volume 2 - Edition 2

04/15/2016

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This Newsletter proudly
sponsored by:

AWARDS

As you may know, the funds raised at the annual Bacchus Bash event are utilized to award

Hospitality Student Scholarships and Grants

to Central Florida Educational Institutions.

The official awards presentation for these honors occurs during the

Community Partnerships and Awards Luncheon

set to occur on

Wednesday, May 4

(12Noon - 1:30PM) at the

Hilton Orlando

(Thank you John Luke, General Manager).

For your information, this luncheon will also include:

***Recognition of the
2015 / 2016 Adopt-A-School Partnerships***



Honorees

**April Allied
Member of the Month**



Don Synder
Allegra Print

**April Lodging
Member of the Month**



Fred Sawyers
Walt Disney World
Swan & Dolphin

**2016
CFHLA Executive
Committee**

Chairperson

**A CFHLA Cares Collection Drive
for Homeless Students**

**The Official "Kick Off" of the
Hospitality Summer Blood Drive Challenge,
in partnership with OneBlood**

**Awarding of CFHLA
Foundation Community Grants**

To register for this membership luncheon please visit
www.CFHLA.org/Membership-Luncheons

Additionally, CFHLA recognizes the luncheon sponsors:



A/V Partner:



COLLECTING

The Collection has Begun!

Last Friday, CFHLA Members volunteered
to deliver collection bins and flyers to the

[Loews Hotels](#)

1st Vice Chairperson
Brian Comes
[Hyatt Regency Orlando](#)

2nd Vice Chairperson
Fred Sawyers
[Walt Disney World
Swan & Dolphin](#)

Secretary
Keith Wolling
[B Resort & Spa Lake
Buena Vista](#)

Treasurer
Jetse Pottinga
[Melia Orlando
Suite Hotel](#)

Assistant Treasurer
Jesse Martinez
[The Alford Inn at Rollins](#)

Historian
Laura Sherman
[CLC Regal Oaks](#)

Immediate Past Chair
Gerald Urquiola
[Caribe Royale Resort &
Convention Center](#)

Partners of the Month:

Bacchus Bash

Platinum Sponsor

[Coca-Cola Bottling Co.](#)

Gold Sponsor

[Edlen Electrical Exhibition
Services](#)

[Florida Distributing Company](#)

[GES - Global Experience
Specialists](#)

[Orlando Premium Outlets -
Vineland Ave](#)

OUC - The Reliable One

stores of Central Florida.

These bins will be used in the Dollar Tree Stores until

Sunday, April 24

to enhance the

Spring CFHLA Cares Collection Drive

*(Set to occur May 4, in conjunction with
the previously mentioned Membership Luncheon).*

CFHLA thanks

Jay Hunt

and

Massey PrevenTech Commercial Services

for creating and maintaining this important partnership -
which has generated over 200,000 items for

Homeless Students in Central Florida.



Jay Hunt of Massey PrevenTech Commercial Services with the DollarTree Team and the collection boxes

Additionally, CFHLA recognizes

Greenery Productions and Dusobox

for assisting with this important program.

[PSAV - Presentation Services](#)

[Uncharted Video Productions](#)

Silver Sponsor

[Barrette Family Fund](#)

[Domino's](#)

[LMG Construction Services](#)

[Maingate Transportation](#)

[Mall at Millenia \(The\)](#)

[Marriott Business Council](#)

[Mears Transportation Group](#)

[Minuteman Press](#)

[SeaWorld Parks & Resorts](#)

[TRS Wireless, Inc.](#)

[Walt Disney World Company](#)

Bronze Sponsor

[Bay Hill Eye Care](#)

[Boyer Building Corp](#)

[Food Manager Testing \(FMT\)](#)

[Harvill's Produce Company](#)

[Market Loyal](#)

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[Visit Orlando](#)

Security Sponsor

[Fidelity Security Services, LLC](#)

**State of the County Address:
Orange County**

[Bags Parking & Guest Services](#)

[Bright House Networks](#)



For more information about the
**Spring CFHLA Cares Collection Drive
for Homeless Students,**

please visit:

www.CFHla.org/CFHLA-Cares

SPONSORSHIPS

VISIBILITY OPPORTUNITIES FOR ALLIED MEMBERS!

Sponsorships for the second half of 2016 are officially

"OPEN" for Purchase!

[CLICK HERE](#) for more information -
including a listing of open sponsorships
AND the purchase link.

If you have questions relating to these opportunities, please contact

**CFHLA Staff Person Lisa Harley -
sponsorships@cfhla.org**

REMINDER

[International Drive Resort Area Chamber of Commerce](#)

[Mears Transportation Group](#)

[Orlando Health](#)

[OUC - The Reliable One](#)

[SeaWorld Parks & Resorts](#)

[Summit Broadband](#)

[Universal Orlando](#)

[Walt Disney World Company](#)

Vacation Rental Managers Council

[Belfor Property Restoration](#)

Vacation Ownership Managers Council

[Boyer Building Corp](#)

Executive Committee Meeting

[Brightview \(Formerly Brickman / ValleyCrest\)](#)

Governmental Affairs Committee Meeting

[SpinOut Guest Laundries Inc](#)

Hospitality Updates:

Arts center's second phase construction timeline depends on \$45M in hotel tax

Orlando Business Journal

Richard Bilbao

The Dr. Phillips Center for the Performing Arts is one of downtown Orlando's newest iconic features of culture and arts - yet it's only half-finished.

The center still is working to build the \$185 million second phase of the project that includes the 1,700-seat Steinmetz Hall acoustical hall for ballet, music and dance. However, securing the funds for that phase has slowed down, leaving the facility with a large grassy area where the future expansion some day

FRIENDLY REMINDER:

Administrative Professionals Day
is
Wednesday, April 27!



SECURITEE

But arts supporters say the answer to that problem lies with the same funds that helped get the project started - Orange County's tourist development tax.

A proposal submitted by the Central Florida Hotel & Lodging Association on April 1 spelled out a detailed usage for future tourist development taxes - a tax added to the rental sale of hotel, motels and other short-term lodging - and part of the plan included giving \$45 million to the arts center.

It's that money that Dr. Phillips Center President Kathy Ramsberger said finally can get the center fully realized and make it the destination for all performing arts in Central Florida.

"We already raised \$161 million" in total donations and gifts, Ramsberger said. "We think we can do another \$10 million in capital. That leaves the balance needed for the project at \$45 million. So if Orange County can approve this, we will finish the [remaining] funding very quickly because they can see the finish line."

If successful, that will paint a clearer picture for the performing arts center's construction timeline.

Specifically, the center wants to name a construction manager by the end of April and begin to issue bids for the project in May.

With that done, Dr. Phillips Center Chairman Jim Pugh said the project could begin to pull permits by July - which then would place the second phase on a path to break ground in September.

Orange County's Tourist Development Council has mixed feelings about the proposal.

Council member Orlando Mayor Buddy Dyer wants to find out more about how the plan would work and wants the council to approve the proposal and put it before the county for a vote sooner rather than later.

However, council member Orange County Mayor Teresa Jacobs is worried about what a council approval of the plan would do to a pending charter amendment the county staff is working on. That proposed amendment, which would have to be approved by voters as part of the November ballot, would



CFHLA
Security & Safety Council

SecuriTee Golf Classic

Friday, June 3, 2016
8:00 am Shotgun Start - Scramble Format
Disney's Palm Golf Course
1950 W. Magnolia Palm Dr., Lake Buena Vista, FL 32830

Golfer Registration

For more information, contact Jennifer McAfee, (407) 313-5015

\$125 Per Player OR \$500 Per Foursome
Includes Lunch and Power Pack
(1 Power Drive, 2 Mulligans and 1 Raffle Ticket)

Proudly Sponsored by CFHLA Member:

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LOCK & SECURITY PRODUCTS, INC.

CLICK HERE TO REGISTER ONLINE
Registration is on a first-paid basis.

A portion of the net proceeds from this outing will be utilized to continue supporting important local Law Enforcement Good Will Initiatives, and to continue honoring Central Florida Hospitality Employees and Law Enforcement for "Above & Beyond" Guest Safety Services.

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

HEAT

ATTENTION ALLIED MEMBERS!

HEAT BOOTHS ARE SELLING FAST!

The HEAT (Tradeshaw) is set to occur
Wednesday, August 24
(10AM - 4PM) at the

anyone wanting a piece of the tourist tax revenue. Jacobs doesn't want the council to appear to be trying to circumvent that proposed process.

However, waiting too long could pose bigger problems for the performing arts center, Ramsberger said, adding that each year the project gets pushed back tends to tack on another \$20 million in costs due to changes in pricing.

The big number

\$20 million-\$60 million: Early conceptual costs of the International Drive and Sand Lake Road pedestrian bridge that is being proposed by Orange County planners and local I-Drive businesses

(Thank you Gerald Urquiola, General Manager).

Do not miss out on this optimal
"Members Doing Business With Members" Opportunity!



2016 HEAT
HOSPITALITY EXPO AND TRADESHOW
WEDNESDAY, AUGUST 24, 2016
CARIBE ROYALE RESORT & CONVENTION CENTER
CLICK HERE TO SECURE YOUR BOOTH TODAY!

CFHLA LODGING MEMBERS:

Please Save This Date

and plan to attend this Tradeshow -
new business leads to positively affect your bottom line!

PARTNERS IN ACTION

Recently, CFHLA Lodging Member the
Sheraton Vistana Villages
delivered breakfast and snack donations to
Freedom Middle School.

These items will be used to fuel the
minds of students participating in the
Math and Reading "Boot Camps"
at the school.

CFHLA Thanks the
Sheraton Vistana Villages
for continuing to actively participate in the
CFHLA Adopt-A-School Program,
and supporting
Freedom Middle School!



NEWMARK



2016 CFHLA Board Member:

Stuart Newmark

President and Chief Operating Officer of
Revolutionary Road Hospitality Group.

Birthdau: May 25

Fun Fact: Mr. Newmark's greatest hospitality accomplishment was being presented the UCF Rosen College of Hospitality Management - 2014 Professional Achievement Award. His first job in the Hospitality Industry was working as a Busser.

**Thank you Stuart Newmark
for serving as a CFHLA Leader!**

PURPLE

Orlando City

is offering all CFHLA employees, family and friends preferred ticket pricing for the match

THIS Sunday, April 17th,
as the Lions take on New England Revolution!

***Click on the flyer below and use the promo code
"CFHLA" to purchase your tickets.***

LIONS NEVER HUNT ALONE

JOIN THE HUNT



PREFERRED TICKET PRICING



VS



APRIL 17 | 3:30 PM | CITRUS BOWL

JOIN THE PURPLE REVOLUTION AND CHEER ON ORLANDO CITY AS THEY HOST NEW ENGLAND REVOLUTION. USE YOUR GROUP PROMO CODE AND GET PREFERRED PRICING ON YOUR TICKETS.

QUALIFY FOR PREFERRED RATES WITH GROUPS 15+

CLICK HERE TO PURCHASE

ORLANDOCITYSC.COM/GROUPS



●	PLAZA ENDS	\$20.00
●	PLAZA SIDELINE	\$31.00
●	CORNER	\$33.00
●	PLAZA MIDFIELD	\$43.00
●	CLUB LEVEL	\$120.00

PRICES LISTED INCLUDE FACILITY FEES AND TAXES



855.ORL.CITY
ORLANDOCITYSC.COM
GROUPTIX@ORLANDOCITYSC.COM

HOSPITALITY OPPORTUNITIES

Below please find current employment opportunities in the Central Florida Hospitality Industry:

Reservations Supervisor

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

Team Lead F&B Service

Gaylord Palms Resort & Convention Center

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

Communications Representative

Give Kids the World

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

Front Office Manager

The Villas of Grand Cypress

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

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