

From: cfhla@memberclicks-mail.net on behalf of CFHLA
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ADVANCING TOURISM & THE COMMUNITY THROUGH HOSPITALITY

Volume 1 - Edition 8

02/26/2016

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This Newsletter proudly
sponsored by:

STR

On Monday, February 22, CFHLA hosted a

**Membership Luncheon
and Seminar**

featuring an industry update by

STR

(formerly Smith Travel Research).

This informative industry event was held at the

International Palms Resort & Conference Center

(Thank You Duane Winjum, General Manager)

with information presented by

Chris Crenshaw

of STR.



Honorees

**February Allied
Member of the Month**



Charlie Weddle
TRS Wireless, Inc.

**February Lodging
Member of the Month**



Brian Comes
Hyatt Regency Orlando

**2016
CFHLA Executive
Committee**



CFHLA Board Chairman David Bartek (left) of Loews Hotels at Universal Orlando with Chris Crenshaw (right) of STR

Importantly, Mr. Crenshaw provided the luncheon guests with positive news relating to industry statistics including:

In 2015 RevPAR continued to grow, surpassing daily records on numerous occasions - with an overall annual increase of 6.3%

Room revenue increased 7.4% and A.D.R increased 4.4%.

The Central Florida region was in the Top 25 markets relating to occupancy, ADR, and RevPAR increases in 2015.

The US Pipeline Construction will impact Central Florida in 2016 / 2017, positively affecting revenue and occupancy results.

After the luncheon, an in depth analysis was presented at the

Seminar,

attended by nearly

80 CFHLA Members.

In addition to the educational programming, CFHLA also recognized the

2015 / 2016 Members of the Month

and the

Dave Bartek
[Loews Hotels](#)

1st Vice Chairperson
David Friederich
[The Kessler Collection](#)

2nd Vice Chairperson
Doug Ridge
[Orlando World Center Marriott](#)

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

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

Assistant Treasurer
Brian Comes
[Hyatt Regency Orlando](#)

Historian
Laura Sherman
[CLC Regal Oaks](#)

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

Partners of the Month:

Engineers Breakfast

[Associated Planners Group](#)

Executive Committee Meeting

[ATM FLA](#)

Governmental Affairs Committee Meeting

[Spinout Guest Laundries, Inc.](#)

UCf Area General Managers Meeting

[Bright House Networks Enterprise Solutions](#)

2015 Public Servant of the Year:



(Left to right) CFHLA President / CEO Rich Maladecki, CFHLA PAC/PC Chairman Jay Leonard of the Wyndham Lake Buena Vista Disney Springs Resort Area / Wyndham Garden Lake Buena Vista Disney Springs Resort Area, 2015 Public Servant of the Year and Orange County Comptroller Martha Haynie, CFHLA Governmental Affairs Committee Chairman Scott Tripoli of the DoubleTree by Hilton Orlando at SeaWorld, and CFHLA Chairman David Bartek of Loews Hotels



(Left to right) October 2015 Lodging Member of the Month and CFHLA Treasurer Jetse Pottinga of the Melia Orlando Suite Hotel, August 2015 Lodging Member of the Month and CFHLA Board Member Jay Leonard of the Wyndham Lake Buena Vista Disney Springs Resort Area / Wyndham Garden Lake Buena Vista Disney Springs Resort Area, and February 2016 Lodging Member of the Month and CFHLA Assistant Treasurer Brian Comes of the Hyatt Regency Orlando

Managers Meeting

[Minuteman Press](#)

February Membership Luncheon and Seminar

[Belfor Property Restoration](#)

[Summit BroadBand](#)

Hospitality News:

Exclusive: Your commute may be shortened by these 3 planned new roads

Orlando Business Journal - The Buzz

Anjali Fluker

The Florida Department of Transportation is working on plans to better transport Central Florida's talent pool to where the jobs are ¿ or visa versa.

Loreen Bobo told a crowd of business executives during Orlando Business Journal¿s recent Business of Transportation event that the department is talking about some future roadway corridors that will either help establish new employment areas or help more efficiently create links between some of the major job centers and communities where the working population lives.

Bobo, who is FDOT's construction program manager for the \$2.3 billion I-4 Ultimate highway project, said these are some roadway priorities for Central Florida:

Searching for options to better connect southeast Orange County, the home of Lake Nona's 600-acre Medical City biotech hub, and Florida¿s Space Coast in Brevard County.

How to plan roadways for the new Wellness Way corridor south of State Road 50 in Orange County into Lake County, a corridor that's expected to give rise to a high-wage, health care-focused employment hub



(Left to right) November 2015 Allied Member of the Month Laurayne Madden Weeks of Balloons by Renee, September 2015 Allied Member of the Month Shelly Weir of AHLEI, August 2015 Allied Member of the Month and CFHLA ARC Board Member Bill Droste of Orlando Brewing, October 2015 Allied Member of the Month Keri Burns of Edlen Electrical Exhibition Services, and January 2016 Allied Member of the Month and CFHLA ARC Board Vice Chair Cindy Traenkner of Domino's

CONGRATULATIONS!

Importantly, CFHLA recognizes the event sponsors and partners for this activity:



PURPLE

SHOW YOUR PURPLE PRIDE!

Join CFHLA and
Orlando City

project on U.S. Highway 192, one of the region's busiest tourist corridors

Check out more on what was discussed during OBJ's event last week, including an update on I-4 Ultimate, an \$80 million revamp at Orlando International Airport, the Canaveral Port Authority's interest in building a new distribution center, new Central Florida projects and more at OrlandoBusinessJournal.com.

And check out OBJ's Feb. 26 weekly edition for an in-depth look in at the latest news in the local transportation industry.

Orange County citizens closer to vote on resort tax changes pushed by hotelier Harris Rosen

Orlando Business Journal - The Buzz

Richard Bilbao

Tourism leaders, led by Rosen Hotels & Resorts' Harris Rosen, are one step closer to making a major change to the process for applying for tourist development taxes.

Orange County's Charter Review Committee on Feb. 23 approved a new charter amendment proposal that would create a sort of application process for any tourism-generating projects or events that want resort tax dollars for funding. The proposal would require projects to clearly state how much business impact they will create, so it can help Orange County leaders make better calls on how to spend resort tax dollars.

One of the big clarifications committee members asked for was how major projects like renovations to the Orange County Convention Center or Orlando Citrus Bowl would play into the application process versus other non-established entities asking for funds, especially when excess resort tax funds are highly coveted.

Committee member and proposal author Fred Brummer said projects like the convention center and the bowl

Kickoff Tailgate Party!

This community event is set to occur
THIS Tuesday, March 1, 5PM - 7PM

at



Do not miss this **exclusive opportunity** to meet and greet Orlando City Players and Crew including:

Coach Adrian Heath

Brek Shea

Pedro Ribeiro

Rafael Ramos

Kevin Alston

Darwin Ceren

most likely have easier paths to getting the funds they need. Also, he said the proposal is specifically geared toward creating a simpler template for funding requests the county inevitably will get when more resort taxes open up as debts on the Orlando venues projects and the convention center get paid off, thanks to more visitors coming to Orlando and generating more taxes via hotel stays.

Resort taxes, or the tourist development tax, are a tax added onto rentals of a hotel, motel or other temporary lodging that is gathered by Orange County and strictly used only for further tourism promotion of the region, to fund tourism organizations like Visit Orlando and to help pay for huge capital projects with tourism impact like the renovation of the new Orlando Citrus Bowl.

"This was democracy in action. This is what it's all about," said Rosen after the meeting. During his public hearing time, Rosen stressed the need to allow the process to go before Orange County voters on the upcoming November election ballot, instead of the status quo in which county leaders make calls on which projects get funding.

Apopka Mayor Joe Kilsheimer also voiced his support for the proposal, stating it could help his city's efforts to build a new eco-tourism sector. "Working with the St. Johns River Water Management District, the city of Apopka has identified a number of specific opportunities to increase the number of eco-tourism visitors in the years ahead. These opportunities would not only give our region more reasons for visitors to visit Central Florida in the first place, but would create a basis for our existing visitors to spend additional time here. And since the eco-tourism industry is in its infancy, we only have room to grow," he said.

Other supporters included the International Drive Resort Area Chamber of Commerce and the Central Florida Hotel & Lodging Association.

The committee's approval of the amendment now clears the way for finalizing and OKing

Conor Donovan

Richie Laryea

**Your registration includes food, drinks, entertainment,
AND a ticket to the Opening Game on March 6!**

To purchase your tickets now, please visit
www.CFHLA.org/OCSC.

CFHLA thanks the Kickoff Tailgate Party Sponsors:



Moran ■ Kidd ■ Lyons ■ Johnson PA



upcoming November ballot.



NEW

Today, CFHLA hosted a
New Member Orientation
for 27 New Members representing 20 Companies.

AllPoints FPS

Gino Roman

BCS Services, Inc.

Estefania Gropuso

Beacon Bay Project Management

Christopher Knorr

CFL Construction Group LLC

Jason Barnard and Tatiana Cerruto

Counter Crew

Eric Vogel and Thomas Belcastro

Crown Linen LLC

Ally Easterly

Dr. Phillips Center for the Performing Arts

Jennifer Seppi

DryFast Systems

Michael Shorb and Michelle Hatfield

Florida Hydronics, Inc.

Chris Snyder

Florida Paradise Activity Co, LLC

Paris Caldwell

Libbey Inc.

Stephan Fafoutis

OUC - The Reliable One

CHanda Durnford

Quality Suites Lake Buena Vista

Regina Jackson

Ruke

Daniel Ruke

SERVPRO of Winter Park

Lynne Sadowski

Summit Broadband, Inc.

Charisse Kissenberth and Lisa Willis

Suncoast Sales, LLC

Jim Rice, D'Vonne Lynch, and Nick Finotti

Sundek

Andrew Cramer and Galvain David Jr.

System Tech Services, Inc.

Kalee Taylor

Vistar Florida

Todd Mungovan

Walt Disney World Golf

Alex Forsyth and Anna Lazorchak



WELCOME NEW MEMBERS!

OSCEOLA

**Do you Conduct Business in Osceola County
- If you do -
Please Plan to Attend this Important Community
Networking Luncheon**

2016 STATE OF THE COUNTY ADDRESS OSCEOLA COUNTY

BLUEPRINT FOR THE FUTURE: BUILDING THE NEW OSCEOLA COUNTY

THURSDAY, MARCH 10, 2016
OSCEOLA HERITAGE PARK, EXHIBITION HALL A
1875 SILVER SPUR LN, KISSIMMEE, FL 34744

REGISTRATION: 11:15 AM | CORPORATE TABLE OF 8: \$360
LUNCHEON: 12:00 PM | INDIVIDUAL REGISTRATION: \$45

PRESENTED BY:
CFHLA.org CHAMBER of Commerce - KISSIMMEE/OSCEOLA COUNTY

SPONSORED BY:
Booking.com
CareerSource CENTRAL FLORIDA
EXPERIENCE Kissimmee
OLD-TOWN
UCF
Walt Disney Parks and Resorts
A/V PARTNER:
PSAV PRESENTATION SERVICES

FOR MORE INFORMATION AND REGISTRATION, PLEASE VISIT
WWW.CFHLA.ORG/COMMUNITY-EVENTS

FEATURING:
*Keynote Presenter -
Osceola County Chairwoman,
District 2:*

Viviana Janer

And Osceola County Commissioners:
District 1: Michael Harford
District 3: Brandon Arrington
District 4: Cheryl Grieb
District 5: Fred Hawkins, Jr.

CENTRAL FLORIDA HOTEL & LODGING ASSOCIATION - 6675 WESTWOOD BLVD. SUITE 210 - ORLANDO, FL 32821
PHONE: 407-313-5000 - FAX: 407-313-5050 - WEBSITE: WWW.CFHLA.ORG

BACCHUS

The 2016
BACCHUS BASH

is set to occur

April 1, 5PM - 10PM

at the

Orlando Premium Outlets - Vineland Ave!

With that said, CFHLA needs

YOUR SUPPORT

to make this year's Bash the

Best Ever!

Please consider serving as a sponsor,
vendor, and/or silent auction donor.

Did you know CFHLA is offering

NEW SPONSORSHIP OPPORTUNITIES?

This year two **Stage Sponsorships** are available, to
support the main entertainment zones of this activity.

At this time

ONLY ONE

STAGE SPONSORSHIP REMAINS

available for purchase -

ACT NOW

if you are interested in this new opportunity!

For **SPONSORSHIP** information, please contact
CFHLA Account Executive - Sponsorships
Lisa Harley - Sponsorships@cfhla.org.

To reserve your booth as a **VENDOR**,
please [CLICK HERE](#).

If you are able to secure
donated items for the **SILENT AUCTION**,
please [CLICK HERE](#).

Don't Forget!

Local Hospitality Education

through scholarships and grants via the
CFHLA Foundation - a 501(c)(3) charitable organization.

*If you have questions regarding this activity,
please contact CFHLA Special Events Director
Kim Gordon - specialevents@cfhla.org.*

VIP SPOTLIGHT



[Awncclean USA](#) has been cleaning Buildings, Windows, Awnings, Roofs, and more, throughout Florida for over 27 years. Our full-time, professional staff is committed to making your property clean and beautiful. Awncclean continually researches and invests in new technologies to help do the job better, faster and safer every time.

Fun Fact: Awncclean USA has hired former CFHLA ARC Chairman Brent Dickson as our full time Orlando Regional Manager, to grow the Central Florida market and help give our clients the absolute best hands-on service available.

LAST CHANCE

HAVE YOU REGISTERED???

THE 12 WEEK DALE CARNEGIE COURSE BEGINS SOON!

This **DISCOUNTED** training opportunity is being offered for a fee of
\$1,795 (traditionally \$1,995).

Additionally, Dale Carnegie Training will donate
\$100 per student registration
to the CFHLA Foundation for Hospitality Scholarships.

Classes begin

Monday, March 7

at the CFHLA Offices!

**(All classes will be held on Monday nights -
5:30PM - 9:00PM at the CFHLA Offices)**

For more information (including course layout)
and registration, please visit:

www.CFHLA.org/Educational-Seminar

DONOHUE



2016 CFHLA Board Member:

Chris Donohue

General Manager of the

[Orlando Airport Marriott Lakeside](#)

Birthday: September 15

Fun Fact: Mr. Donohue's first job in the Hospitality Industry was cutting meat in a deli. His greatest accomplishment is being a part of the Marriott International Team for 26 Years.

***Thank you Chris Donohue
for serving as a CFHLA Leader -
especially as the 2016 Chairman of the St.
Patrick's Day Golf Committee!***

HOSPITALITY OPPORTUNITIES

Below please find current hospitality employment opportunities:

Resort Operations Job Fair

Holiday Inn Club Vacations - Orange Lake Resort

[CLICK HERE](#) for more details

Re:fuel / W XYZ Bar Food Attendant

Aloft Orlando Downtown

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

Assistant Director of Spa

Ritz-Carlton Orlando Grande Lakes

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

General Manager

Paramount Hospitality Management

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

Executive Sous Chef

JW Marriott Orlando Grande Lakes

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

Loss Prevention Officer, Restaurant Supervisor, and MORE!

Marriott International - Orlando Locations

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

To submit job postings, please forward a job description or application link to CFHLA Staff Person Lynnea Dawes - Communications@cfhla.org.

This Newsletter is Proudly Sponsored By:



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