

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

Volume 1 - Edition 5

02/05/2016

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STR



Registration is now open for the February
Membership Luncheon
and Hospitality Industry Educational Seminar
featuring Occupancy and Room Rate Research by [STR](#).

These activities will occur
Monday, February 22
(Luncheon: 12N - 1:30PM / Seminar: 2PM - 3PM)
at the
International Palms Resort & Conference Center
(Thank you Duane Winjum, General Manager).

This Newsletter proudly sponsored by:



Honorees

February Allied
Member of the Month



Charlie Weddle
TRS Wireless, Inc.

February Lodging
Member of the Month



Brian Comes
Hyatt Regency Orlando

Chris Crenshaw
of STR.

Additionally, the official presentation of the
2015 CFHLA Public Servant of the Year Award
will occur, honoring
Orange County Comptroller
Martha Haynie.

For more information and registration, please visit
www.CFHLA.org/Membership-Luncheons

NOTICE

Please permit this announcement to serve as the
"Official Notification"
of the 2016 CFHLA
Annual Meeting of the Corporation.

NEW Date:

Monday, February 22
(In conjunction with the STR Luncheon)
12Noon - 1:30PM

Location:

International Palms Resort
& Conference Center

This meeting will feature:

- 1) *The introduction of the 2016 CFHLA Executive Committee*
- 2) *Proposed revisions to the CFHLA Bylaws*

THANK YOU!

BREAKFAST

On Tuesday, February 2, the

CFHLA Executive Committee

Chairperson
Dave Bartek
[Loews Hotels](#)

1st Vice Chairperson
David Friederich
[Grand Bohemian Hotel Orlando](#)

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.](#)

occurred to introduce Allied Members to the members of the **2016 CFHLA Engineers Council.**

This breakfast was held at the **[Holiday Inn & Suites at Universal Orlando,](#)** and included a panel discussion featuring **Engineers Council Members:**

Emcee:
Jack Bubb
[Hyatt Regency Grand Cypress](#)

Michael Garro
[Melia Orlando Suite Hotel](#)

Joe Friends
[Omni Orlando Resort at ChampionsGate](#)

Rick Harding
[CLC Encantada Resort](#)

Gerry Tarantino
[DoubleTree by Hilton Orlando at SeaWorld](#)



From Left to Right - CFHLA Engineers Council Vice Chairman Michael Garro of the Melia Orlando Suite Hotel, CFHLA Engineers Council Chairman Jack Bubb of the Hyatt Regency Grand Cypress, Joe Friends of the Omni Orlando Resort at ChampionsGate, Gerry Tarantino of the DoubleTree by Hilton Orlando at SeaWorld, and Rick Harding of the CLC Encantada Resort

This successful "Members Doing Business With Members" activity was proudly sponsored by:



Below please find photographs of this breakfast:

Meeting

[Bright House Networks Enterprise Solutions](#)

Osceola County General Managers Meeting

[Minuteman Press](#)

February Membership Luncheon and Seminar

[Belfor Property Restoration](#)

[Summit BroadBand](#)

Hospitality News:

Bringing I-Drives iconic Studios City hotel into a new era

Orlando Business Journal

Richard Bilbao

Ben Mallah, principal and founder of Largo-based Equity Management Partners, has a plan to revive an iconic, yet aging hotel on International Drive.

The hotel investor now owns the 301-room, 19-story Four Points by Sheraton Orlando Studio City hotel on I-Drive.

He plans to do a \$4 million renovation in the near future to breathe new life into the hotel, which has a globe on top.

The 152,166-square-foot hotel, built in 1974, has changed hands five times in the past decade with Mallah being the latest after purchasing it for \$23 million from Icon Orlando LLC on Jan. 27. Before that, it sold in June 2015 for \$15 million.

The hotel has something in its favor: the location. International Drive has been on a growth spurt during the last couple of years, with new projects slated to bring millions of new visitors to the popular tourist corridor. The new \$500 million Skyplex project, I-Drive 360, Universal Orlando's future plans for the Wet n Wild land and the iSquare megamall all will



Jose Perez and Christen Albert of ServPro of West Orange and Apopka / Wekiva and CFHLA Engineers Council Chairman Jack Bubb of the Hyatt Regency Grand Cypress



Ricky Baran and Kalee Taylor of System Tech Services, Inc. with CFHLA Engineers Council Member Joe Friends of the Omni Orlando Resort at ChampionsGate

And thats why Mallah has bigger plans for the hotel:

Why did the Studio City hotel catch your eye? Its a great place and a landmark property. Sure, its a little beat up, but the bones are good.

What kind of renovations do you have planned? We want to improve the parking lots, redo the outside landscaping, the common areas, change the wallpaper, renovate the banquet rooms, gut out the bathrooms and more.

Will you be able to stick to your \$4 million budget? When youve got 301 rooms, you can blink an eye and spend \$4 million it probably will be more. But I love the vibe and the feel of it, because its so busy. We are a family business and will keep it for a long time, so we will make sure its successful.

Will you use local contractors? Well use a combination of our own contractors and local workers.

Whats the timeline on the work? The plan is to start work right away. We wont shut down the hotel. We will start with the exterior and make it nicer for the guests, then we will do it floor by floor with 15 rooms per floor. Then we will re-open those completed floors and continue the process over the next 18 months.

Any other development plans on the property? Theres some things we cant talk about yet. Were looking to develop some of the existing outparcels for something else, but thats down the road. Right now, we want to take the old place and bring it back to it being a fabulous property.

Do you have any other hotels in Orlando? This is our first and only hotel in Orlando. We have a lot in Tampa, Fort Lauderdale, Boca Raton and a new project in Daytona. We always are looking to buy something we can find value in.

Why break into the Orlando hotel market now? We want to stick to properties like this in Orlando that have a tourism factor. We are trying to get to the point where we can buy assets we can keep for a very long time because we are a



Jodi Wood of RAM Striping with CFHLA Engineers Council Vice Chairman Michael Garro of the Melia Orlando Suite Hotel



Jill Cooper of Blown Away with CFHLA Engineers Council Member Rick Harding of the CLC Encantada Resort

What can you say about Orlando's growth? Orlando is a strange place. It never stops growing. I've never seen a place like Orlando that's constantly building new things. It's an international destination with nonstop flights to Dubai it's crazy. I'm from New York and I've been in California, and those places are nice, but they are not like Orlando. Orlando always is going to grow.

The big numbers

\$8 billion: Sports tourism travel spending that Orlando can tap into, thanks to new venues like the Orlando Citrus Bowl, Amway Center, the future Orlando City Soccer stadium and more

Source: National Association of Sports Commissions

\$130M: The amount of money Comcast Corp. spent to acquire 475 acres of land near one of its theme parks. The company did not identify the land, but it seems to confirm its rumored interest in land along Universal Boulevard near International Drive in Orlando.

Valentines Day spending to reach record high in 2016

Orlando Business Journal

Megan Ribbens

Valentines Day is looking lovely for retailers this year, as American consumers are forecast to spend a total of nearly \$20 billion for the holiday, according to a new report from the National Retail Federation.

On average, consumers each will spend \$146.84 on flowers, jewelry, candy, apparel and more, up from \$142.31 a year ago. Total spending is expected to reach \$19.7 billion, the report showed.

As the first major consumer holiday of 2016, Valentines Day could provide a positive boost in spending our economy needs, said NRF President and CEO Matthew Shay, in a prepared statement. Low gas prices and guaranteed promotions from retailers large and small should help consumers as they look for the

KICK-OFF



It is time to
"Kick Off"
the new

Major League Soccer Season!

Join CFHLA and Orlando City on

Tuesday, March 1

(5PM - 7PM)

for the official

Orlando City Kickoff Tailgate Party!

This event will be held in Downtown Orlando at



(126 E Church St, Orlando, FL 32801)

Tickets for this activity can be purchased for \$50 at

www.CFHla.org/OCSC.

Each registration includes meet & greet opportunities with players, 2 drink tickets, and a ticket to the opening game on Sunday, March 6!

CFHLA recognizes the sponsors of this activity:



family. Looking ahead, were optimistic consumers are in a good place when it comes to spending on discretionary items like gifts.

NRF polled 7,293 consumers between Jan. 5-12 and the results had a margin of error of about 1.2 percentage points.

Here are more highlights from the report:

50 percent of consumers surveyed said they plan to buy candy, spending a total of \$1.7 billion.

38.3 percent of Valentine's Day revelers plan to treat their dates to a night out at a restaurant, tickets to a show or another experience, for a record total spending of \$4.5 billion. That's the highest since NRF began tracking spending on gifts in 2010.

\$4.4 billion will likely be spent on necklaces, earrings and other jewelry.

\$1.1 billion is forecast to be spent on greeting cards

\$1.9 billion is estimated to be spent on flowers

\$2 billion is expected to be spent on apparel



Moran ■ Kidd ■ Lyons ■ Johnson PA



SECURITY

IMPORTANT GUEST SAFETY NOTICE

Car Break-In's
have been occurring recently in the
I-Drive / Tourism Corridors.

CFHLA would like to urge all Members to remember to:



**Additionally, CFHLA advises all
Lodging Members
to remind your guests to
follow these same procedures.**

FORE!

LUCKY YOU!

REGISTRATION IS NOW OPEN!

CENTRAL FLORIDA HOTEL & LODGING ASSOCIATION
ST. PATRICK'S DAY GOLF OPEN

PROUDLY SPONSORED BY:



THURSDAY, MARCH 17

7:45AM SHOTGUN START / LUNCHEON IMMEDIATELY FOLLOWING GOLF

**TRANQUILO GOLF CLUB
AT FOUR SEASONS RESORT ORLANDO**

3451 GOLF VIEW DR., LAKE BUENA VISTA, FL 32830

SINGLE GOLFER: \$230

TEAM OF FOUR: \$920

EACH REGISTRATION INCLUDES:

18 HOLES OF LUCKY IRISH FUN

COURTESY OF OUR

"POTS-O-GOLDEN" HOLE SPONSORS

POWERPACK

WITH A POWER DRIVE, 2 MULLIGANS, 12" MIRACLE STRING,
GRENADE THROW, AND 1 RAFFLE TICKET!

LUNCH

FOR ADDITIONAL INFORMATION, AND
A SPONSOR LISTING, PLEASE VISIT:
WWW.CFHLA.ORG/STPATSGOLFOPEN

**REMINDER...REGISTERED TEAMS WITH AT
LEAST 1 FEMALE PLAYER PLAY 1 TEE UP!**

CANCELLATION POLICY: ST. PATRICK'S DAY
GOLF OPEN REGISTRATIONS CANCELLED
AFTER THURSDAY, MARCH 3 AT 12NOON WILL
NOT BE ELIGIBLE FOR REFUNDS.
PLEASE CONTACT FRONTDESK@CFHLA.ORG
FOR QUESTIONS REGARDING THIS POLICY.



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

CARNEGIE

Time to Learn Something New...

The Dale Carnegie Course -

a 12 Week "effective communication" training program -
allows students to master the human relations
skills demanded in today's tough business environment.

Importantly, all Members are being offered a
No-Obligation Info Session / Orientation:

5:30PM - 7:30PM
at the CFHLA Offices

Classes will officially begin
Monday, 03/07/16
and will conclude on
Monday, 05/23/16.

CFHLA Members are being offered a discounted fee of:
\$1,795

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

For more information (including course layout) and registration, please visit:
www.CFHla.org/Educational-Seminar

For more information, please contact
CFHLA Staff Person Taylor Hahn - assistant@cfhla.org.

VIRUS

For your information,
Florida Governor Rick Scott
declared an official **Health Emergency** in four Florida Counties
(Miami-Dade, Lee, Hillsborough, and Santa Rosa),
after nine cases of the mosquito-borne
Zika Virus were detected in people who had
recently traveled to affected countries.

**CFHLA advises all Members remain informed,
pertaining to this health concern.**

To read an article relating to this issue, please [CLICK HERE](#).

Additionally, to learn more about this virus,
including information for travelers, please [CLICK HERE](#).

For additional information from CFHLA Allied Member
[The Medical Concierge](#), please [CLICK HERE](#).

**CFHLA is finalizing educational seminars by members of the Health
Community - to address your potential questions and concerns.**

seminars during the week of February 8.

OSCEOLA

Recently, CFHLA held its quarterly luncheon of the
Osceola County General Managers
at the
Ramada Gateway Hotel.
(Thank you Andy Schiavone, General Manager)

In attendance was special guest
Cheryl Grieb,
Osceola County Commissioner District 4.

Commissioner Grieb discussed with the Osceola Group the developments in Osceola County relating to Lodging and Tourism.



Osceola County Commissioner - District 4 Cheryl Grieb with the Osceola County General Managers Group

O'CONNOR



2016 CFHLA Board Member:

Rod O'Connor

Area General Manager of the

Avanti Resort Orlando

Birthday: March 19

Fun Fact: Mr. O'Connor's first job in the Hospitality Industry was working as a Front Desk Agent. Since then, his greatest Hospitality accomplishment was achieving 22 consecutive months of being ranked #1 on Trip Advisor (out of 338 Orlando Hotels & Resorts) while serving as the General Manager at the Floridays Resort.

***Thank you Rod O'Connor
for serving as a CFHLA Leader!***

FRESH PAINT

Last week, the CFHLA Offices received a "fresh coat" of paint.

CFHLA Thanks

Jose Pinto

and

Orlando Prestige Painting & Restoration, Inc

(a CFHLA Allied Member)

for their exceptional customer service and quality painting.

THANK YOU!

HOSPITALITY OPPORTUNITIES

Below please find current hospitality employment opportunities:

Director of Sales & Marketing

Melia Orlando Suite Hotel

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

**Housekeeping Office Coordinator,
Loss Prevention Officer,
and MORE!**

Grande Lakes Orlando

*(Ritz-Carlton Orlando Grande Lakes &
JW Marriott Orlando Grande Lakes)*

[CLICK HERE](#) to view the jobs descriptions

**Rooms Controller,
Spa Supervisor,
and MORE!**

Gaylord Palms Resort & Convention Center

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

**Bartender,
Sous Chef,
and MORE!**

Crowne Plaza Orlando Universal

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

Security FT

Walt Disney World Company

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

*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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in the Industry for Over 17 Years*

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United States

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