

**From:** cfhla@memberclicks-mail.net on behalf of CFHLA  
**Sent:** Friday, March 11, 2016 12:21 PM  
**To:** communications@cfhla.org  
**Subject:** CFHLA - Back of the House - March 11, 2016



ADVANCING TOURISM & THE COMMUNITY THROUGH HOSPITALITY

Volume 1 - Edition 10

03/11/2016

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## OSCEOLA

On  
Thursday, March 10,  
CFHLA was honored to partner with the  
[Kissimmee / Osceola County Chamber of Commerce](#)  
to produce the  
**State of the County Address**  
for  
**Osceola County.**

This luncheon gathering attracted nearly 300 attendees,  
including Community Leaders and Elected Officials, and was held at the  
**Osceola Heritage Park.**

The presentation entitled:  
**"Blueprint for the Future:  
Building a Better Osceola County"**  
was given by  
**Osceola Board of County Commissioners Chairwoman  
Viviana Janer.**

sponsored by:



**Honorees**

**March Allied  
Member of the Month**



**John Wood**  
RAM Striping

**March Lodging  
Member of the Month**



**Brian Wong**  
Celebration Suites Hotel

**2016  
CFHLA Executive  
Committee**

Chairwoman Janer proclaimed:

***"(Osceola County's) GDP growth rate of 5.6 percent was higher than Orange, Seminole and Lake counties"***

***"Osceola County is the 'Vacation Home Capital of the World.' Experience Kissimmee is building on this explosive trend...this market is helping (Osceola County) increase tourist development tax collections. Last year the county's actuals were 12 percent above projections with \$44.7 million generated, an increase of \$4.9 million from the prior year, which keeps our property taxes low. "***

***"The Ram National Circuit Finals Rodeo will be here for its second year. Our agreement with the Professional Rodeo Cowboys Association runs for 10 years and we are eager to build this into a signature event that brings tourists and recognition to the area."***



Osceola County Commission Chairwoman Viviana Janer delivers the State of the County Address

*Chairperson*  
**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](#)

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Partners of the Month:

**Orlando City Kickoff Tailgate Party**

[All County Paving](#)

[Duct Detectives](#)

[iResponze](#)

[Moran Kidd Lyons Johnson PA](#)

[Orlando Health](#)

[Prestige Construction](#)

[System Tech Services](#)



(Left to Right) CFHLA Treasurer Jetse Pottinga of the Melia Orlando Suite Hotel, Osceola County Commissioner Cheryl Grieb, and CFHLA Historian Laura Sherman of the CLC Encantada Resort



State of Osceola County Address attendees, including John Newstreet of the Kissimmee / Osceola County Chamber of Commerce (right)



**Address**

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[Kissimmee Utility Authority](#)

[Old Town](#)

[Southern Strategy Group](#)

[Tavistock](#)

[University of Central Florida](#)

[Walt Disney World Company](#)

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[Associated Planners Group](#)

**St. Patrick's Day Golf Open**

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[CMIT Solutions of Central Florida](#)

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[Mid-Florida Golf Cars](#)



(Left to Right) Osceola County Property Appraiser Katrina Scarborough 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

CFHLA sincerely thanks the following businesses for sponsoring the 2016 State of Osceola County Address:



[Orlando Health](#)

[Orlando Mattress Company](#)

[SeaWorld Parks & Resorts](#)

[Southeastern Laundry  
Equipment](#)

[Squeegee Squad](#)

[The Medical Concierge](#)

[UPS Store](#)

[VS Media Group](#)

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**Downtown General  
Managers Meeting**

[Minuteman Press](#)

**Vacation Rental  
Managers Council**

[Belfor Property Restoration](#)

**Vacation Ownership  
Managers Council**

[Boyer Building Corp](#)

**Executive Committee  
Meeting**

[Global Sourcing International,  
LLC](#)

**Governmental Affairs  
Committee Meeting**

[SpinOut Guest Laundries Inc](#)



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## POLICY

As the day of the  
**St. Patrick's Day Golf Open**  
approaches, CFHLA would like to remind Members of the  
Association's Golf Event

**Alcohol Policies**  
(per the Board Approved Business Plan):

***CFHLA will not secure any  
complimentary alcohol for the outings***

## March Board Meeting

[Belfor Property Restoration](#)

### Hospitality News:

#### **Orlando's low hotel supply great opportunity for new investors**

*Orlando Business Journal -  
The Buzz*

*Richard Bilbao*

Thinking about investing in hotel development and expansion? It looks like a good time to do it because Orlando's hotel market can still use more inventory to keep up with new tourists visiting the area.

According to hotel experts, Orlando remains under-supplied with hotel rooms, indicating a possible need for new development. As visitation to Orlando increases, it will put pressure on the need for more rooms. That means Orlando may see existing hotels invest in expansions to grow their share of the overall tourism pie.

"We are still below the natural 2 percent growth rate in terms of hotel room supply. Right now, the Disney hotels run at 92 percent occupancy, and the Lake Buena Vista hotels run at 87 percent, meaning the tourism submarkets are at capacity, so they aren't pushing occupancy anymore," said Paul Sexton, head of HREC Investment Advisors in Orlando.

Orlando currently is home to more than 449 hotels with a total of 119,767 hotel rooms, and new products like the 1,000-room Sapphire Falls Resort at Universal Orlando Resort are slated to come online this year. However, that may still not be enough, as the region is on pace to beat its 62 million visitors record set in 2014, and convention and business travel continues to increase, as well.

Sexton said a comfortable growth rate of new inventory is about 3 percent, but right now the market is not keeping up with that. That means there's still a chance for new inventory

*will be permitted (every other hole)*

**"Shots" will not be permitted at any hole sponsor booths**

**CFHLA Staff will secure a "Sergeant of Arms" to detail this new policy for all golf participants, prior to the start of play**

**No alcohol may be served to anyone under the legal drinking age**

**No alcohol may be served to anyone who is visibly intoxicated**

**Non-alcoholic drinks and / or food must be available at a minimum of 9 holes**

**Unauthorized alcohol will be confiscated and disposed of**

**Anyone serving shots or unauthorized alcohol may be asked to leave the outing immediately, forfeiting their hole sponsorship and will not be permitted to participate in future golf outings**

Thank you for your understanding.

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## BACCHUS

### TIME TO BUY!

CFHLA is offering the opportunity for Members to  
**Pre-Purchase Bacchus Bucks  
and Bacchus Bash Raffle Tickets!**

**To purchase Bacchus Bucks, please [CLICK HERE.](#)**

(You may choose to pick up your Bucks at the CFHLA Office, or select to have your Bucks mailed to you)

**To purchase your Raffle Tickets, please [CLICK HERE.](#)**

(These tickets will automatically be entered into the drawing, no need to pick up the tickets)

**Additionally, both Bacchus Bucks and Raffle Tickets will be available for purchase at the CFHLA Offices and select CFHLA Events prior to Friday, April 1.**

For more information relating to Bacchus Bash, please visit  
**[www.BacchusBashOrlando.com](http://www.BacchusBashOrlando.com)**

And as the theme parks continue to add new attractions over the next decade, it may be the right time to get new hotels built before the rush is here.

For instance, Disney's plan to breathe new life into the Hollywood Studios theme park includes new Star Wars and Toy Story lands. Universal is debuting its Skull Island: Reign of Kong ride this summer, and SeaWorld's new Mako roller coaster also is set to open this summer.

John Gerner, managing director at Leisure Business Advisors, said hotel investors know they can draw more guests to Orlando resorts due to the region's many theme parks, thereby generating a higher return-on-investment.

"There has been increasing interest in hotel development in and around theme parks, as these parks move toward becoming destination resorts. Disney successfully pioneered that concept with Walt Disney World, where hotels typically achieve higher occupancy rates and room rates than those elsewhere," Gerner said.

So while resorts like Disney and Universal build to keep guests on property, there still is a need for newer properties located near the parks to be ready to attract tourists that plan to stay outside the parks.

### New restaurants coming to roost near OIA, Waterford Lakes

*Orlando Business Journal - The Buzz*

*Anjali Fluker*

Two new restaurants are en route to Orlando, one bringing in its fifth Central Florida location and another that will be the first of its kind in Central Florida.

A new Red Robin Gourmet Burgers is underway at the Lee Vista Promenade shopping center near Orlando International Airport, and Newk's Eatery has sent the city of Orlando an application for a permit to start construction on a new east Orlando eatery, the

## ORANGE

ORANGE COUNTY, FLORIDA  
MAYOR

# 2016 STATE *of the* COUNTY

PRESENTED BY  
ORANGE COUNTY MAYOR TERESA JACOBS

FRIDAY  
April 22, 2016

HYATT REGENCY ORLANDO  
9801 INTERNATIONAL DR.  
ORLANDO, FL 32819

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The Reliable One

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ORLANDO • WINTER • ORLANDO

MEARS  
TRANSPORTATION  
GROUP

Bags Hospitality and  
Parking Services

[CLICK HERE TO RSVP](#)

## FOUNDATION

The CFHLA Foundation annually awards over \$60,000 in

***Hospitality Student  
Scholarships and Grants.***

For your information, the application for the scholarship can be found at:

Red Robin will join a lineup that includes two stores opened last week in Lee Vista Promenade, one of the most prominent of \$90 million worth of new developments nationwide by Beachwood, Ohio-based developer DDR Corp. (NYSE: DDR). Grand Rapids, Mich.-based general contractor Wolverine Building Group, which does business as Wolverine North America, is already working on foundations for the new 4,566-square-foot restaurant at 6871 S. Semoran Blvd.

"We're pouring the concrete this week," project manager Scott Linder told Orlando Business Journal, adding that the restaurant should be open by mid-July. Subcontractor packages have all been let, but the restaurant will likely hire about 100 workers.

Red Robin in the last couple of years has debuted restaurants on International Drive, in the Southgate mixed-use development in Sanford, near Melbourne Square Mall in Brevard County and Port Orange in Volusia County.

Meanwhile, the construction team for Newk's Eatery expects to break ground in April on its new 4,200-square-foot space in the new Waterford Oaks shopping complex. Newk's Eatery will share a building with Mattress Firm in the same project that coincidentally was eyed by Red Robin three years ago.

The 136,000-square-foot Waterford Oaks shopping center by BluRock Commercial Real Estate LLC is now home to Chuy's restaurant, Rooms To Go, Party City and Hobby Lobby, as OBJ previously reported.

## [www.CFHla.org/Hospitality-Scholarships](http://www.CFHla.org/Hospitality-Scholarships)

These awards range from  
**\$1,000 - \$10,000**  
to support tuition, fees, and textbooks for full-time,  
Central Florida Hospitality Students.

**To learn more about the Hospitality Grant program,  
please contact CFHla Staff Person Lynnea Dawes -  
Communications@cfhla.org / 407-313-5025.**

**Please note, the deadline for these  
applications is Thursday, March 31.**

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## CARES



## TIME TO COLLECT!

The Spring CFHla Cares  
**Collection Drive  
for Homeless Students**

has been scheduled for  
**Wednesday, May 4,**

10:00AM - 2:00PM at the

**Hilton Orlando**

*(Thank you John Luke, General Manager).*

**This collection effort will assist  
10,000+ Homeless Students  
in Orange and Osceola Counties.**

Needed items include Toiletry and Small Food Items:



*Shampoo / Conditioner*

*Lotion / Soaps*

*Toothpaste / Toothbrushes*

*Hairbrushes / Combs*

*Deodorant*

*NEW Socks, T-Shirts, Underwear*

*Mini Boxes of Cereal*

*Raisins / Yogurt Raisins*

*Peanut Butter / Cheese Crackers*

*Trail Mix*

*Granola Bars*

*and MORE!*

Please consider conducting an  
**In-House Collection Drive**  
for this important

**"Give Back" Project!**

*Once collected, please bring the items to the official Drop-Off  
on Wednesday, May 4 at the Hilton Orlando.*

For more information and an expanded list  
of needed items, please visit:

**[www.CFHLA.org/CFHLA-Cares](http://www.CFHLA.org/CFHLA-Cares)**

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**VIP SPOTLIGHT**

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## DIFFERENCE MAKER

Recently, members of the  
**CFHLA Engineers Council Board**  
visited the  
**Women's Residential & Counseling Center.**

This year, the Council is completing the following projects at the Center:

*Replacing the flooring in one of the buildings*

*Installing / Replacing Exit lights and signs in all buildings*

*Installing Canopy & Flood lights outside of all buildings as well as new lighting on the children's playground.*

Additionally, the council purchased much needed,  
**new mattresses** for some of the rooms.

The council wishes to thank the following  
CFHLA members for assisting with these philanthropic projects:

**Carter Electric**

**International Flooring**

**Mayer Electric**

**Orlando Mattress Company**



(Left to Right) CFHLA Engineers Council Chairman Jack Bubb of the Hyatt Regency Grand Cypress, CFHLA Engineers Council Member Mike Smukall of The Kessler Collection, and CFHLA Engineers Council Vice Chairman Michael Garro of the Melia Orlando Suite Hotel



(Left to Right) CFHLA Allied Member Allen Wilder of Carter Electric, CFHLA Allied Member Melisa Bowles of Mayer Electric, CFHLA Engineers Council Chairman Jack Bubb of the Hyatt Regency Grand Cypress, CFHLA Engineers Council Vice Chairman Michael Garro of the Melia Orlando Suite Hotel, and CFHLA Engineers Council Member Mike Smukall of The Kessler Collection

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## TRAENKNER



**2016 CFHLA Board Member:**

**Cindy Traenkner**

Vice Chair of the Allied Relations Council and Owner of

**Domino's**

**Birthday: October 13**

**Fun Fact:** Ms. Traenkner's first hospitality job was answering phones for a Customer Service position. Her best career advice received was to "Believe in the Power of Possible"

***Thank you Cindy Traenkner  
for serving as a CFHLA Leader!***

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## **PARTNERS IN ACTION**

Recently, CFHLA Lodging Member

**Sheraton Vistana Villages**

donated items to Orange County Public School -

**Freedom Middle School**

as a segment of the

***CFHLA Adopt-A-School Program.***

The donated items will be utilized in the

**"Panther Store"**

where students can spend their "Panther Bucks" earned for good deeds, outstanding behavior, and other positive activities.





CFHLA Thanks the  
***Sheraton Vistana Villages***  
for their continued support of  
***Freedom Middle School***  
and the Adopt-A-School Program!

**GO PARTNERS IN ACTION!**

***Want to share your partnership story?***  
Send your pictures to [Communications@cfhla.org](mailto:Communications@cfhla.org)!

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## HOSPITALITY OPPORTUNITIES

***Below please find current hospitality employment opportunities:***

**Cost Control Manager**

Melia Orlando Suite Hotel

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

**Rec Coordinators,  
Reservation Sales Agents,  
and MORE!**

Reunion Resort & Club

[CLICK HERE](#) to view the open positions

**Loss Prevention Officer,  
Front Desk Agent,  
and MORE!**

[CLICK HERE](#) to view the open positions

**Front Desk Agent**

Embassy Suites Orlando - Lake Buena Vista South

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

**Public Relations Manager**

Reunion Resort & Club

[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](mailto:Communications@cfhla.org).*

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