

**From:** cfhla@memberclicks-mail.net on behalf of CFHLA  
**Sent:** Friday, March 04, 2016 11:48 AM  
**To:** cfhla\_info@cfhla.org  
**Subject:** CFHLA - Back of the House - March 4, 2016



ADVANCING TOURISM & THE COMMUNITY THROUGH HOSPITALITY

Volume 1 - Edition 9

03/04/2016

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## KICKOFF

On Tuesday, March 1 CFHLA partnered with

**Orlando City**

hosted the

**Kickoff Tailgate Party**

to celebrate the start of the MLS Season!

This event featured nearly

**250 Enthusiastic Soccer Fans,**

food and beverage, and opportunities for fans to interact with the

**Orlando City Players,  
Coach and President!**

**Below please find photographs of this "Purple Pride" Event:**

sponsored by:



**Honorees**

**March Allied  
Member of the Month**



**John Wood**  
RAM Stripping

**March Lodging  
Member of the Month**



**Brian Wong**  
Celebration Suites Hotel

**2016  
CFHLA Executive  
Committee**



CFHLA President / CEO Rich Maladecki with Orlando City Founder / President Phil Rawlins, Coach Adrian Heath, and Players



Kallee Taylor and Ricky Baran of System Tech Services, Inc with Orlando City Mascot - Kingston the Lion



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**Dave Bartek**  
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Partners of the Month:

**Orlando City Kickoff Tailgate Party**

[All County Paving](#)

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CFHLA Board Member Bill Friedrich of the Embassy Suites Orlando I-Drive / Convention Center, and CFHLA Governmental Affairs Committee Member Jeff Swirsky of Floridays Orlando Resort with Kingston the Lion



Cesar Chavira and CFHLA Board Member Keith Wolling of the B Resort and Spa Lake Buena Vista with Kingston the Lion

**Address**

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

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Mid-Florida Golf Cars



Varina Andrews and Clarissa Borrero of Prestige Construction of Florida with Kingston the Lion

**For additional photographs,  
please CLICK HERE.**

CFHLA recognizes the 2016 Kickoff Tailgate Party Sponsors:



[Orlando Health](#)

[Orlando Mattress Company](#)

[SeaWorld Parks & Resorts](#)

[Southeastern Laundry  
Equipment](#)

[Squeegee Squad](#)

[The Medical Concierge](#)

[UPS Store](#)

[VS Media Group](#)

[Yellowstone Landscape](#)

Driving Range Sponsor

[Hobart Corp](#)

Roving Cart Sponsor

[Driveway Maintenance, Inc.](#)

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[Edlen Electrical Exhibition](#)

March Security Seminar

[Spaulding Decon](#)

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

SoinOut Guest Laundries Inc



Additionally, CFHLA salutes



for hosting this event.

# GO CITY!

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## OSCEOLA

**LAST CHANCE TO REGISTER!**

**LUNCHEON THIS THURSDAY!**

**DO NOT MISS THIS IMPORTANT  
OSCEOLA COMMUNITY EVENT!**



**March Board Meeting**

[Belfor Property Restoration](#)

**Hospitality News:**

**Orlando, WWE rumored to announce WrestleMania 33 at the Citrus Bowl**

*Orlando Business Journal - The Buzz*

*Richard Bilbao*

Be prepared, wrestling fans: Rumor has it that WWE's WrestleMania may be on its way to Orlando in 2017.

Take the rumor with a grain of salt for now, but many WWE fans and insider blogs are reporting the Orlando Citrus Bowl will once again host the next big event in professional wrestling, WrestleMania 33. The WWE has yet to make a formal announcement of the event's location, but word is an announcement can come as soon as next week.

Executives at WWE and city of Orlando officials were not immediately available for comment.

Orlando has been in the mix for WrestleMania for over a month now, hoping to steal the show from long-rumored market Minneapolis. The city of Orlando confirmed in January it had put in a formal bid for the event, which could net more than \$50 million in economic impact and pack the Citrus Bowl's 60,000-plus seats.

It doesn't hurt that Orlando is home to many of WWE's facilities and shows like the WWE Performance Center and the "NXT" shows at Full Sail University. That relationship nearby, alongside the Citrus Bowl's new amenities, could have easily played a role in Central Florida landing the event.

Orlando recently hosted the WWE Royal Rumble at the Amway Center in January. That event was a big win for the region and may have served as a good reference point for any market questions the WWE needed to answer

# 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

**FOR MORE INFORMATION  
AND REGISTRATION, PLEASE VISIT  
[WWW.CFHLA.ORG/COMMUNITY-EVENTS](http://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.

PRESENTED BY:



SPONSORED BY:

**Booking.com**



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PHONE: 407-313-5000 - FAX: 407-313-5050 - WEBSITE: WWW.CFHLA.ORG

## HELP

CFHLA needs  
**YOUR SUPPORT!!!**

The 2016  
**BACCHUS BASH**  
is set to occur  
**April 1, 5PM - 10PM**  
**(LESS THAN 1 MONTH AWAY!)**

**Sandy Shugart: Downtown campus will test the depth of our partnership with UCF**

*Orlando Business Journal*

*Rachel Williams*

The effort to create a new college campus in downtown Orlando reminds Sandy Shugart of farming.

"If you grew up around farming, you'd notice that it's really hard to plow new ground. If you plow the same ground year after year, it gets easier," said Shugart, president of Valencia College, who observed that process from his home in southwest Virginia near Mount Rogers, just down the street from a large Christmas tree farm.

Similarly, he's found that breaking ground on land for a new campus is much harder than simply adding a building or two to an existing one.

This has been proven to Shugart through the lengthy and difficult process Valencia and the University of Central Florida have faced during the past 18 months in trying to establish a joint campus in the heart of downtown.

Difficulties range from getting support from Gov. Rick Scott to collecting \$20 million in donations to match the sought-after investment from the state.

However, Shugart is optimistic that the second time is the charm. "There's a very good chance it'll happen, and we'll know in a matter of weeks."

The project is being reviewed in the legislative session that ends March 11. After that, if state lawmakers include it in the budget, Gov. Scott will have the final say.

UCF and Valencia want to bring 7,700 students to downtown Orlando by August 2018.

At the intersection of Parramore Avenue and Livingston Street, 15 acres will hold a \$60 million academic building, two student apartment complexes, a 600-space parking garage and a renovated Center for Emerging

## **Orlando Premium Outlets - Vineland Ave!**

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

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!**

Proceeds from the Bacchus Bash benefit  
**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.***

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## **FLORIDAYS**

Recently TripAdvisor announced the  
**Traveler's Choice Awards**  
for hotels worldwide, in a variety of categories.

CFHLA is proud to recognize **Jeff Swirsky**

Here, students will be able to study in UCF and Valencia programs such as health information technology, digital media, culinary and hospitality, communications, public administration and legal studies, among others. The programs that will move downtown still are being finalized.

However, if it becomes a reality, Shugart hopes to expand Valencia's presence at the campus further and create an environment inspired by Sixth Street in Austin, Texas, where live music fills the street.

Here, Shugart explains why Sixth Street is an inspiration for the future of the downtown Orlando campus, and what else the community can expect from the campus that's estimated to create a \$205 million annual economic impact and 2,000 new direct and indirect jobs:

What has surprised you most in this process? How eager the private sector is to participate. Modern education doesn't happen inside four walls anymore. We're in deep discussions with Walt Disney World, Red Lobster, Florida Citrus Sports, the legal community and the entertainment community about establishing partnerships.

What private-sector partnerships do you envision? Disney, for example, can help us enhance our culinary program. Valencia will have a strong culinary and hospitality presence [which developer Craig Ustler has said he will build a 40,000- to 50,000-square-foot academic facility and a restaurant for at the campus] that can be enhanced by Disney. Our culinary program already has an established partnership with Disney, and they can help us grow it in size and impact downtown, maybe sprinkle some Disney dust on it. We're having promising discussions.

If the campus is approved, when do you hope it's established enough that it can expand? By its fourth or fifth year, I envision us adding new programs. Applied arts probably will be the programs we'd add next. This includes

## Floridays Resort Orlando

on being named the

### **#1 Family Friendly Hotel**

in the United States and #4 Worldwide!

**Additionally, the following Central Florida Lodging Establishments were ranked among the Top 10 Family Friendly Hotels:**

***#2 - Staybridge Suites Lake Buena Vista***

***#5 - Disney's Art of Animation Resort***

***#6 - Disney's Wilderness Lodge***

***#7 - Marriott's Cypress Harbour***

For more information relating to these awards, please [CLICK HERE](#).

## **CONGRATULATIONS!**

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## **LODGING SEMINAR**

## **EDUCATIONAL SEMINAR OPPORTUNITY FOR CFHLA LODGING MEMBERS:**



builders and the folks who make the movies. It also includes music recording arts, theater, musical theater and dance. Right now, those programs mostly are at the east Orlando campus, but there's not much access to an audience out there. In downtown, there are multiple venues, and our restaurant being built by Craig Ustler also may provide a performance venue. We want to develop talent locally to support our entertainment and arts community. Right now, our entertainment is imported. We can be like Sixth Street in Austin, Texas, and create an environment that's full of energy and modern art.

Do these art programs fit into Gov. Rick Scott's desire to focus only on programs that meet workforce needs? In conversations I've had with Disney, they've said they are concerned about the quality and supply of people who can support their live performances. Mixing sound, installing audio/visual systems they need all kinds of people who can work behind the scenes.

What other programs do you envision going downtown? We've had plans to bring health information technology, digital media, and culinary and hospitality programs downtown. We'll also have short-term, extensive career training programs like certificates in health information, coding, food preparation and construction so students quickly can earn more value in the workforce.

It seems like UCF has taken the reins on this project. Is that how you originally envisioned it? Yes, and I'm happy for that to be true. We're low key, anyway. We've done joint facilities with UCF in the past. UCF has a presence at some of our campuses where we are the leader, but in the case of downtown, they will own the buildings and the real estate, and we'll be their long-term partner. They're in the lead, and we'll support. Where we'll take the lead, though, is in enhancing the experience for freshman and sophomores. This really will test the depth of our partnership with UCF, as we're trying to provide a service that's neither Valencia nor UCF. This service is to

# ACTIVE ASSAILANT SEMINAR

PRESENTED BY THE CFHLA SECURITY & SAFETY COUNCIL



**Tuesday, March 22, 2016, 9AM - 11AM**

CFHLA Offices

6675 Westwood Blvd, Suite 210, Orlando, FL 32821

*This Seminar is COMPLIMENTARY for ALL CFHLA LODGING MEMBERS  
Seating is Limited - All seats will be offered on a "first registered" basis.*

**Seminar Program Presented By:**

**Sergeant William Bartlett**

*Orange County Sheriff's Office*

*Homeland Security / Emergency Management Section*

*Hostage Negotiation Team*

**CLICK HERE TO REGISTER NOW!**

RSVP: BY THURSDAY, MARCH 17, 2016.

Sponsored by CFHLA Member:



**SPAULDING™  
DECON**

Central Florida Hotel & Lodging Association \* 6675 Westwood Blvd, Suite 210 \* Orlando, FL 32821  
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## VINCIGUERRA

CFHLA salutes long time Allied Member  
and friend of the Association

**Steve Vinciguerra**

as he celebrates

**20 Years of Employment**

with

**SeaWorld Parks and Resorts!**

and that's hard for big bureaucracies. Our fee systems aren't the same; our parking fees aren't the same. I want to see one application process, one financial process and one parking process. People have been working on this for a year-and-a-half it's taking some real pioneering work. But, in the end, it'll offer a less-expensive experience for students and for us. There will be one academic adviser for all students, rather than having one for both UCF and Valencia.



**CONGRATULATIONS STEVE!**

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## VIP SPOTLIGHT



[Sunbrite Outdoor Furniture](#) has been in business since 1953, refurbishing existing outdoor furniture and providing new furniture from the beach to the balcony.

**Fun Fact:** 75% of Sunbrite Outdoor Furniture's products are manufactured in our great state of Florida!

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## KEVIN

CFHLA Public Policy Director

**Kevin Craig**

is celebrating TWO occasions during March -



AND on March 11, he will celebrate  
**Two Years of Employment**  
with CFHLA!



***HAPPY BIRTHDAY  
AND  
THANK YOU  
KEVIN CRAIG!***

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**20 YEARS**

CFHLA recognizes Allied Member  
**Dunkman Paint & Wallcovering, LLC**  
as they celebrate their  
**20th Anniversary!**



## CONGRATULATIONS ON 20 YEARS OF OPERATION!

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### BASTIS



**2016 CFHLA Board Member:**

**Mark Bastis**

General Manager of the

**[Hyatt Regency Orlando International Airport](#)**

**Birthday: November 28**

**Fun Fact:** Mr. Bastis' first Hospitality Industry job was working as a dishwasher at Anchor Cove in Kihei, Hawaii. His best career advice received was "If you're hungry, so are they" and to "Treat everyone as an equal. All the same, just different jobs."

***Thank you Mark Bastis  
for serving as a CFHLA Leader!***

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### HOSPITALITY OPPORTUNITIES

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

**Director of Rental Management,  
Public Relations Manager.**

Reunion Resort & Club  
[CLICK HERE](#) to view the open positions

**Regional Human Resources Manager - Orlando**

Towne Park

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

**Job Fair!**

FunSpot America

Monday, March 7 / 2PM - 5PM

[CLICK HERE](#) for more information

**Convention Services Coordinator**

Embassy Suites Lake Buena Vista South

[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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