

**From:** cfhla@memberclicks-mail.net on behalf of CFHLA  
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**Subject:** CFHLA - Back of the House - February 24, 2017



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This Newsletter proudly sponsored by:

**STR**

On Thursday, February 23  
CFHLA presented the  
**STR Membership Luncheon**  
attended by over  
**300 CFHLA Members**  
at the  
**DoubleTree by Hilton at the  
Entrance to Universal Orlando**  
(Thank You General Manager Mark Politte)



The Leadership Team at the DoubleTree by Hilton at the Entrance to Universal Orlando



**Honorees**

**Allied Member  
of the Month:**



**Alan Fickett**  
[Global Sourcing  
International, LLC](#)

**Lodging Member  
of the Month:**



**Laura Sherman**  
[CLC World Resorts](#)

**2017  
CFHLA Executive  
Committee**

*Chairperson*  
**Dave Bartek**

The Luncheon featured a presentation and seminar from  
**STR**  
**Senior Vice President,  
Bobby Bowers**  
who covered topics relating to  
Central Florida's Lodging Occupancy Levels and Industry Projections.



Senior Vice President and Keynote Speaker, Bobby Bowers of STR with  
CFHLA Board Chairman Dave Bartek of Loews Hotels.

In conjunction with this luncheon, the 2017  
**"Annual Meeting  
of the CFHLA Corporation"**  
was held to officially announce the 2017 CFHLA Officers and to discuss  
refinements to the CFHLA Bylaws.

Additionally, CFHLA recognized the  
**2016/2017 Members of the Month:**



(left to right) CFHLA Board Member Carlton Hudson of the Hard Rock Hotel at Universal Orlando

[Loews Hotels](#)

*1st Vice Chairperson*  
**Fred Sawyers**  
[Walt Disney World](#)  
[Swan & Dolphin Resort](#)

*2nd Vice Chairperson*  
**Brian Comes**  
[Hyatt Regency Orlando](#)

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

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

*Assistant Treasurer*  
**Sonja Giselbrecht**  
[Sheraton Suites Orlando Airport](#)

*Historian*  
**Laura Sherman**  
[CLC World Resorts](#)

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

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**Partners of the Month:**

**Area General Manager Meetings**

*Downtown Orlando Area*

[Spectrum Enterprise](#)

*Osceola County Area*

[Greenery Productions](#)

*Airport Area*

[Minuteman Press](#)

**Breakfast Club**

[Global Sourcing International, LLC](#)

Chuck Simikian of Paramount Hospitality Management



2017 CFHLA Allied Relations Council Board Chairman Cindy Traenkner of Domino's with CFHLA Board Member Jeff Swirsky of the Holiday Inn Resort Orlando Lake Buena Vista.



(left to right) CFHLA Board Chairman Dave Bartek of Loews Hotels, CFHLA Silver Partner Holly Howarth of Symbiont Service Corp., David Baird of Vermana, Jesus Esteban of PW Orlando, LLC with CFHLA VIP Member Dr. Alan Fickett of Global Sourcing International, LLC

and the

**2016 Public Servant of the Year:**  
**Former Orange County Commissioner**  
**Scott Boyd**

Mr. Boyd, who played an instrumental role in Central Florida's Tourism and Hospitality Industry, was a strong supporter of making revisions to the Venues Agreement which included enhancements to community projects including the Dr. Phillips Center for the Performing Arts and Camping World Stadium. Furthermore, he was influential in securing the funds for the Orange County Convention Center renovations.

**Executive Committee Meeting**

[System Tech Services](#)

**Governmental Affairs Committee Meeting**

[Spinout Guest Laundry Services](#)

**Membership Luncheon**

[Belfor Property Restoration](#)

[Summitt Broadband](#)

**Member Networking Luncheon**

[Pirate's Dinner Adventure](#)

**Vacation Ownership Reception**

[Minuteman Press](#)

**Yellow Pages**

[Clean Tec Construction Services, LLC](#)

[Clean Tec Outsourcing, LLC](#)

[Clean Tec Services](#)

[Comprehensive Energy Services, Inc.](#)

[Driveway Maintenance, Inc.](#)

[Hobart Corp.](#)

[Mid-Florida Golf Cars](#)

[Orlando Prestige Painting](#)

[Remediation Specialists](#)

[Spinout Guest Laundry Services](#)

[System Tech Services](#)

[Your Environment's Solution](#)



(left to right) CFHLA Board Chairman Dave Bartek of Loews Hotels, CFHLA Board Member and Governmental Affairs Committee Chairman Peter Kacheris of Hilton Orlando Bonnet Creek/Waldorf Astoria Orlando, 2016 CFHLA Public Servant of the Year Scott Boyd, CFHLA Board Member and PAC/PC Board Chairman Jay Leonard of the Wyndham Lake Buena Vista Resort Disney Springs Resort Area/Wyndham Garden Lake Buena Vista Disney Springs Resort Area and CFHLA President/CEO Rich Maladecki.

**CFHLA would like to offer a special thank you to the Membership Luncheon Sponsors:**

**2017 CFHLA VIP Member:**



**for the 7th consecutive year:**



**Audio/Visual Partner:**





and

**Media Partner:**

**ORLANDO  
BUSINESS JOURNAL**

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## **NEW MEMBERS**

The following representatives attended a  
New Member Orientation today at the CFHLA Offices:



**Lacey Gardner**

Baxter Restoration

**Sylvia Lai and Eva Lai**

Bluefire Hotel Supply

**Christopher Patterson**

CAM Services & Repair, LLC

**Jerry Messer**

Capital ProjEx

**Audrey Gober and Cindy Winston**

FedEx Office

**Jeremy Nichols**

Gecko Hospitality

**Susan Messner,  
Kevin Nicholson and Dena Mills**  
Global Network Services (GNS)

**Itzel Soto**  
LEZTI, LLC

**Dirk Griffin**  
Mood Media

**Michelle Boline**  
Moveline Hospitality

**John Hall**  
PeopleReady Hospitality

**Terry Mayhew**  
Symmons Industries

**Donna Bartelt and Ryan Hickey**  
The BOATHOUSE at Disney Springs

**Bonnie Marshall**  
The Davey Tree Expert Company

**John Roberts**  
Veritiv

**Landon Pyle**  
Yellowstone Landscape

***WELCOME TO CFHLA!***

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**AWARD**

On Friday, February 24<sup>th</sup>, CFHLA was awarded the  
**Central Florida Urban League's**

## Corporate Award

during the Urban League's Awards Breakfast Ceremony  
at the Citrus Club.

CFHLA was recognized by the Urban League for the Association's  
philanthropic efforts throughout the Central Florida community, including

[CFHLA's Adopt-A-School Program,](#)

[CFHLA Cares Drives](#)

and the

[CFHLA Teacher Academy program.](#)



CFHLA Board Member and Adopt-A-School partner Jay Leonard of the Wyndham Lake Buena Vista Resort Disney Springs Resort Area/Wyndham Garden Lake Buena Vista Disney Springs Resort Area with State Representative Kamia L. Brown - District 45 at the Urban League's Awards Breakfast Ceremony.

In attendance to accept the award on behalf of CFHLA was Public Policy Director Kevin Craig and CFHLA-PAC/PC Chairman Jay Leonard of the [Wyndham Lake Buena Vista Resort Disney Springs Resort Area/Wyndham Garden Lake Buena Vista Disney Springs Resort Area.](#)

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## ALLIED RELATIONS

# ALLIED RELATIONS COUNCIL BREAKFAST

TUESDAY, MARCH 7, 2017

8:00AM - 9:00AM

**B Resort & Spa  
Lake Buena Vista**

(1905 Hotel Plaza Blvd, Lake Buena Vista, FL 32830 )

**Registration: \$25**



Central Florida  
Hotel & Lodging Association

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Associated Planners Group

**TOPIC:**

**"Members Doing Business  
with Members"**

**FEATURED PANELISTS:**

**Jim Gross**

General Manager  
DoubleTree by Hilton Orlando at SeaWorld

**Keith Odza**

General Manager  
Wyndham Vacation Rentals

**Frank Quallen**

General Manager  
Renaissance Orlando Airport Hotel

**Jeff Swirsky**

General Manager  
Holiday Inn Resort Orlando-LBV

## CLICK HERE TO REGISTER

**This is a "Members Only" Event**

RSVP: BY MARCH 2, 2017. CANCELLATIONS MUST BE SUBMITTED TO CFHLA IN WRITING AND WILL NOT BE ACCEPTED AFTER 2:00 PM ON MARCH 2, 2017.

**KINDLY NOTE: PAYMENT MUST BE MADE IN ADVANCE VIA THE CFHLA WEBSITE OR WALK-IN RATE WILL APPLY.**

Central Florida Hotel & Lodging Association \* 6675 Westwood Blvd, Suite 210 \* Orlando, FL 32821  
(407) 313-5000 \* Fax (407) 313-5050 \* website: [www.cfhla.org](http://www.cfhla.org)

## BREAKFAST CLUB

On Tuesday, February 21, CFHLA hosted the first of six

### **Breakfast Club**

networking opportunities in 2017 and featured guest panelists

**John McCracken,**

**Brian Hilterbrandt**

and

**Erick Vega**

of the

**Marriott Village Orlando.**





(left to right) Erick Vega and Brian Hilterbrandt of the Marriott Village Orlando, CFHLA VIP Member and Breakfast Club Sponsor Dr. Alan Fickett of Global Sourcing International, LLC and John McCracken of the Marriott Village Orlando.



(left to right) John Gill of Premier Elevator, Roy Briggs of Food Manager Testing and 2017 Silver Partner Peter Woodruff of Southeastern Laundry Equipment



CFHLA VIP Member Linda Grier of Greenery Productions, Jose Perez of SERVPRO of West Orange and Apopka/Wekiva, CFHLA VIP Member Ruthann DiLauri of Minuteman Press, CFHLA VIP Member Dr. Alan Fickett of Global Sourcing International, LLC and CFHLA Silver Partner Pedro Rodriguez of Orlando Prestige Painting.

2017 Breakfast Club Sponsor:



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## FULL RIDE

CFHLA is proud to announce its

### 2017 Full Ride

## Don and Lorraine Freeberg Foundation Hospitality Student Scholarship

available to current high school seniors who are graduating  
in May/June and have been accepted to the

**UCF Rosen College of  
Hospitality Management.**

**[CLICK HERE](#)**

to download and/or print the 2017 Application  
which may be submitted via mail or email

**PLEASE NOTE:**  
**APPLICATIONS ARE DUE**  
**FRIDAY, MARCH 3**  
**ONE WEEK FROM TODAY**

For more information relating to this process, please contact  
Taylor Hahn at (407) 313-5022 or [assistant@cfhla.org](mailto:assistant@cfhla.org)

***PLEASE FORWARD THIS  
INFORMATION TO ELIGIBLE  
HIGH SCHOOL SENIORS***

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## DEADLINE EXTENSION

The  
**2017 Bacchus Bash**

is set to occur on

**Friday, March 31**  
**5PM - 10PM**

at the

**Orlando Vineland Premium Outlets**  
(Thank you Don Dooley, Area General Manager)

**The deadline to become a Vendor  
has been extended to:  
FRIDAY, MARCH 3 - ONE WEEK FROM TODAY**

**To Register as a Vendor Participant,  
[CLICK HERE](#)**

Please contact CFHLA Staff Member  
Kim Gordon, [specialevents@cfhla.org](mailto:specialevents@cfhla.org), for further information.

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## VIP

**Meet The VIP Member:**



**Sunbrite Outdoor Furniture owners  
Will and Cindy Andrews are celebrating  
15 years of business!**

**Fun Fact:**

Before dedicating their time to Sunbrite, Cindy taught over 300 children how to swim and Will has grown over 7,000 orange trees in the last 25 years.

***Sunbrite Outdoor Furniture  
For Your Dedication To CFHLA!***

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**MARTINEZ**



**2017 CFHLA Board of Directors  
Treasurer**

**Jesse Martinez**

General Manager

**Alfond Inn at Rollins**

Birthday: June 23

**Fun Facts:**

Jesse got his start in the Hospitality Industry as an Overnight Security Supervisor and states that his greatest hospitality accomplishment was "leading the #1 Hotel in Florida by Condé Nast and Travel Leisure". The best career advice Jesse has received is to "inspect what you expect and never confuse effort with results".

***Thank you Jesse Martinez  
for being a CFHLA Leader!***

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

**Server, Hostess, Housekeeping  
and MORE!**

Marriott Hotels & Resorts  
[CLICK HERE](#) to view open positions

**Banquet Server and Bartender**

Renaissance Orlando Resort at SeaWorld  
[CLICK HERE](#) to view open positions

**Hair Stylist, Loss Prevention, Lead Cook  
and MORE!**

Gaylord Palms Resort & Convention Center  
[CLICK HERE](#) to view open positions

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