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CFHLA STAFF REMAINS SUPPORTIVE

As a reminder, CFHLA Staff continues to work remotely.

Your CFHLA Team is still available to assist you and your business. Staff will be monitoring incoming emails and voicemail messages regularly.

During these challenging times for our tourism industry, CFHLA Staff "Stands Ready" to assist when needed.

Should you have any questions, please find the website link to the CFHLA Staff Page below:

PLEASE CLICK HERE.

COLLECTIVELY, WE SHALL CONTINUE TO "REMAIN STRONG".

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ZOOM

Earlier this week, CFHLA continued to host several Zoom Virtual Meetings to keep Members engaged in our industry.

On Monday, April 13, two beneficial Lodging General Manager Discussions occurred for the second week in a row.
Honorees

April Allied Member of the Month
Matt Grier
Greenery Productions.

April Lodging Member of the Month
Cindy Staley
Sheraton Lake Buena Vista Resort

2020 CFHLA Executive Committee

Chairperson
Brian Comes
Hyatt Regency Orlando

1st Vice Chairperson
Sonja Giselbrecht
Marriott’s Lakeshore Reserve

2nd Vice Chairperson
Anthony Lazzara
Crowne Plaza Orlando Universal

Secretary
Jeff Swirsky

Treasurer
Jorg Heyer
Sheraton Vistana Resort

Assistant Treasurer
Mark Politte
DoubleTree by Hilton at the Entrance to Universal Orlando

Immediate Past Chair

The CFHLA Executive Committee were all in attendance for their monthly gathering on Tuesday, April 14.

The CFHLA Staff gathered on Wednesday, April 15 for a virtual CFHLA Team Meeting.
The second weekly CFHLA Zoom Happy Hour was again a successful event for our CFHLA Community to catch up and maintain connection during this challenging time.

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CRISIS MARKETING STRATEGIES

Starting this Friday, April 24, CFHLA Member &Barr will be hosting a 4-Part Crisis Marketing Strategy Webinar Series.

These webinars will be held from 9:30AM – 10:30AM the upcoming four Fridays: April 24, May 1, May 8 and May 15.

The first part in this series will be: Crisis Communications – Assessing What’s Working and Getting Ahead of What’s Next presented by &Barr's Erin Pagan,
Senior Director of Public Relations
and
Mike Lovecchio,
PR Account Executive.

Erin Pagan and Mike Lovecchio of &Barr

Please note that registration for each of these 4 Webinars will be sent out separately every Monday.

To Register for the first webinar of the Crisis Marketing Strategy Series,

PLEASE CLICK HERE.

If you have any questions about this Webinar Series, please contact Erin Walsh at membership@chfla.org.

TOURISM HELP HUB

For your information,

Visit Orlando

has launched a new online resource for the Central Florida community and hospitality industry called the Tourism Help Hub.

Visit Orlando

This important informational hub will help connect the area’s many tourism-supported businesses and employees with resources, research, relief and revenue programs to navigate the evolving impact of COVID-19.

PLEASE CLICK HERE to view the Tourism Help Hub.
Earlier today, Newleaf presented a complimentary webinar Enhance, Deliver & Raise Engagement in a Digital Environment.

CFHLA would like to thank Mark Griffiths Owner / Client Partner of Newleaf for presenting this beneficial training webinar.

STOCK MARKET UPDATES

CFHLA is hosting 2 upcoming Zoom meetings relating to the current status of the Stock Market.

**Wednesday, March 22**
2:00 pm – 2:30 pm

*Putting Volatility into Prospective – an Economic Update*

Presented by: Michael Hanley of Wealth Management Strategies of Central Florida

**CLICK HERE to Register.**

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**Wednesday, March 29**
2:00 pm – 2:30 pm
DONATIONS

Earlier this week, the CFHLA Allied Relations Council approved a $2,500 donation to the Second Harvest Food Bank.

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As a reminder, last week the following donations were approved:

$1,000 by the CFHLA Engineers Council,

$1,000 by the CFHLA Security & Safety Council and

$5,000 by the CFHLA Foundation towards the Second Harvest Food Bank.

Additionally, last week the CFHLA Foundation also approved a $20,000 donation for the Heart of Florida United Way ALICE Recovery Fund.

If you are looking for a way to help others in the community during this
challenging time, please see a list of ways to donate on our page below: www.cfhla.org/coronavirus-information

APPRECIATION

For your information,
City of Orlando Mayor BUDDY DYER
has created a social media initiative called #ThankYouORL to show appreciation to the essential employees working through the COVID-19 pandemic.

When recognizing individuals, groups, businesses or our entire community for their efforts, you are encouraged to use the #ThankYouORL hashtag on your social media to participate.

Let us continue to spread the positivity in our community!

CONGRATS

CFHLA would like to say
Best Wishes to
HAROLD BASSLER, former General Manager of the DoubleTree by Hilton Orlando at SeaWorld who recently took a new opportunity within the company.

CFHLA Leadership Thanks Harold Bassler for his service on the CFHLA Board of Directors.

Additionally, CFHLA would like to say Welcome Back to JOE CARDONE and offer congratulations on his new position as the General Manager of the DoubleTree by Hilton Orlando at SeaWorld.

TRAVEL

Earlier this week, the White House has named Travel and Hospitality as an industry group that will work on forging a path to economic recovery.
The Great American Economic Revival Industry Groups were created and are comprised of major U.S. industries including hospitality. This task force includes representatives from Hilton, Hyatt, Intercontinental Hotels Group, Marriott International, Wyndham Hotels and Resorts and other industry leaders who will partner with government officials to create industry-specific recommendations on rebuilding America.

Thank you to our hospitality leaders for working with the Federal Government to ensure a successful recovery for the tourism and travel industry!

MEET THE VIP

CLEAN TEC OUTSOURCING

CleanTec Outsourcing has been in business for 5 years!

THANK YOU, CLEANTEC OUTSOURCING, FOR YOUR DEDICATION TO CFHLA!
CANCELLATION

For your information,

**IPW 2020**

*presented by the*

U.S. Travel Association,

has been cancelled.

The event was originally scheduled for May 30 - June 3 in Las Vegas.

**PLEASE CLICK HERE**

to view the official Press Release.

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CFHLA MEMBER BENEFITS

Please continue to utilize the

**CFHLA Community Forum**

to share any current offers/benefits your business is running.

During this unprecedented time, CFHLA continues to encourage

"Members Doing Business with Members”.

To view this message board,

**CLICK HERE**.

Please make sure you are logged in to your CFHLA account.

*If you have any difficulty logging in, please contact CFHLA Staff Person Sarah Alexanderson at communications@cfhla.org.*

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IODICE

Sadly, CFHLA recently learned that former CFHLA Member, hotelier, and travel industry executive

**Sal Iodice**

has been diagnosed with stage 4 of an aggressive rare cancer.

If you would like to reach out to Sal, please see the below email address:

**Sal.iodice@gmail.com**

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SUPPORT

CFHLA would like to recognize

**CFHLA Board Member Clint Militzer**

General Manager and the Team at the

**Springhill Suites Orlando Theme Parks / Lake Buena Vista &**
TownePlace Suites Orlando Theme Parks / Lake Buena Vista
for supporting their 65 associates -
including those currently working, laid off or furloughed -
with donated gift bags full of items from local vendors including 5 apples,
6 potatoes, 6 bananas, 5 boxes of ramen, 5 granola bars, 4 snack
bags of chips, 3 rolls of TP, and a three pound loaf of bread.

THANK YOU
CLINT MILITZER AND THE TEAM AT
SPRINGHILL SUITES & TOWNEPLACE
SUITES ORLANDO THEME PARKS /
LAKE BUENA VISTA, FOR YOUR
SUPPORT OF THE COMMUNITY!

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