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.

Our primary objective is to continue to supply you with important updates relating to COVID-19.

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

VIRTUAL

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

On Tuesday, April 21, Members of the Vacation Ownership Council were in attendance for their virtual meeting.
The third weekly CFHLA Zoom Happy Hour was again a successful get-together featuring camaraderie with the CFHLA Community in these uncertain times.

CRISIS MARKETING STRATEGIES

Earlier today, Friday, April 24, CFHLA Member &Barr presented the first webinar in their 4-Part Crisis Marketing Strategy Webinar Series, Crisis Communications – Assessing What’s Working and Getting Ahead of What’s Next.
Partners of the Month:
Executive Committee Meeting
Xpodigital

The remaining webinars will be held from 9:30AM – 10:30AM the upcoming three Fridays: May 1, May 8 and May 15.

The second part in this series will be:
Media Crisis Strategies: Increase Awareness and Intent with Reduced Budgets presented by &Barr's Dennis Nikles, VP Media and Analytics and Cristina Howard, Director of Digital Media and Analytics.

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

To Register for this webinar of the Crisis Marketing Strategy Series, PLEASE CLICK HERE.

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

LOWNDES

This Monday, April 27, CFHLA Member Lowndes will present a complimentary seminar:
CARES Act
Payroll Protection Program.

This important seminar will discuss
• Qualifications and requirements to apply for the Payroll Protection Program
• Compliance with guidelines for use of the funds if and when received so that the loan forgiveness provisions of the program may apply

PLEASE CLICK HERE
To Register.

THANK YOU

In honor of Administrative Professionals Day, CFHLA wishes to thank Taylor Hahn, Executive Assistant to the President / CEO, and Jessica Ramos, Special Events and Membership Assistant, for their outstanding performance and dedication to CFHLA!

Thank you Taylor & Jessica!
CRITICAL ITEMS

For your information, a list of CFHLA Vendors who are currently supplying Critical / Protective Items to Lodging Facilities can be found on the CFHLA Website at https://cfhla.org/coronavirus-information.

PLEASE NOTE: PPE is limited and Lodging Properties are advised to order well before reopening.

If your company is currently selling CRITICAL/PROTECTIVE ITEMS (face masks, hand sanitizers, gloves, etc) to hotels, please reach out to CFHLA Staff Person Jennifer McAfee at jmcafee@cfhla.org with the following information:

- COMPANY NAME:
- CONTACT PERSON:
- PHONE NUMBER:
- EMAIL ADDRESS:

LIST OF CRITICAL ITEMS AVAILABLE TO LODGING FACILITIES:

BEST WAY TO ORDER:

APPRECIATION

For your information, this week was National Volunteer Appreciation Week.

CFHLA would like to say THANK YOU to all of the association's Outstanding Volunteers!

Throughout the week, CFHLA showcased via social media the following volunteers:

- Adopt-A-School Partners
- Adopt-A-Station Program Volunteers
- CFHLA Cares Volunteers
- CFHLA Gives Volunteers
- CFHLA Board Members
THANK YOU CFHLA VOLUNTEERS!

STOCK MARKET UPDATES

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

Wednesday, April 29
2:00 pm – 2:30 pm

**Have We Been Here Before?**

Presented by:
Rick Patterson, CLU, ChFC, AIF
of
Associated Planners Group

CLICK HERE to Register.

Wednesday, May 6
2:00 pm – 2:30 pm

Presented by:
Matt Kelly
of
Morgan Stanley

Registration Forthcoming.

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.

SUPPORT

CFHLA Board Member
Chris Mueller,
General Manager
and the Team at the Hilton Orlando

demonstrated the new "site visit" strategy with potential clients.
CFHLA RECOGNIZES CHRIS MUELLER AND THE TEAM AT HILTON ORLANDO, for continuing to adapt and promote the Central Florida destination.