NATIONAL TRAVEL & TOURISM WEEK

Although unable to gather in person, CFHLA joined the US Travel Association in celebration of the "Spirit of Travel" in celebration of the "Spirit of Travel" during this year's National Travel and Tourism Week.

CFHLA showcased via social media last year's National Travel and Tourism Proclamations.

National Tourism and Travel Week 2020 honors the strength, selflessness and resiliency in recognition of the industry's strength, selflessness and resiliency.
May Allied Member of the Month
Charisse Kissenberth
Summit Broadband, Inc.

April Lodging Member of the Month
Lori Fitzgibbon
Formerly of the Sheraton Suites Orlando Airport

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

For more information, please visit the CFHLA Facebook Page.
On Monday, May 4, CFHLA President / CEO Rich Maladecki was invited to join the Orange County Task Force - "Bringing Back Tourism" Sub-Committee Meeting to discuss the Importance of Tourism as it relates to job creation and economic development in Central Florida.

PLEASE CLICK HERE to view Monday's meeting.

GRAYROBINSON

On Thursday, May 7, Over 100 Community Leaders were in attendance for the GrayRobinson, P.A.'s
panel presentation
"Orlando's Lodging Industry: How We Restart the Tourism Engine in the New Normal."

CFHLA Thanks the following CFHLA Lodging Members who participated on the panel and provided their valuable insights:

Jorg Heyer
Area General Manager
Sheraton Vistana Resort

Chris Mueller
General Manager
Hilton Orlando

Mark Politte
General Manager
DoubleTree by Hilton at the Entrance to Universal Orlando

Cindy Staley
General Manager
Sheraton Lake Buena Vista Resort

Additionally, CFHLA Thanks Chris Carmody and GrayRobinson for inviting CFHLA to participate.

CRISIS MARKETING STRATEGIES
Earlier today, Friday, May 8, CFHLA Member &Barr presented the third webinar in their 4-Part Crisis Marketing Strategy Webinar Series, Creative Messaging Crisis Strategies - Content That Connects During Crises: Tips For How to Connect with Consumers Through Creative.

The final webinar will be held THIS Friday, May 15 at 9:30AM - 10:30AM.

The fourth and final part in this series will be: Search and Social Crisis Strategies - Pivoting With Direct Response Channels to Build Sales and Long-Term Customers presented by &Barr's David St. John Senior Media Analyst and Zack Bower Paid Social Media Specialist.

To Register for this final 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.

ZOOM

CFHLA continues to conduct **Zoom Virtual Meetings** to keep Members informed and engaged in our industry.

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**On Monday, May 4, the**

**Lodging General Managers Meetings**

*occurred for the fifth week in a row.*

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Members of the **CFHLA Engineers Council Board** gathered virtually for their monthly meeting on Thursday, May 7.

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**Nearly 70 CFHLA Members**

were in attendance for the fifth weekly **CFHLA ZOOM Happy Hour** -

*featuring Member Pets!*
For your information, the next Happy Hour virtual get-together scheduled for this Thursday, May 14 will feature Member Face Masks - please bring your most creative face mask for this Happy Hour!

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**GUEST SERVICE**

On Tuesday, May 5, NEARLY 100 CFHLA MEMBERS attended the virtual Guest Service Excellence Seminar - Service is Not Canceled: 5 Creative Ways to Provide Great Service After COVID presented by New CFHLA Member Rupesh Patel CEO + Hotel Owner + Hospitality Industry Ambassador of Rupesh.co.
THANK YOU RUPESH!

To view this seminar, [Please Click Here](#).

STOCK MARKET UPDATES

Over the past three weeks, CFHLA has hosted three informational Zoom meetings relating to the current status of the Stock Market.

CFHLA would like to THANK the following individuals for providing these important updates:

VIP Member
Michael Hanley
of Wealth Management Strategies of Central Florida
for his presentation, Putting Volatility into Prospective - An Economic Update.

VIP Member
Rick Patterson, CLU, ChFC, AIF
of Associated Planners Group
for presenting Have We Been Here Before?
- and -

Cherry Laska
of Morgan Stanley
for her presentation
*Positioning for Recession and Recovery.*

**THANK YOU**
**MICHAEL HANLEY,**
**RICK PATTERSON, CLU, ChFC, AIF**
**AND CHERRY LASKA!**

### 407 DATES

For your information, **Orange County** and **Visit Orlando** have announced a new way to support local restaurants - "407 Dates".

Please click here to view the different ways you can connect through new virtual events, date night dining deals and cooking kits with local takeout/delivery.

### MEET THE VIP

[System Tech Services, Inc.](#)

*has been in business for 20 years!*

Fun Fact:
Our 37 technicians have over 500 years of experience combined!

**THANK YOU, SYSTEM TECH SERVICES, INC., FOR YOUR DEDICATION TO CFHLA!**
IMPORTANT

For your information,
City of Orlando Mayor
Buddy Dyer
Announces Proposed Changes to
Further Help Businesses Open and
Operate Safely in the City of Orlando.

To view the Press Release with additional information,
Please Click Here.

ADOPT-A-SCHOOL

Recently, the
Allied Relations Council Board
voted to provide their Adopt-A-School Partner,
Lockhart Elementary School
gift bags for their teachers in honor of
Teacher Appreciation Week.

The gifts included reusable woven bags, bottles of sunscreen
and towels. Each of these items also included the school's logo.

ARC Board members delivered these items to Lockhart's principal,
Ella Patriarch, while practicing social distancing.
Thank you ARC Board!