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CFHLA Announces A Key Promotion and Two New Hires

ORLANDO, Fla. (January 27, 2023) This week, the Central Florida Hotel and Lodging Association is pleased to announce the promotion of Melanie Anesh to Director of Strategic Initiatives and Partnerships. Since June 2021, Melanie has served as the Executive Assistant to the President/CEO and oversaw several new organizational initiatives such as the Diversity Committee, the Leadership Mentoring subcommittee, and our High School Outreach Subcommittee throughout 2022.

In this new role, Melanie will now be responsible for executing CFHLA's new workforce development initiatives, advancing CFHLA's new mission and strategic goals, and officially leading the CFHLA Foundation and our community outreach initiatives. This includes overseeing the Scholarship Committee, the Adopt-A-School Program, Employee Relations, the Diversity Committee and its subcommittees. Plus, she will be focused on developing and growing positive relationships with our federal, state and local educational and community partners.

Furthermore, CFHLA is also pleased to announce the hiring of Tammie Watts. Originally from the Midwest, Tammie most recently served as the Government Affairs Director for the Space Coast Association of Realtors (in Melbourne, Florida) for the past nine years. While serving in that role, she was extremely involved within her community including serving as the Treasurer of BusinessVoice, the Vice Chair of the Florida Realtors Government Affairs Director Committee, and the Brevard Continuum of Care Coalition (BCoCC) Advisory Board which offers support services and resources to prevent people from becoming homeless. With a strong background in coalition building, public policy, campaign management, political fundraising, community service and marketing, Tammie is prepared to lead and effectively execute all of CFHLA's governmental and political affairs.

Prior to her tenure at the Space Coast Association of Realtors, Tammie worked for 14 years as Theatre Manager and a National Trainer for the Regal Entertainment Group, where she won multiple State and National Awards for Marketing. In her free time, Tammie enjoys spending time with her two sons and enjoying the Florida weather and outdoor activities.

Lastly, with Melanie's promotion, we are excited to announce another new team member to the organization. Beginning on January 30th, CFHLA would like to welcome Jonathan Watson as the new Executive Assistant to the President/CEO. With more than a decade of experience in hospitality, Jonathan is joining CFHLA from Guest Services Inc. at the Regal Palms Resort, where he has held various roles including, Assistant Operations Manager, Executive Assistant, Front Desk and Guest Services since 2018. Jonathan was also a nominee for the CFHLA Golden Pineapple Awards in 2016 and served as one of CFHLA's 16 mentors for our inaugural Leadership Mentoring Program, Class I in 2022. In his free time, Jonathan enjoys spending time with family and friends and is an avid soccer player/fan.

"Melanie has played a pivotal role by helping to create and lead several new CFHLA workforce development and educational initiatives since she joined our team," said Robert Agrusa, president & CEO of the Central Florida Hotel and Lodging Association. "We are thrilled to see her expand her leadership skills and grow CFHLA's community outreach and impact. Plus with the additions of Tammie and Jonathan, we are excited about the strategic focus of our organization moving forward."

In closing, CFHLA will be hiring one more team member in the coming weeks for the open Events Coordinator position.

For more information on the Central Florida Hotel and Lodging Association, please visit www.cfhla.org.

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