



**February 24, 2023**

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## **STR MEMBERSHIP BREAKFAST AND SEMINAR**

On **Thursday, February 23rd**, CFHLA hosted our annual **STR** Membership Breakfast and Seminar at the **Wyndham Orlando Resort International Drive** (thank you **Carl Rodgers, General Manager**).

This informative and in-depth breakfast featured a presentation by **Shawn Grenley, Sales Executive, Florida and Georgia - STR**, covering topics relating to Lodging Occupancy Levels throughout 2022 and Industry Projections for the entire U.S., Florida and Central Florida in 2023 and beyond.

The presentation also highlighted the fact that the U.S. market has generally returned to pre-pandemic occupancy and ADR levels. This includes the Orlando market, which is showing a positive pace toward recovery and surpassing pre-pandemic levels for most of 2022.



**Thank you to our STR Breakfast Corporate Sponsors:**



The healthier side of clean.™

**Also, a special thanks to our AV Partner and In-Kind Photographer:**



[Click to View Photos from the STR Breakfast](#)

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**OUR HEARTS ARE BROKEN**



We are deeply saddened to learn of the senseless tragedy that occurred in our community on Wednesday.

Our thoughts and prayers are with the families, friends, and co-workers of the three individuals - Nathacha Augustin, Dylan Lyons, T'yonna Major - who tragically lost their lives to these horrific acts of violence.

Unfortunately, this tragedy hit really close to home for many, including longtime CFHLA Member, [Your Environment's Solution Inc.](#), as nine-year-old **T'yonna Major** was the daughter of an employee at the company.

In an effort to assist the family during this unfathomable time, a GoFundMe campaign has been set up. If you are interested in making a contribution, please visit: <https://www.gofundme.com/f/tyonna-major>

We also remain optimistic that those who were injured during these series of events will make a full recovery.

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## CFHLA UNVEILS NEW AND UPDATED WEBSITE



After months of work behind the scenes, **CFHLA is proud to unveil our brand-new website!**

Our new website is so much more user friendly, easier to navigate, informational and a one stop shop for everything CFHLA; from event registration to a list of leaders from our various boards and councils, from information on our PAC/PC and Foundation initiatives, to a new directory of our allied and lodging members and of course, industry recognition and information on how to join the association.

**Please visit [www.cfhla.org](http://www.cfhla.org) and let us know what you think!** Also, if you have not yet done so, **please create a new account on the Member login page.**

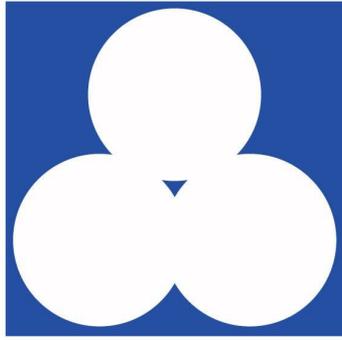
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## AIRPORT AREA HOTELIERS LUNCHEON



On **Tuesday, February 21st**, the **Airport Area Hoteliers** held their February luncheon at the brand-new **[Hyatt House Orlando Airport](#)**. (Thank you and congratulations again, **Ally Martin, General Manager**).

CFHLA would also like to thank **[Landform of Central Florida](#)** for serving as the 2023 meeting sponsor!



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OF CENTRAL FLORIDA INC.

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**MARCH ARC BREAKFAST, REGISTER TODAY!**



# ALLIED RELATIONS COUNCIL BREAKFAST



MEET THE 2023 NEWLY ELECTED  
CFHLA BOARD MEMBERS:



**ABED EREIKAT**  
General Manager,  
Hilton Grand Vacations at SeaWorld

**Tuesday, March 14, 2023  
8:00AM - 9:00AM**

**Avanti Palms Resort and  
Conference Center**  
6515 International Dr.  
Orlando, FL 32819



**STEVEN HOLLIS**  
General Manager,  
Fantasy World Resort

**\$35 per person**

**[CLICK HERE  
TO REGISTER](#)**



**MICHELE LOGEL**  
General Manager,  
Hyatt Place Orlando Convention Center

Corporate Sponsor:



All registrations are due by Thursday, March 9, 2023. Cancellations must be submitted in writing to [erin.walsh@cfhla.org](mailto:erin.walsh@cfhla.org) and will not be taken after Tuesday, March 7, 2023 at 2:00PM.

6675 Westwood Blvd, Suite 210 Orlando, FL 32821 | 407-313-5000 | [cfhla\\_info@cfhla.org](mailto:cfhla_info@cfhla.org)

## VACATION OWNERSHIP COUNCIL

On **Wednesday, February 22nd**, members of the **CFHLA Vacation Ownership Council** met for their first council meeting of 2023, at the CFHLA Offices.

This meeting featured a presentation by **Shannon Latimer** of [OCPS Career and Technical Education](#) and **Michelle Connor** of [Osceola Career and Technical Education](#).



*Shannon Latimer of OCPS Career and Technical Education; CFHLA Vacation Ownership Chair, Jorge Reyes, General Manager Holiday Inn Club Vacations - Orange Lake Resort; CFHLA Vacation Ownership Vice Chair, Abed Ereikat, General Manager Hilton Grand Vacations SeaWorld; Michelle Connor, Osceola Career and Technical Education.*

Thank you to our 2023 Vacation Ownership Council Meeting Sponsor,  
[Sunbrite Outdoor Furniture!](#)



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## **CFHLA SPONSORING OSCEOLA COUNTY HIGH SCHOOL CULINARY COMPETITION**

CFHLA is excited to be one of the sponsors for the inaugural **Osceola County High School Culinary Competition** taking place on **April 6th** at the [Wyndham Orlando Resort & Conference Center Celebration!](#)

Local culinary students will have the opportunity to showcase their skills and prepare for state-level competitions.

On **Monday, February 20th**, **Robert Agrusa**, President & CEO, **Melanie**

**Anesh**, Director of Strategic Initiatives and Partnerships, and CFHLA Board member **Glen Vlasic** of [Wyndham Orlando Resort & Conference Center Celebration](#) presented **Dr. Jeff Arnott**, Executive Director, **Joe Trybus**, Resource Specialist, and **Pat Breeding**, Consultant, for the [School District of Osceola County](#) with a **\$2,500 check from the CFHLA Foundation**, in support of the upcoming competition.

We are excited to continue grow our partnership with Osceola County, as we help the next generation of students develop the skills necessary for a future career in Central Florida's Hospitality Industry!



## CFHLA GIVES AUCTION, BIDDING NOW OPEN!

The 2023 Central Florida Hotel & Lodging Association [GIVES Online Auction](#) is **STILL OPEN**, with bidding ending on **Wednesday, March 1st!**

Bid on spectacular out-of-town stays and local resorts, golf packages, attraction tickets, fine dining experiences, a suite for March Madness at the Amway Center, and so much more!

All proceeds from this **auction will benefit the CFHLA Foundation, a 501c3 charitable organization**, and will support our 2023 hospitality student scholarship recipients and educational grants.

Please share and place your bids today by [CLICKING HERE](#).



CFHLA GIVES  
ONLINE AUCTION

**BIDDING NOW OPEN!**

Wednesday, February 22nd @ 9:00AM -  
Wednesday, March 1st @ 9:00PM

AUCTIONS ITEMS INCLUDE:

MARCH  
MADNESS  
SUITE

GOLF  
FOURSOMES

DISNEY &  
UNIVERSAL  
STAYS

THEME PARK  
TICKETS

HOTEL  
STAYS

DINNER &  
GIFT  
BASKETS

MUCH, MUCH  
MORE!

Online Auction Sponsored By:



*All proceeds benefit the CFHLA Foundation, a 501c3 charitable organization.*

CFHLA Foundation Mission Statement:  
To enrich an environment where the hospitality community  
in Central Florida can grow and thrive.

**For more information, please contact 407-313-5022 or [CFHLAFoundation@cfhla.org](mailto:CFHLAFoundation@cfhla.org)**  
Central Florida Hotel & Lodging Association | 6675 Westwood Blvd., Suite 210 | Orlando, FL 32821  
[www.cfhla.org](http://www.cfhla.org) | 407-313-5000

## UCF ROSEN COLLEGE OF HOSPITALITY MANAGEMENT HOLDS HALL OF FAME INDUCTION

[UCF Rosen College of Hospitality Management](#) held its **2023 Hospitality Hall of Fame** Induction Ceremony, on **Thursday, February 23rd**.

The 2023 honorees included, **CFHLA Board of Directors Secretary, Barbara Bowden, Area Managing Director for [Loews Hotels Universal Orlando](#)** and **John Sprouls, Executive Vice President and Chief**

**Administrative Officer for [Universal Parks and Resorts](#).** Ron Logan, a former Associate Professor for Rosen College, was also honored posthumously.

Congratulations to Barb, John and all of the other inductees on this prestigious and well-deserved honor!



## **REMEMBERING FORMER UCF PRESIDENT JOHN HITT**

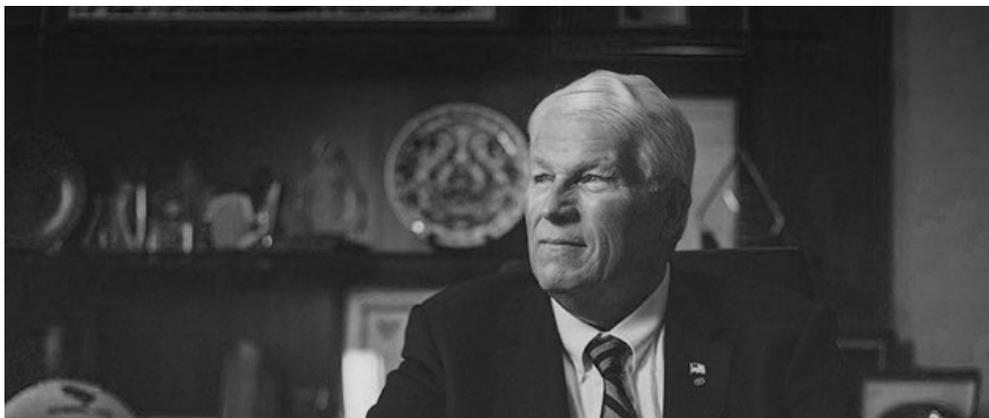
The Central Florida Hotel & Lodging Association, its Board of Directors and Membership join UCF and the entire Central Florida community, as we mourn the passing of UCF President Emeritus John C. Hitt.

Dr. Hitt served as UCF's fourth president for an exceptional 26-year tenure, from 1992 to 2018.

He transformed UCF into a national leader by increasing access for students to earn a college degree and innovating through meaningful partnerships that touched our community, state, and many of the industries that call Central Florida home. His footprint in our community will forever be solidified as he was also instrumental in laying the groundwork for Rosen College of Hospitality Management.

His passing is a tremendous loss to the university, our community, and all of higher education.

[CLICK HERE](#) to read more about his legacy.



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## ORLANDO CITY SET FOR SEASON OPENER

It's fútbol season!

Best of luck to CFHLA Member, [Orlando City Soccer Club](#) as they take to the pitch this Saturday night for their **2023 season opener** against the New York Red Bulls at Exploria Stadium.

Game time is 7:30pm. Prior to the match, Orlando City will raise their 2022 U.S. Open Cup Championship Banner.

Limited tickets remain, get them before they're gone!



## PARTNERS IN ACTION - WYNDHAM ORLANDO RESORT AND CONFERENCE CENTER CELEBRATION AREA

On **February 7th**, the team from the [Wyndham Orlando Resort and Conference Center Celebration Area](#), worked along sides teams from the [University of Central Florida](#) and [Universal Orlando](#) at the [Second Harvest Food Bank](#), repacking 20,000 lbs. of frozen food to create over 7,000 meals for those in need,

Thank you to the team at the Wyndham Orlando Resort and Conference Center Celebration Area for helping to make a difference in the community!



CONGRATULATIONS TO OUR

## FEBRUARY MEMBERS OF THE MONTH



**Laetitia Perkins**  
[Holiday Inn Orlando](#)  
[International Airport](#)



**Steve Vinciguerra**  
[SeaWorld Orlando](#)

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### MEET THE VIP

Did You Know...[BrightView Landscape](#) is one dependable partner that can see you through the entire lifecycle of your landscape, offering thoughtful solutions and an experience consistent in both quality and reliability. If there is an outside need, they can cover it!



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### UPCOMING EVENTS

For more information on upcoming events, or to register, just click on the links below.

- [2023 Golden Pineapple Awards - Allied Registration \(3/2/2023\)](#)
- [2023 Golden Pineapple Awards - Lodging Registration \(3/2/2023\)](#)
- [CFHLA Adopt A School & CARES Committee Meeting \(3/7/2023\)](#)
- [CFHLA Wednesday Morning Leads Group \(3/8/2023\)](#)
- [2023 Local Online Auction \(3/8/2023 to 3/15/2023\)](#)

- [CFHLA Wednesday Noon Leads Group \(3/8/2023\)](#)
- [Allied Relations Council Breakfast March \(3/14/2023\)](#)
- [CFHLA Employee Relations Committee Meeting \(3/15/2023\)](#)
- [2023 St. Patrick's Day Golf Open \(3/17/2023\)](#)
- [CFHLA Wednesday Morning Leads Group \(4/12/2023\)](#)
- [CFHLA Wednesday Noon Leads Group \(4/12/2023\)](#)
- [2023 Hob Nob - Allied Registration \(5/17/2023\)](#)
- [2023 Hob Nob - Lodging Registration \(5/17/2023\)](#)

[Click Here to View Upcoming CFHLA Meetings & Events](#)

## JOB OPENINGS

Check out the latest hospitality employment opportunities in Central Florida.

[VIEW JOB POSTINGS](#)



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# CONNECT WITH CFHLA



[WWW.CFHILA.ORG](http://WWW.CFHILA.ORG)

## About CFHLA

6675 Westwood Blvd #210, Orlando, FL 32821

The mission of the Central Florida Hotel and Lodging Association is to represent the Central Florida Hospitality Industry, by setting the standard of excellence through advocacy, collaboration, education, recognition, and service.