



**FOR IMMEDIATE RELEASE**  
**July 7, 2022**

**CONTACT:**  
Robert Agrusa  
President/CEO  
Central Florida Hotel & Lodging Association  
(407) 907-8082  
[Robert.Agrusa@CFHLA.org](mailto:Robert.Agrusa@CFHLA.org)

## **CFHLA HIRES J.R. RUPP AS DIRECTOR OF COMMUNICATIONS AND MARKETING**

**Orlando, Fla** (July 7, 2022) – Today, the Central Florida Hotel and Lodging Association proudly announced the hiring of J.R. Rupp as the new Director of Communications and Marketing, effective July 11, 2022. Most recently, J.R. served as the communications and events director for Celebration Town Hall, the master planned community in Central Florida. Over the past seven years, J.R. has been responsible for the implementation of all communication mediums, including website content, marketing, press releases, social media, event collateral, and feature writing, as well as serving as editor of the monthly Celebration News magazine, which earned an American Business Awards Stevie Award for Best Newsletter.

Robert Agrusa, president and CEO of the Central Florida Hotel and Lodging Association expressed confidence that Rupp is ready for the challenges ahead by saying, “J.R.’s extensive work experience for nearly thirty-years, his keen understanding of the hospitality industry, and his outstanding record of communications and marketing, makes him an excellent fit for the team.”

A Pennsylvania native, J.R. and his wife moved to the region in 2012, where shortly thereafter he joined Golfweek Custom Media as a National Account Executive. While in the Keystone state, he worked in athletic communications for over a decade, and prior to that, as a public relations & events director for a regional Convention and Visitors Bureau.

“The hospitality industry is truly the heartbeat of our community, and I am thrilled about the opportunity to be able to play a role in aiding its advance,” said Rupp. “It is motivating and rewarding to serve those, who on a daily basis welcome the world to our backyard. Over the past 40 years, CFHLA has made such a positive impact on our community and I’m excited to help continue this legacy forward.”

The Central Florida Hotel and Lodging Association’s mission is to advance tourism and the community through hospitality. As the world’s largest regional lodging association, CFHLA represents approximately 80 percent of the more than 129,500 hotel rooms in Orange, Seminole and Osceola counties, and nearly 500 "supplier" organizations that do business with the hospitality and tourism industries.

For more information on the Central Florida Hotel and Lodging Association, please visit [www.cfhla.org](http://www.cfhla.org).

###