



March 3, 2023

---

## GOLDEN PINEAPPLE AWARDS

On **Thursday, March 2nd**, CFHLA hosted its annual Golden Pineapple Awards dinner and celebration at the [Hyatt Regency Orlando](#) (Thank you **Area Vice President, Brian Comes!**).

This year, **CFHLA recognized over 280 “front line” and management/supervisor employees, from 70 different Central Florida lodging properties**, for their exemplary service and outstanding customer satisfaction throughout 2022.

Additionally, **George Waldenberger** of WFTV9, served as our guest emcee for the event, which attracted nearly 1,100 attendees. Throughout the evening, CFHLA recognized and honored the following fifteen hospitality employees, as the winners for each of the categories.

Be sure to check out next week's Back of House, as well as the CFHLA social media outlets to view photographs from this incredible evening.

CFHLA PRESENTS

# **GOLDEN PINEAPPLE AWARDS**



**CONGRATULATIONS TO ALL OF OUR 2023  
GOLDEN PINEAPPLE AWARD WINNERS!**

**Outstanding Back Office Employee of the Year**

Debra Williams

[Sheraton Vistana Resort](#)

**Outstanding Bell Person/Concierge Employee of the Year**

Abdellah Falous

[Wyndham Orlando Resort International Drive](#)

**Outstanding Community Service Employee of the Year**

Lisandra Rivera

[Holiday Inn Club Vacations - Orange Lake Resort](#)

**Outstanding Convention Center/Banquet**

**Employee of the Year**

Eduardo Rodriquez

[Renaissance Orlando at SeaWorld](#)

**Outstanding Culinary Employee of the Year**

Enrique Gonzalez

[DoubleTree by Hilton Orlando at SeaWorld](#)

**Outstanding Engineering Employee of the Year**

Jose Alvarez

[Embassy Suites by Hilton Orlando](#)

[ICON Park](#)

**Outstanding Food & Beverage Service Employee of the Year**

Luis Nunez

[Four Seasons Resort Orlando at Walt Disney World Resort](#)

**Outstanding Front Office Employee of the Year**

Angelo Moncayo

[Holiday Inn Orlando International Airport](#)

**Outstanding Housekeeping Employee of the Year**

Christina Derival

[Universal's Aventura Hotel](#)

**Outstanding Laundry Employee of the Year**

Alix Escalante

[Sheraton Suites Orlando Airport](#)

**Outstanding Recreational Employee of the Year**

Christopher Quinonez Lopez

[Walt Disney World Swan and Dolphin Resort](#)

**Outstanding Security/Loss Prevention Employee of the Year**

Vanessa Fleurilien

[Sheraton Vistana Villages](#)

**Outstanding Steward/Dishwasher Employee of the Year**

Nairobi Chirinos

[Hyatt Regency Orlando](#)

**Outstanding Back of House Management**

**Employee of the Year**

Jennifer Olivo

[Springhill Suites Lake Buena Vista South](#)

**Outstanding Front of House Management**

**Employee of the Year**

Farrah Strickland

[The Grove Resort & Spa](#)

---

**CFHLA would like to thank our  
Golden Pineapple Award Corporate Sponsors:**





**CLEAN TEC  
SERVICES**



The *fresher* side of clean.



**Staff Pro**  
Workforce Solutions

**A/V Provider:**



**Electrical Provider:**



**In Kind Donors:**



**HARVILL'S PRODUCE, INC.**



---

## **CFHLA UNVEILS NEW FIVE-YEAR STRATEGIC PLAN FOCUSED ON FIVE KEY AREAS**

This week, the Central Florida Hotel & Lodging Association released its brand new five-year strategic plan for the organization.

After a fifteen-month process, which included countless hours of discussion, and feedback from our CFHLA members, hospitality and tourism stakeholders, elected and community leaders, the **CFHLA Board of Directors approved the brand new five-year strategic plan in late January**. This was the first time in more than a decade, that a strategic plan was created and approved by the CFHLA Board of Directors, and it will now **serve as the new roadmap that will strengthen the hospitality industry and guide the organization into the future.**

This plan was then formally unveiled at last week's STR's Annual Membership Breakfast.

CFHLA is also excited to officially unveil its new **mission and vision**

**statements, as well as core organizational values, in order to meet the needs of our members and the entire industry in 2023 and beyond.**

Our new **CFHLA mission** is: We represent the Central Florida hospitality industry, by setting the standard of excellence through **advocacy, collaboration, education, recognition, and service.**

AND

Our new **vision** is: **To be the largest, most recognized, and effective regional hospitality association in the United States.** As a critical community partner, our efforts create a place where people desire to work, visit, and play.

**Lastly, our new core organizational values are integrity, community, member focus, innovation, and philanthropy.**

Please [CLICK HERE](#) or on the image below to review the five-year strategic plan. You can also find it on our new website at [www.cfhla.org](http://www.cfhla.org).



**PURPOSE**

To be the leading voice in the Hospitality Industry that drives economic opportunity through advocacy, education, inclusion, member service and philanthropy.

**WE VALUE**

INTEGRITY  
COMMUNITY  
MEMBER FOCUS  
INNOVATION  
PHILANTHROPY

MISSION:		VISION:		
We represent the Central Florida Hospitality Industry, by setting the standard of excellence through advocacy, collaboration, education, recognition, and service.		The Central Florida Hotel and Lodging Association is the largest, most recognized, and effective regional hospitality association in the United States. As a critical community partner, our efforts create a place where people desire to work, visit, and play.		
2023-2028 STRATEGIC GOALS				
ADVOCACY	MEMBERSHIP	COMMUNITY OUTREACH	INDUSTRY RECOGNITION	WORKFORCE DEVELOPMENT & EDUCATION
KEY INITIATIVES				
CFHLA and the CFHLA PAC/PC are the most recognized and influential regional trade association political committees in the State of Florida.	CFHLA is the most recognized and influential regional trade association in the State of Florida.  Membership will increase year over year for the next five years.	CFHLA will enhance economic opportunities in our community by positioning and demonstrating that a career in hospitality is viable and a conduit to achieving the American Dream.	CFHLA will promote hospitality as an attractive, dynamic, and diverse industry which allows for significant development and career growth opportunities.	CFHLA will support its members by creating an inclusive work environment that attracts, retains, and develops a talented, energized, and diverse workforce.
OBJECTIVES				
<ol style="list-style-type: none"> <li>1. Create a strategy to identify and fill key leadership roles at the local &amp; state level that have significant influence on policy/regulation of the hospitality industry.</li> <li>2. Create a strategy that focuses and identifies the key issues that are essential to the hospitality industry and properly utilize our resources to achieve success (less quantity, more quality).</li> <li>3. Increase and expand the average individual and corporate donations to the PAC/PC.</li> <li>4. Expand and diversify our volunteer leadership pipeline (have a succession plan in place).</li> </ol>	<ol style="list-style-type: none"> <li>1. Meet or exceed identified target goals and increase membership retention.</li> <li>Lodging Member Goals: <ul style="list-style-type: none"> <li>• Currently, there are approximately 450 total hotels in the Central Florida region. In 5 years, CFHLA strives to gain approximately 40 new properties and represent at least 65% of the hotels/resorts in the Central Florida region.</li> <li>• Stretch Goal - In 5 years, CFHLA strives to gain approximately 70 new properties and represent at least 75% of the hotels/resorts in the Central Florida region.</li> </ul> </li> <li>Allied Member Goals (currently 500 Allied Members): <ul style="list-style-type: none"> <li>• In 5 years, CFHLA strives to increase our Allied Membership to 750 total (grow by approximately 50 new members each year).</li> </ul> </li> <li>2. Create opportunities for Allied Members to be part of higher-level boards, councils, and decision making.</li> <li>3. Cater to the commitment and networking expectations of the Allied Members.</li> <li>4. To engage younger and less involved lodging executives and mid-level leadership in CFHLA.</li> </ol>	<ol style="list-style-type: none"> <li>1. Create a CFHLA monthly member and/or individual spotlight, highlight on social media and website.</li> <li>2. Develop "Buddy System for HEAT." Encourage both allied and lodging members to participate with a buddy.</li> <li>3. Expand the High School mentorship program for all colleges/universities within the tri-county area.</li> <li>4. Address competition from other business sectors and enhance our community partnerships.</li> </ol>	<ol style="list-style-type: none"> <li>1. Identify tangible opportunities to elevate the perception of our industry: <ul style="list-style-type: none"> <li>• build brand awareness</li> <li>• increase marketing awareness</li> <li>• identify a developing workforce</li> </ul> </li> <li>2. Create an innovative campaign to reach our future workforce and targeted demographics by: <ul style="list-style-type: none"> <li>• highlighting compelling industry career opportunities</li> <li>• showcasing the "day in the life" of hospitality</li> <li>• creating a sizzle reel which features local properties and resorts</li> </ul> </li> </ol>	<ol style="list-style-type: none"> <li>1. Workforce Development: Increase engagement of young professionals in the hospitality industry.</li> <li>2. Employee Recruitment &amp; Retention Objectives: Increase labor and staffing in the hospitality industry through public and community relations to promote the benefits of working in the industry. This includes upskilling industry professionals in order to expand career opportunities.</li> <li>3. Educational Objectives: Strengthen partnerships with existing and/or new high school and college/university hospitality and culinary programs. Increase time and funding, including additional student scholarships to develop future leaders with a focus on entry-level operations and management job placement.</li> </ol>
CONNECT WITH US				
<p><a href="http://www.cfhla.org">www.cfhla.org</a></p> <p><a href="#">f</a> @cfhla</p> <p><a href="#">in</a> @cfhla</p> <p><a href="#">ig</a> @cfhla</p> <p><a href="#">t</a> @cfhla</p>				

## I-DRIVE/LAKE BUENA VISTA GENERAL MANAGERS RECEPTION



On Tuesday, February 28th, the I-Drive/Lake Buena Vista General Managers held their first meeting of 2023 at the [Element Orlando Universal](#) (thank you Chris Heaxt, General Manager!).

Special thanks to **Daniel Silva, Tourism Representative & Experience Manager- Orlando** and **Corey Helvey, Director of Ticket Sales & Experience**, for their presentation on Orlando's newest professional sports team, the [Orlando Guardians](#) of the XFL.

CFHLA would also like to thank [Prasidio Insurance](#) for serving as the 2023 meeting sponsor!



---

## CFHLA FOUNDATION SCHOLARSHIPS; DEADLINE TO APPLY HAS BEEN EXTENDED TO MARCH 19TH

The CFHLA Foundation deadline for applications for the **Student Scholarships and Family Member Scholarships** has been extended to **Sunday, March 19, 2023!**

If you know of someone who is interested in applying, please [CLICK HERE](#) to begin the application process.

Also, please help us by sharing these opportunities with your family members, friends, and team members by forwarding the link.



---

## SHAMROCK RAFFLE TICKETS, PURCHASE YOURS TODAY!



Feeling the luck of the Irish?

Then grab your four-leaf clover and purchase your **Shamrock Raffle** tickets today by [CLICKING HERE!](#)

Enter for a chance to **win a \$100 cash prize**. Three winners will be selected during the St. Patrick's Day Golf Open Lunch on March 17th and best of all, you do not need to be present to win. A pack of **5 tickets is just \$20!**

Thank you to our raffle sponsor, [Minuteman Press](#).



---

## CFHLA VISITS COLONIAL HIGH SCHOOL

This week, **CFHLA President / CEO Robert Agrusa** and **Director of Strategic Initiatives and Partnerships Melanie Anesh** had the opportunity to meet with several Hospitality and Tourism classes at [Colonial High School!](#)

Robert and Melanie spoke with students about the hospitality industry, highlighted CFHLA's scholarship opportunities, shared career advice, and the multitude of career paths available within the Central Florida Hospitality Industry.

We look forward to developing a new partnership with the teachers and students of Colonial High School!

If you are interested in supporting hospitality and/or culinary programs at our local high schools, please consider joining the **CFHLA High School Outreach Subcommittee** by contacting Melanie Anesh at [melanie.anesh@cfhla.org](mailto:melanie.anesh@cfhla.org).



---

## HOB NOB TRADESHOW SPONSORSHIP STILL AVAILABLE

A high profile sponsorship for the **CFHLA Member to Member "Reverse Tradeshow," Hob Nob**, is still available.

This tradeshow features representation from our CFHLA Member Lodging Properties, and it provides Allied Members with the opportunity to walk the tradeshow floor and meet with the lodging professionals of their choice.

The **\$2,500 Corporate Sponsorship includes**: admission for two • logo on front page of event booklet • half page feature ad in event booklet • verbal recognition at the event • corporate logo on event signage • recognition on all related printed materials and CFHLA website.

[CLICK HERE](#) to purchase this opportunity before it's gone!

---

**ST. PATRICK'S GOLF AUCTION OPENS MARCH 8**

**ST. PATRICK'S GOLF AUCTION**  
BID ON ITEMS SUCH AS:

ELECTRONICS  
HOTEL STAYS  
GOLF FOURSOMES  
THEME PARK TICKETS  
ENTERTAINMENT & DINING

WEDNESDAY, MARCH 8, 9AM - WEDNESDAY, MARCH 15, 9PM

Online Auctions  
Sponsored By:

 MECHANICAL SERVICES



For more information, please contact Kim Gordon, [kim.gordon@cfhla.org](mailto:kim.gordon@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 MEET AND GREET - HYATT HOTELS OF CENTRAL FLORIDA

On **Wednesday, March 1st**, leadership from several **Central Florida Hyatt Brand properties** participated in our second student meet and greet of 2023, at the [UCF Rosen College of Hospitality Management](#).

**Over 100 students** had the opportunity to speak with General Managers and leaders from the Events, Sales, Food & Beverage, and Human Resources departments regarding what it's like to work in hotels/resorts

and what career paths might be available.

**Thank you so much to our CFHLA member properties, [Hyatt Regency Grand Cypress](#), [Hyatt Regency Orlando](#), and [Hyatt Regency Orlando International Airport](#), for sharing your knowledge, experience, and career advice with these students!**

We are so excited about the rest of the meet and greets that will take place throughout the 2023 Spring Semester!





[Click Here to View Photos from the Hyatt Hotels Meet & Greet](#)

---

## **PARTNERS IN ACTION - ALLIED RELATIONS COUNCIL**

Recently, members of the **CFHLA Allied Relations Council** had the opportunity to present custom t-shirts to Alyson Muse, principal, of the Council's **Adopt-A-School partner**, [Lockhart Elementary School](#).

Principal Muse thanked our Allied Members for their incredible generosity and remarked about how much they appreciated CFHLA's support!

**Thank you so much to our Allied Relations Council for helping to make a difference in the community and support our local schools!**



## CONGRATULATIONS TO OUR MARCH MEMBERS OF THE MONTH



**Jonathan Raz**  
[Signia by Hilton](#)  
[Orlando Bonnet Creek](#)



**Luis Rivera**  
[Clean Tec Outsourcing](#)

---

### MEET THE VIP

Did You Know...It's always been a vital part of our mission to give back to the communities we serve. The Full Circle Project is [GFL](#)'s exciting community-driven charitable giving program that allows our customers to decide how donations are directed. FCP is a truly unique way to ensure our charitable giving positively impacts the local communities where we all live and work, and that we support the causes that matter most to them.



---

## UPCOMING EVENTS

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

- [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 \(3/8/2023\)](#)
- [Security & Safety Council Meeting \(3/9/2023\)](#)
- [Allied Relations Council Breakfast March \(3/14/2023\)](#)
- [CFHLA Employee Relations Committee Meeting \(3/15/2023\)](#)
- [2023 St. Patrick's Day Golf Open \(3/17/2023\)](#)
- [Membership Committee Meeting \(3/27/2023\)](#)
- [Engineers Council Board Meeting \(4/6/2023\)](#)
- [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\*\*](#)

---



[www.stsi-fla.com](http://www.stsi-fla.com) | 407.682.9881

Your local mechanical, building automation and controls experts.  
HVAC | Mechanical Contracting | Controls | Design | Retro-fit



[www.stsi-fla.com](http://www.stsi-fla.com)  
#whereservicemeansbusiness  
407.840.3234



**HVAC**

Proudly serving Central Florida Hospitality Industry for 20+ years

**We can't wait to hear from you!**

CONNECT WITH CFHLA



[WWW.CFHLA.ORG](http://WWW.CFHLA.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.