



May 26, 2023

MEMORIAL DAY

In observance of Memorial Day, our CFHLA Office will be closed this Monday, May 29th and will resume normal office hours on Tuesday, May 30th.

As we spend time with our families and friends this weekend, let's all take a moment to remember and honor those who have made the ultimate sacrifice in service to our country and to their families.



CFHLA 2022 YEAR IN REVIEW MAGAZINE, AVAILABLE NOW DIGITALLY AND IN PRINT!

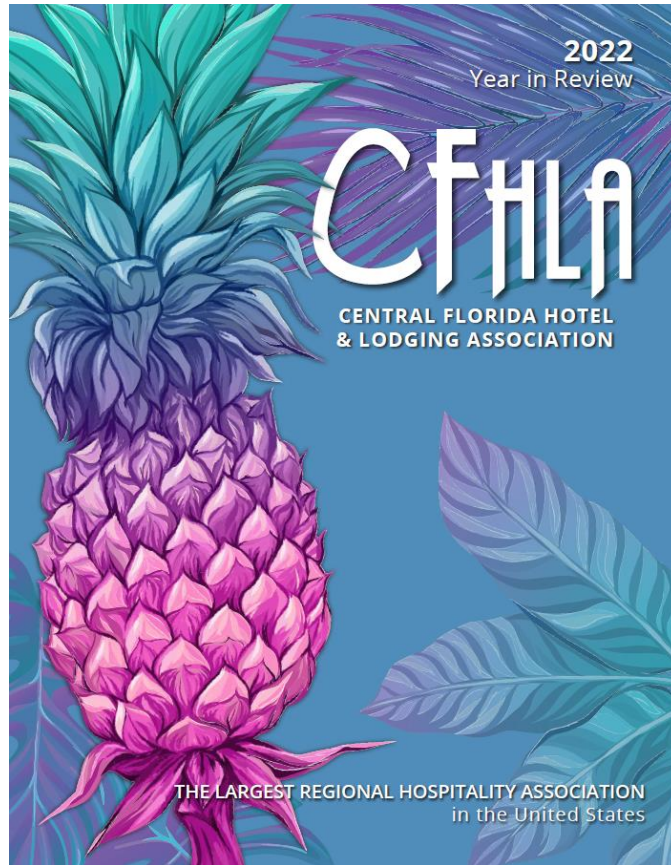
This week, the Central Florida Hotel & Lodging Association was proud to unveil our BRAND-NEW [2022 YEAR IN REVIEW MAGAZINE!](#)

This digital and printed publication highlights the accomplishments of the Association over the past year, including our significant membership growth, increased advocacy on behalf of the industry, recaps of our signature events, and our positive impact within the Central Florida community.

Printed editions of the publication will be available at all future CFHLA meetings and events, including next week's May Board of Directors Meeting and After Hours event.

Members are also invited to stop by the CFHLA offices to pick up a copy!

Thank you again to all of our sponsors for your generous support of this new annual publication and please be sure to view and share the [digital version](#) with your team members!



AIRPORT AREA GENERAL MANAGERS MEETING



On **Tuesday, May 23rd**, the **Airport Area General Managers** held their quarterly meeting and luncheon at the [Orlando Airport Marriott Lakeside](#) (Thank You **Mete Baykal**, General Manager).

Thank you to [Tony Ortiz, City of Orlando Commissioner, District 2](#), for

attending the meeting and we look forward to working together to provide the best experiences for our future guests while continuing to support our local businesses.

CFHLA would also like to thank our **2023 Airport Area General Manager meeting sponsor**, [Landform of Central Florida](#) for their continued support!



**RESERVE YOUR BOOTH FOR HEAT TODAY;
PRICE INCREASES ON JUNE 1ST**

LAST CHANCE FOR THE EARLY BIRD SPECIAL!

Don't miss out on the **EARLY BIRD SPECIAL** and RESERVE YOUR BOOTH for the **2023 HEAT Tradeshow Today!**

Click on the image below to secure your spot before the price increases on June 1st **(a savings of \$175)!**

2023 HEAT TRADESHOW

Tuesday, August 29, 2023
**Gaylord Palms Resort &
Convention Center**

6000 W Osceola Pkwy., Kissimmee, FL 34746
(Exhibitor Set-up: Monday, August 28 from 4pm - 9pm)

Early Registration Fee:

Single Booth: \$1,025

Fee includes (1) 8'x10' piped & draped booth with 6' skirted table, (2) chairs,
signage, (3) Name Badges, booth carpeting

BOOTH PRICE DOES NOT INCLUDE ELECTRICITY.

ON JUNE 1ST, BOOTH FEE WILL INCREASE TO \$1,200.

NEW for 2023:

CFHLA is offering exhibitors the opportunity to **upgrade your booth**.
Details & pricing will be available when CFHLA receives the final floorplan.



CLICK HERE
TO REGISTER

Important:

Cancellations received 30 days prior to show will receive a 50% refund.
Sorry, NO refunds after the 30 days prior deadline.

If you have questions, please contact Kim Gordon - kim.gordon@cfhla.org / 407-313-5040

Central Florida Hotel & Lodging Association * 6675 Westwood Blvd, Suite 210, Orlando, Florida 32821
Phone: (407) 313-5000 * Website: www.cfhla.org

**HURRICANE PREPAREDNESS SEMINAR & SALES TAX
HOLIDAY**



In preparation for the upcoming hurricane season, the **CFHLA Engineers Council** hosted their annual **Hurricane Preparedness Seminar** at the [Wyndham Orlando Resort International Drive](#) (Thank You, **Carl Rodgers, General Manager**) this week.

Thank you to the nearly 70 CFHLA Members who attended the seminar and had the opportunity to learn more about the **products and services offered by ten of our allied member sponsors.**

Attendees also heard from **Tony Mainolfi**, Chief Meteorologist at WESH 2 News, who provided a **2023 Hurricane Season Outlook**. We appreciate the continued partnership with Tony, as he has been providing his seasonal outlook at the seminar since 2015.

Additionally, as a reminder, today marks the start of a two-week sales tax holiday on disaster preparedness items that will end on June 9.

This sales tax holiday includes a variety of disaster preparedness items such as: flashlights up to \$40; radios up to \$50; tarpaulins at \$100 or less; anchor systems or tie-down kits worth \$100 or less; fuel tanks up to \$50; small batteries — AA, AAA, C, D, 6-volt or 9-volt, not car batteries — up to \$50; food storage cooler up to \$60; portable generators worth \$3,000 or less; and smoke detectors, carbon monoxide detectors and fire extinguishers up to \$70 each. Also, many common household items and goods related to pets will be tax-

exempt during the period as well.

Thank you to [AV Media](#) for providing the audio/visual support for the seminar and a special thanks to our participating sponsors:

[Aderhold Roofing](#)
[Brownie's Septic and Plumbing](#)
[Cat 5 Contracting](#)
[Five Star Claims Adjusting](#)
[Gas South](#)
[GFL Environmental](#)
[GLE Associates, Inc.](#)
[Landform of Central Florida, Inc](#)
[Royal Palm Construction Group](#)
[Terracon Consulting, Inc.](#)



**REGISTER TODAY: THE 2023 STATE OF THE COUNTY
ADDRESS ON JUNE 9TH**



You are Cordially Invited to the
2023 STATE OF THE COUNTY
 Presented by Orange County Mayor Jerry L. Demings

Orange County Mayor Jerry L. Demings will deliver his **2023 State of the County** message on Friday, June 9, 2023, at the Linda W. Chapin Theatre within the Orange County Convention Center.

Our county's diversity underscores the outstanding accomplishments of Orange County Government and the critical partnerships that we cultivate and rely on. During the presentation, Mayor Demings will provide a look forward with a glimpse of how we intend to **take our community to the next level**.

Don't be late! To celebrate our diverse community, there will be a cultural cuisine experience with breakfast foods from around the globe created by chefs from right here in Orange County. And do plan to stay for exciting, live entertainment to conclude the presentation!



LOCATION	DATE & TIME
Orange County Convention Center	Friday, June 9, 2023
West Building (Complimentary Parking)	8:00 a.m. Cultural Cuisine Experience
The Linda W. Chapin Theatre	8:45 a.m. Doors Open
9800 International Drive	9:00 a.m. State of the County Address
Orlando, FL 32819	

Visit ocfl.net/soc to RSVP

Host Sponsor



Featured Sponsors



Corporate Sponsors



COLIN MILLS NAMED GENERAL MANAGER AT SHERATON LAKE BUENA VISTA RESORT

Congratulations to **Colin Mills**, who was named the new General Manager of the [Sheraton Lake Buena Vista Resort](#) this week!

Colin's 23 years of Marriott experience and leadership will be crucial in the hotel's transition from a franchised to managed property. Colin began his career journey at the New Orleans Marriott as the Event Service Supervisor in 1998, then later moved into other roles within the Events discipline at the St. Kitts Marriott Resort & The Royal Beach Casino and the Boston Marriott Burlington.

Upon relocating to Orlando, Colin began a remarkable 16-year tenure with the [JW Marriott Orlando, Grande Lakes](#). He first joined the hotel as a Senior Events Services Manager, then later moved into the Director of Food & Beverage role before accepting his most recent position as Director of Operations.

Colin's leadership was instrumental in the completion of the recent 1,010 guest-room renovations and the reimagining of three food and beverage outlets. He also oversaw several property expansions, including a water park, cabana, and outdoor amenities.

Please join us in congratulating Colin and wishing him much success in this exciting new opportunity!



SURF'S UP! PIPELINE: THE SURF COASTER BREAKS INTO SEAWORLD'S LINEUP BEGINNING MAY 27TH

[SeaWorld Orlando's](#) all-new [Pipeline: The Surf Coaster](#) will have its **grand-opening this Saturday May 27th**, by commemorating with a special ceremony featuring a "beach-front" ribbon cutting.

SeaWorld is also proud to partner with the Fish and Wildlife Foundation of Florida to leverage the new thrill to raise awareness of marine life conservation and the need to protect the Florida coral reef.

The new attraction celebrates the iconic surfing cultures found around the world with a unique surfboard ride vehicle that gives riders an immersive experience when their seats rise and fall to mimic the sensation of riding on a wave.

With a track spanning 2,950 feet, a maximum speed of 60 MPH, and

reaching a height of 110 feet, guests will take their position in the upright stance of a pro surfer and embark on a journey of twists and turns on an iconic, gnarly surfboard. Riders will be amazed as they encounter five airtime movements, including a thrilling "wave curl" inversion that replicates the well-known "alley-oop" surfing maneuver. This coaster stands apart from others, not only in its design but also in the unique sensations it evokes.

Congratulations SeaWorld Orlando on this brand new rollercoaster!



ORLANDO NAMED TOP MEETING DESTINATION IN NORTH AMERICA

All of us who live, work, and play in Central Florida already know this, but now the world knows too!

Cvent has named Orlando as the top meeting destination in North America.

Compiled by analyzing more than \$14 billion of group business value sourced through Cvent in 2022, the rankings highlight hotels, venues, and destinations that have embraced technology to engage planners, enhance their sales and marketing efforts, and deliver incredible experiences.

Orlando takes pride in being one of the best places in America for meetings

and conventions, thanks to the fantastic efforts of [Visit Orlando](#) and the [Orange County Convention Center](#). This #1 ranking highlights the incredibly collaborative partnership between our local hotels and resorts, the Convention Center, and the entire Central Florida hospitality and tourism industry, as we continue to deliver incredible experiences for all meeting attendees.

Well done on this team effort!



HIGH SCHOOL OUTREACH COMMITTEE MEETS WITH JONES HIGH SCHOOL; THANK YOU JUSTIN WILLIAMS

Last Friday, leadership from **CFHLA's High School Outreach Committee** met with the administration at [Jones High School](#) to discuss strengthening our partnership for the upcoming school year and beyond.

CFHLA Board Member Justin Williams and the team at the [Grand Bohemian Orlando](#) have done an incredible job over the past two years and we look forward to continuing to build on everything they have accomplished thus far!

Thank you, CFHLA Board Member and High School Outreach Committee Co-Chair **Ally Martin** from the [Hyatt House Orlando Airport](#) and CFHLA ARC Board Member and Committee Co-Chair **Amy Walsh** from [Domino's](#), for joining **Robert Agrusa** CFHLA President / CEO, **Melanie Anesh** Director of Strategic Initiatives and Partnerships and **Justin Williams** for this important discussion with Principal **Orlando Norwood** and **Mrs.**

Margaret Harris from Jones High School.

We are excited about the future of this new culinary program and our continued partnership throughout the next year!

Additionally, CFHLA would like to personally recognize and thank Justin for his incredible work and leadership within the organization over the past several years!

Justin was instrumental in the creation of CFHLA's Diversity Committee and has led the charge in helping CFHLA become a community leader that cultivates an environment where diversity and inclusion is championed throughout the Central Florida Hospitality Industry. Furthermore, each of CFHLA's new Diversity initiatives were created under his leadership as the Co-Chair of the Diversity Committee.

We also truly appreciate Justin's passion for mentorship and dedication to providing leadership development opportunities to the students at Jones High School. We look forward to continuing to share his dedication with the students at each of CFHLA's High School Outreach partners throughout the next school year and beyond.

We wish Justin and his family all the best, on his new leadership role in Atlanta, and he will certainly be missed. Thank you!



TALKING HOSPITALITY WITH OAK RIDGE HIGH SCHOOL STUDENTS

Last week, **CFHLA High School Outreach** Co-Chair and CFHLA Board Member **Ally Martin**, of the [Hyatt House Orlando Airport](#), spoke with many of the Hospitality and Tourism students at [Oak Ridge High School](#). Specifically, Ally shared career advice and spoke about the differences between providing service and caring.

Additionally, CFHLA Director of Strategic Initiatives and Partnerships **Melanie Anesh** followed up with the students this week to discuss how to create a resume and how to prepare for a future job interview.

Thank you, Hospitality and Tourism Teacher **Erin Mantor**, for your passion and enthusiasm for the industry. CFHLA is excited to continue working with you to support the students and their future outlook at Oak Ridge High School!



**CONGRATULATIONS TO OUR
MAY MEMBERS OF THE MONTH**



Keith Luka

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



George Haq

[B&H Towels & Linens](#)

MEET THE SILVER

Did You Know... that [Addition Financial](#) is a full-service community credit union that can provide your workforce direct deposit and personal banking needs. Contact Stefanie Mizrahi at SMizrahi@additionfi.com to learn more and discuss how we can support your employee wellness platform.



UPCOMING EVENTS

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

- [CFHLA BOARD OF DIRECTORS MEETING \(5/31/2023\)](#)
- [MAY AFTER HOURS \(5/31/2023\)](#)
- [ENGINEERS COUNCIL BOARD MEETING \(6/1/2023\)](#)
- [ADOPT-A-SCHOOL & CARES COMMITTEE MEETING \(6/1/2023\)](#)
- [ALLIED RELATIONS COUNCIL BOARD MEETING \(6/6/2023\)](#)
- [HR SEMINAR SERIES #1 \(6/8/2023\)](#)
- [SECURITY & SAFETY COUNCIL MEETING \(6/8/2023\)](#)
- [STATE OF ORANGE COUNTY ADDRESS \(6/9/2023\)](#)
- [CFHLA EXECUTIVE COMMITTEE MEETING \(6/13/2023\)](#)
- [LEADS GROUPS \(6/14/2023\)](#)
- [EMPLOYEE RELATIONS COMMITTEE MEETING \(6/14/23\)](#)
- [FOUNDATION BOARD MEETING \(6/20/2023\)](#)
- [HEAT COMMITTEE MEETING \(6/20/2023\)](#)
- [GOVERNMENT AFFAIRS MEETING \(6/21/2023\)](#)
- [ORLANDO CITY SOCCER HOSPITALITY NIGHT \(6/21/2023\)](#)
- [SECURITEE GOLF CLASSIC \(6/23/2023\)](#)

[Click Here to View
Upcoming](#)

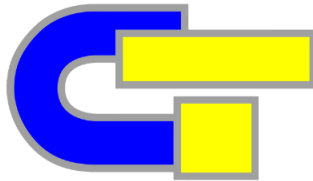
JOB OPENINGS

Check out the latest hospitality employment opportunities in Central Florida.

[VIEW JOB POSTINGS](#)

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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.