



June 16, 2023

GREATER ORLANDO SPORTS COMMISSION ANNOUNCES ROBERT AGRUSA AS RECIPIENT OF 2023 SPORTS TOURISM ALLIANCE AWARD

This week, [the Greater Orlando Sports Commission \(GO Sports\)](#) announced **Robert Agrusa**, President/CEO of the Central Florida Hotel & Lodging Association, as the recipient of the **Sports Tourism Alliance Award** as part of the [2023 SPORTYS: Greater Orlando's Night of Champions](#) presented by [Orlando Health Jewett Orthopedic Institute](#), which airs on WKMG-TV News 6 this Saturday, June 17 at 7 p.m.

The Sports Tourism Alliance Award recognizes an outstanding executive in the tourism industry who has demonstrated exceptional leadership and support for sports tourism in Greater Orlando, including supporting the operators of regional venues, organizations who are recruiting and hosting major sporting events, and local sports teams, leagues, and associations.

Robert is the inaugural recipient of the award that will be presented alongside 11 other categories during the 2023 SPORTYS Awards show on Saturday.

Please join us in congratulating Robert on this recognition and thank you to the Greater Orlando Sports Commission for their continued partnership and collaboration with CFHLA!

[READ THE FULL ANNOUNCEMENT](#)

The graphic features a blue background with a stadium scene. At the top left is the Greater Orlando Sports Commission logo. At the top right is the News 6 logo with the tagline 'GETTING RESULTS'. The central text reads '2023 SPORTYS' in large, bold, white letters, with 'GREATER ORLANDO'S NIGHT OF CHAMPIONS' underneath. Below this, it says 'PRESENTED BY' followed by the logos for 'ORLANDO HEALTH' and 'Jewett Orthopedic Institute'. The main title 'SPORTS TOURISM ALLIANCE AWARD WINNER' is prominently displayed in the center. At the bottom, there is a portrait of Robert Agrusa, a man with a beard wearing a suit and tie, with his name and affiliation, 'Central Florida Hotel & Lodging Association', listed below.

CFHLA NEW MEMBER ORIENTATION

CFHLA will be hosting a **New Member Orientation** on Thursday, June 29th from 9:00am - 10:30am at the CFHLA Offices (6675 Westwood Blvd, Suite 210. Orlando, FL 32821).

Whether you are a new member or a long-time member and would like a refresher on the organization, please join us for this terrific opportunity to learn about the Association and how to get the most out of your membership.

[CLICK HERE](#) to register and reserve your spot today! For more information, please contact Erin Walsh at erin.walsh@cfhla.org.

ENTER "THE COMIC UNIVERSE" AT THE 2023 HEAT TRADESHOW; RESERVE YOUR BOOTH TODAY!

Unleash your inner superhero, channel your favorite comic strip's wit, or embody the essence of classic literary figures while exploring and advancing the dynamic world of hospitality in the "**The Comic Universe**," at this year's **HEAT Tradeshow**.

[RESERVE](#) your booth today for the **August 29th** event at the [Gaylord Palms Resort & Convention Center](#).

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: \$1,200

Fee includes (1) 10'x10' piped & draped booth with 6' skirted table, (2) chairs, signage, (3) Name Badges, booth carpeting

BOOTH PRICE DOES NOT INCLUDE ELECTRICITY.

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

EAST ORLANDO CHAMBER LEGISLATIVE RECAP



On **Wednesday, June 14th**, CFHLA President & CEO, **Robert Agrusa**, was among the featured panelist at the [East Orlando Chamber of Commerce's Florida Politics 2023: Florida Legislative Session](#) recap breakfast.

The panel, which was moderated by **Steven Mort**, Host & Executive Producer of [NewsNight on WUCF-TV](#), also included: **Kyle Alexander**, Vice President of Public Policy, [Orlando Regional Realtor Association](#); **Robert F. Stuart, Jr.**, Senior Government Affairs Advisor, [GrayRobinson P.A.](#); and **David Mica, Jr.**, Executive Vice President of Public Affairs, [Florida Hospital Association](#).

Thank you to the East Orlando Chamber of Commerce for allowing CFHLA to join in the conversation and help educate our community on the issues that are important to the hospitality industry!

REGISTER TODAY! JULY ALLIED RELATIONS COUNCIL BREAKFAST



Featured Panelists:



Stacey Herndon
General Manager
Westgate Villas



John McCracken
General Manager
Marriott Village Orlando



Jonathan Raz
General Manager
Signia by Hilton Orlando
Bonnet Creek



Lou Rocco
President & CEO
Global Sourcing International LLC

ALLIED RELATIONS COUNCIL BREAKFAST

*'How to do
Business with
CFHLA Lodging
Members'*

Tuesday, July 11, 2023, 8:00am - 9:00am

Sheraton Lake Buena Vista

12205 South Apopka-Vineland Rd., Orlando, FL 32836

Corporate Sponsor:



In alliance with



Registration \$35 per person

[CLICK HERE to Register](#)

*All registrations are due by Thursday, July 6, 2023.
Cancellations must be submitted in writing to
faith.moore@cfhla.org and will not be taken after
Monday, July 3, 2023 at 2:00PM.*

CENTRAL FLORIDA HOTEL & LODGING ASSOCIATION
6675 WESTWOOD BLVD. SUITE 210 | ORLANDO, FL 32821
PHONE: 407-313-5000 | WEBSITE: WWW.CFHILA.ORG

ATTENTION: CFHLA FOUNDATION ONLINE AUCTION OPENS ON JUNE 20TH, 9AM

Next week, CFHLA will be hosting our next Online Auction that will support the CFHLA Foundation, the Engineers' Council and the Security and Safety Council. This online auction will begin next Tuesday, June 20th at 9 a.m.

Bidders will have the opportunity to bid on items such as hotel stays and water park tickets. The **auction will close on Tuesday, June 27th at 9 p.m.**

Bids can be placed [HERE](#) beginning next Tuesday.

Thank you to our Online Auction Sponsor, [IR Mechanical Services](#).



The banner is divided into three horizontal sections. The top section has a dark blue background on the left and a light green background on the right. The middle section features a close-up image of a computer keyboard with a green key labeled 'Auction' and a black gavel resting on it. The bottom section has a light green background.

**CFHLA FOUNDATION
ONLINE AUCTION**

Auction Opens: Tuesday, June 20, 2023, 9am

Auction Closes: Tuesday, June 27, 2023, 9pm

Bid at www.cfhla.org

Proceeds benefit the CFHLA Foundation,
a 501c3 charitable organization

Online Auction Sponsored By:

 **MECHANICAL
SERVICES**

CFHLA MEETS WITH ORANGE COUNTY SCHOOL BOARD MEMBERS

Recently, CFHLA President/CEO **Robert Agrusa**, **Melanie Anesh**, Director of Strategic Initiatives and Partnerships, and **Tammie Watts**, Government Affairs Manager, met with several of our **Orange County School Board members** to discuss ways to expand and strengthen our educational partnerships with our local schools in the 2023-2024 school year and beyond.

Additionally, CFHLA shared the history of our members partnering with

OCPS schools for over twenty years through **CFHLA's Adopt-A-School Program**, as well as our new **partnerships with local Culinary and Hospitality programs** through our **High School Outreach Subcommittee**.

The CFHLA Team and our members remain committed to supporting teachers and students through increased mentorship opportunities, field trips, and even internship opportunities. By strengthening our partnership, we will help our students succeed in the workforce and increase post-secondary education, as we develop the future leaders of the Central Florida Hospitality Industry.

Thank you, School Board Member Karen Castor Dentel, District 6, and School Board Member Alicia Farrant, District 3, for your time, commitment, and dedication to the students of Orange County!





CFHLA HEART OF HOSPITALITY INITIATIVE

The Central Florida Hotel & Lodging Association would like to congratulate this week's **"Heart of Hospitality"** professionals!

Throughout the summer, we will continue to share the stories of our incredibly diverse hospitality professionals who are truly the "Heart of Hospitality." Each will be recognized and highlighted on all of CFHLA's social media channels, as well as the [CFHLA WEBSITE](#).

[Click here to learn more](#) about the recognition series and please help us share their stories!



[Abdellah Falous](#)
[Wyndham Orlando Resort](#)
[International Drive](#)



[Alix Escalante](#)
[Sheraton Suites Orlando Airport](#)

PARTNERS IN ACTION - SHERATON VISTANA VILLAGES

Recently, the [Sheraton Vistana Villages](#) hosted a property tour for Hospitality and Culinary program students from [Freedom High School](#).

The students had the opportunity to learn about the Housekeeping, Safety & Security, Engineering, Front Desk and Food & Beverage departments with each department's respective leaders.

Thank you to General Manager Herbert Vogt and the entire team at the Sheraton Vistana Villages for their continuing support of our Central Florida students!



PARTNERS IN ACTION - MEMBERS ENDORSE MULTISANY PRODUCT

I am sending a recommendation out on [Multisany](#). The [Doubletree by Hilton Orlando at SeaWorld](#) uses this product in all our guestrooms. The product does a great job of removing odors associated with moisture from the Orlando temperatures in our guestrooms. The product works without masking the odor with a scent. It simply helps to eliminate the odor.

Joe Cardone

General Manager

[DoubleTree by Hilton Orlando at SeaWorld](#)



I am writing to recommend **Danny Rogers** and his product [Multisany](#). I have had the pleasure of using Multisany in our hotel's guest rooms and hallways for about a year, and I have been thoroughly impressed with its performance. Multisany has been incredibly effective in reducing unpleasant odors in our hotel. Our guests have commented positively on the freshness of the rooms and hallways, and we have noticed a significant improvement in the overall

air quality. Danny Rogers has been an excellent business partner throughout our experience with Multisany. He has been responsive to our needs and concerns and has always gone above and beyond to ensure that we are satisfied with the product. I would highly recommend Multisany and Danny Rogers to any business or individual in need of a reliable and effective odor reduction solution.

Jason Lopez

General Manager

DoubleTree by Hilton at the Entrance to Universal Orlando



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



Amaury Piedra
[Caribe Royale Orlando](#)

Daved McLouth
[GLE Associates](#)

MEET THE SILVER

Did You Know... [Boca Terry](#) is now a Vendor Partner with Entegra and Curator. This is in addition to Hiltons and all its Brands, Pyramid/Benchmark, Heritage Hotels, Marcus Hospitality and Davidson/Pivot. We are a Full-Service Vendor, with Bathrobes, Slippers, Terry and Linen for all your needs, in stock NOW, for immediate shipment.



UPCOMING EVENTS

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

- [CFHLA FOUNDATION ONLINE AUCTION OPENS](#)
- [CFHLA 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 \(6/23/2023\)](#)
- [VIP MEMBER BREAKFAST \(6/27/2023\)](#)
- [CFHLA FOUNDATION ONLINE AUCTION CLOSES](#)
- [NEW MEMBER ORIENTATION \(6/29/2023\)](#)
- [ENGINEERS' COUNCIL BOARD MEETING \(7/6/2023\)](#)
- [ORLANDO CITY PRIDE SOCCER HOSPITALITY NIGHT \(7/7/2023\)](#)
- [CFHLA CARES COLLECTION DRIVE \(7/11 - 7/18/2023\)](#)
- [ALLIED RELATIONS COUNCIL BREAKFAST \(7/11/2023\)](#)

[Click Here to View
Upcoming](#)

JOB OPENINGS

Check out the latest hospitality employment opportunities in Central Florida.

[VIEW JOB POSTINGS](#)

COMMERCIAL & HOSPITALITY CLEANING

BUILDING MAINTENANCE



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- Water Damage 24/7 Restoration.
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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.