



July 14, 2023

JULY ALLIED RELATIONS COUNCIL BREAKFAST



On **Tuesday, July 11**, CFHLA hosted its **July Allied Relations Council Meeting and Breakfast** at the [Sheraton Lake Buena Vista Resort](#) (Thank You Colin Mills, General Manager).

Thank you to the more than 100 members who joined us to hear from a panel

of CFHLA Members, who spoke about best practices for building relationships and securing future business with CFHLA Lodging Members.

The panel, which was moderated by ARC Chair, VIP Member, and CFHLA Board Member **Erin Sims** of [Landform of Central Florida](#), included **Stacey Herndon**, General Manager, [Westgate Vacation Villas & Town Center Resort](#); meeting host **Colin Mills**, General Manager, [Sheraton Lake Buena Vista Resort](#); CFHLA Board Member **Jonathan Raz**, General Manager, [Signia by Hilton Orlando Bonnet Creek](#) and VIP Member **Lou Rocco**, President & CEO, [Global Sourcing International, LLC](#).

CFHLA would also like to thank [AV Media](#) for providing their services for the meeting, as well as our 2023 Allied Relations Council Breakfast Sponsor, [Wealth Management Strategies of Central Florida/Equitable Advisors](#), for supporting "Members Doing Business With Members!"



In alliance with



[CLICK HERE TO VIEW THE BREAKFAST](#)

YOUR COMPETITOR IS EXHIBITING AT THE HEAT TRADESHOW, SO WHY AREN'T YOU?

There is only one way to stay ahead of your competition. Don't miss out and enter **The Comic Universe** by exhibiting at the **2023 HEAT Tradeshow** on **Tuesday, August 29** at the [Gaylord Palms Resort & Conference Center](#).

Booths are still available for purchase. Do not miss this opportunity!

To register for a booth, please [CLICK HERE](#) or on the image below!

Should you have any questions, please contact Kim Gordon at kim.gordon@cfhla.org or 407-313-5040.

[Click to view the current list of 2023 exhibitors - your spot is waiting!](#)

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

HALLOWEEN GOLF OPEN SPONSORSHIPS AVAILABLE THIS MONTH

Dust off those Jack-O-Lanterns and break out the candy corn, sponsorships for the **2023 Halloween Golf Open** will be available soon.

CFHLA VIP Members will have the first opportunity to purchase a sponsorship beginning on **Tuesday, July 25**. The remaining available sponsorships will **open to all Members on Wednesday, July 26**.



2023 Halloween Golf Open Available Sponsorships

FRIDAY, OCTOBER 27, LEGENDS COURSE, HOLIDAY INN CLUB VACATIONS - ORANGE LAKE RESORT

Lunch Sponsor - \$4,000 (1 available)

- 1 Golf Foursome
- Company Logo on Luncheon Signs
- Company Name on Sponsor Appreciation Sign at Player Registration
- Presentation at Lunch
- Company Logo on Luncheon PowerPoint Presentation

Golf Cart Sponsor - \$3,000 (1 available)

- Company Logo on 72 Golf Carts
- Opportunity to Attend Golfer Registration & Offer Comments During Morning Announcements
- Company Name on Sponsor Appreciation Sign at Player Registration

Putting Contest Sponsor (alcohol) - \$600 (1 available)

- Display Table and Signage at Putting Green
- Company Name on Sponsor Appreciation Sign at Player Registration
- Responsible for Managing Putting Contest
- "No More Than 3" Service/Segment Representatives Guarantee**
- 2 Seats at the Luncheon

Closest to the Pin Sponsor - \$250 (2 available - Men's & Women's)

Longest Drive Sponsor - \$250 (2 available - Men's & Women's)

- Company Logo on Rules Sheet Placed in All 72 Golf Carts
- Company Logo on Ball Marker Sign Sheet Located at Hole
- Recognized During Golfer Morning Announcements and Luncheon
- Company Name on Signage at Hole

Note, this Sponsorship Does Not Include the Opportunity to Attend Outing

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Golfer Gift Sponsor - \$3,500 (1 available)

- Company Logo on Gift Given to All Golfers (to be Selected/Provided by CFHLA)
- 2 Seats at the Luncheon

Alcohol Hole Sponsor - \$600 (9 available)

- Display Table and Signage at Assigned Hole
- Company Name on Sponsor Appreciation Sign at Player Registration
- Sponsor MUST serve a food item at their hole
- "No More Than 3" Service/Segment Representatives Guarantee**
- 2 Seats at the Luncheon

Non-Alcohol Hole Sponsor - \$400 (9 available)

- Display Table and Signage at Assigned Hole
- Company Name on Sponsor Appreciation Sign at Player Registration
- Sponsor MUST serve a food item at their hole
- "No More Than 3" Service/Segment Representatives Guarantee**
- 2 Seats at the Luncheon

Pumpkin Raffle Sponsor - \$500 (1 available)

- Corporate Logo on 375 Pumpkin Raffle Tickets
- Table-Top Display at the Event Luncheon (If Requested)
- Company Banner (Up To 3' X 5'), or Pull-Up Displayed at Event (to be Provided by Your Company)
- Logo on the Luncheon PowerPoint Presentation
- 2 Seats at the Luncheon

Breakfast Sponsor - \$350 (1 available)

- Sponsor Must Provide Food and Coffee For 100 People & May Attend the Breakfast Only

SECURITY & SAFETY COUNCIL VISITS OPD TRAINING CENTER

On **Thursday, July 14**, the CFHLA Security & Safety Council visited the [Orlando Police Department](#) Training Center.

Members of the Security & Safety Council took the opportunity to observe new recruits of the Orlando Police Department, as they practiced real world

scenarios, participated in a mock traffic stop and discussed ways in which their properties can better assist law enforcement when they are on-site.

Thank you to Cpl. Warren and Sgt. Mount for coordinating and facilitating this informative experience for our hospitality security personnel!



**HOSPITALITY GALA PAYMENT PLAN OPTION NOW
AVAILABLE FOR CFHLA MEMEBRS**



Saturday, December 16, 2023

6:00pm to 11:00pm

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ORLANDO AT SEAWORLD®



4 MONTH PAYMENT PLAN

CFHLA Members Only

Corporate Tables (seating for 10) reserved before September 1, 2023 may be invoiced over a four (4) month period. (\$550 due on August 18, \$550 due on September 18, \$550 due on October 18, and \$550 due on November 18.)

NEW this year, ticket is inclusive of ALL food & beverages, including alcohol!

Regrettably, offer not extended to individual ticket sales.

CANCELLATION POLICY: Sorry, NO refunds after December 1, 2023.

For further information & to register for the Payment Plan, please visit:

WWW.CFHILA.ORG/HOSPITALITY-GALA

Presenting Sponsor:

**ORLANDO
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Corporate Sponsors:

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Clean Tec Services | Domino's |
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SeaWorld Parks & Resorts | Unimac Management, LLC |
Universal Orlando Resort

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SHERATON VISTANA RESORT WELCOMES JODIE GUTTRICH AS NEW GENERAL MANAGER

CFHLA would like to welcome **Jodie Guttrich** as the new General Manager for the [Sheraton Vistana Resort!](#)

Jodie joins the Vistana team from Lake Tahoe, where she served as Market General Manager. As Market General Manager, Jodie was responsible for

Marriott's Timber Lodge and Grand Residence Club Lake Tahoe; which combined, these 2 resorts offer over 800 villas and residences. Jodie also serves on the Board of Directors for Sheraton Mountain Vista in Avon, Colorado.

Previously, Jodie has had an impressive career across several Marriott International Hotels and Resorts, serving as General Manager and in multi-property General Manager positions across Europe, including the United Kingdom, German and Spain in particular.

Jodie has also held the position of Director of International Operations Training for Marriott International, based at their headquarters in Bethesda, Maryland.

Welcome to the Central Florida hospitality community, Jodie!

Welcome

JODIE GUTTRICH

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CFHLA welcomes
Jodie Guttrich,
General Manager,
Sheraton Vistana Resort,
to the Central Florida
hospitality community!

HOSPITALITY NIGHT WITH THE PRIDE 

Thank you [Orlando Pride](#), for hosting our Central Florida Hotel & Lodging Association team and membership for **Hospitality Night** at [Exploria Stadium](#) last Friday!

What a fantastic 1-0 victory over the OL Reign, and we thank you again for your wonderful hospitality!



ORANGE COUNTY LAUNCHES "BOOST" PROGRAM

This week, Orange County Mayor Jerry L. Demings announced the launch of a new grant program for our area's small businesses - [Orange County Small Business BOOST Grants](#). These grants are to help small businesses recover from the ongoing effects of the COVID-19 pandemic.

Through the Federal American Rescue Plan Act funding, a total of \$26M has been allocated to support small businesses, home-based businesses, and – for the first time – gig workers. These are available to Orange County businesses. The grant application platform will open for these businesses and individuals to apply on **Tuesday, July 18**. However, the website -

[OCFL.net/BOOST](https://ocfl.net/BOOST) - is up and running for those who are interested in learning more about the application process.

These grants are for eligible businesses and individuals who suffered losses due to the pandemic and are still in business. The funds will be distributed on a first come first served basis and the goal is to serve thousands of impacted businesses and individuals over the next several months. These grants do not have to be repaid.



CFHLA'S "HEART OF HOSPITALITY" INITIATIVE

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

If you have been following us on our social media channels, CFHLA has been sharing the stories of our incredibly diverse hospitality professionals who are truly the "Heart of Hospitality," throughout the summer. Each industry professional has also been recognized and highlighted on the [CFHLA WEBSITE](#).

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



[Enrique Gonzalez](#)

[DoubleTree by Hilton Orlando at
SeaWorld](#)



[Allyn Clem](#)

[Holiday Inn Club Vacations
Orlando Breeze Resort](#)



[Kisha Rodriguez](#)

[Homewood Suites by Hilton Orlando -
International Drive/Convention Center](#)

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



Lori Lo Duca

[Cypress Pointe Resort](#)



Emily Smith

[BELFOR Property Restoration](#)

MEET THE SILVER

Did You Know... [Sod Depot](#) is Central Florida's Leading wholesaler of St Augustine, Bahia, Zoysia and Bermuda turf that sells direct to Consumers in Central Florida.

Buying your landscape supplies directly from us can significantly save you on your yearly landscape budgeting. By buying only what you need, when you need it, and using your existing Landscape Labor hours.

Did you know Sod Depot sells over 30K Bales of Pine Straw a year and over 900 yards of Pine Bark directly to Customers per year Delivered?

Our Drive to be your go to Landscape Supply provider does not stop at Sod and Mulch. We provide Plants Rocks and Irrigation parts at wholesale pricing with Delivery and Expedited turn around. Just send us your request to SALES@SODDEPOTFLORIDA.COM and get a quick response and pricing on your product needs.



UPCOMING EVENTS

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

- [CFHLA CARES COLLECTION DRIVE \(Until 7/18/2023\)](#)
- [TEE IT UP FOR TOURISM \(7/19/2023\)](#)
- [VACATION OWNERSHIP COUNCIL MEETING \(7/20/2023\)](#)
- [CFHLA BOARD OF DIRECTORS MEETING \(7/26/2023\)](#)
- [VIP MEMBER RECEPTION \(7/26/2023\)](#)
- [DIVERSITY COMMITTEE MEETING \(8/1/2023\)](#)
- [ENGINEERS COUNCIL BOARD MEETING \(8/3/2023\)](#)
- [PATRIOT DAY - FIRST RESPONDER NOMINATIONS DUE](#)
- [ALLIED RELATIONS COUNCIL BOARD MEETING \(8/8/2023\)](#)
- [CFHLA EXECUTIVE COMMITTEE MEETING \(8/8/2023\)](#)

[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.