



February 9, 2024

A promotional graphic for BAMM GROUP. It features a collage of four photos showing hotel renovation work: a modern building exterior, a worker in a safety vest, a hotel room interior, and a view of a hotel building. The BAMM GROUP logo is in orange and black, with 'HOTEL RENOVATION SERVICES' in smaller text below it.

**CONSIDERING A  
HOTEL RENOVATION  
PROJECT?**

**GET A FREE QUOTE**

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Florida Tourism Day



This week, CFHLA was proud to partner with so many industry leaders and professionals from across the state for **Florida Tourism Day**. Thank you to all of our members and industry partners who joined us for this important week in Tallahassee, as we met with dozens of legislators to discuss our priorities and share the positive economic impact of tourism to Florida and to its residents.

In addition to educating our legislators, we had the opportunity to hear from Florida's Chief Financial Officer Jimmy Patronis, Visit Florida's President/CEO Dana Young, and DBPR's Secretary Melanie Griffin.

It was an extremely productive and informative couple of days advocating on behalf of Florida's No. 1 industry!



## CFHLA Celebrates Black History Month



In honor of **Black History Month**, we are proud to celebrate the cultural diversity of the hospitality industry and our entire Central Florida community. Did you know that more than 25% of our Central Florida hotel and lodging workforce identifies as black?

As an organization, we remain committed to supporting the growth and diversity of the future leadership within the hospitality industry.

Also, we encourage our "Members to Do Business" with our black-owned businesses and we look forward to participating in various Black History Month events throughout our community.

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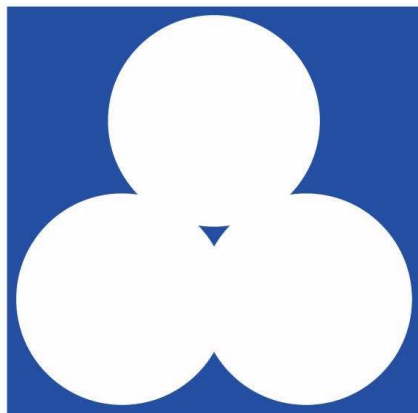
## Vacation Ownership Council

On Wednesday, February 7th the CFHLA Vacation Ownership Council held their first meeting of 2024.

This meeting featured a presentation from our partner, CareerSource Central Florida which included Evan Williams - Director of Workforce Operations, Yaralise Colon- Senior Business Engagement Management and Luis Cintron - Business Consultant on how their properties can best partner with CareerSource to find Senior and Veteran employees.



Thank you to the 2024 Vacation Ownership Council Sponsors, [Landform of Central Florida, Inc](#) and [Sunbrite Outdoor Furniture!](#)



**LANDFORM**  
OF CENTRAL FLORIDA INC.

**SUNBRITE**   
**OUTDOOR FURNITURE**

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**We Need Your Help! Seeking St. Patrick's Day Online  
Auction Donations**



# St. Patrick's Day Online Auction

## Donation Ideas:

ELECTRONICS

THEME PARK  
TICKETS

ENTERTAINMENT  
& DINING

HOTEL STAYS

GOLF  
FOURSOMES

ALL ITEMS DUE BY WEDNESDAY,  
FEBRUARY 28TH

**AUCTION TO BE HELD:**

**WEDNESDAY, MARCH 13 - WEDNESDAY, MARCH 20**

For more informations, please contact Faith Moore, [faith.moore@cfhla.org](mailto:faith.moore@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

**Seminole County Public Schools Chili Cook Off**



Last week, Seminole County Public Schools, in partnership with CFHLA, hosting its first Chili Cook-Off Competition! With nearly 50 students from six culinary programs completing, we would like to thank our CFHLA members and partners who participated as judges for the competition.

In total, 11 different chilis were sampled. Congratulations to **Lyman High School Team 1** for taking 1st place in both the Judges Choice and People's Choice award this year!

We are excited to continue to partner with SCPS, in support of their culinary and hospitality programs and our future workforce!

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## U.S. Olympic Marathon and NFL Pro Bowl Games



Congratulations to our partners at the Greater Orlando Sports Commission, who successfully hosted the first-ever U.S. Olympic Team Trials Marathon held in the state of Florida last weekend!

With an estimated 100,000 attendees who cheered along the sunny streets of Orlando last Saturday, we witnessed Fiona O’Keeffe become the youngest-ever woman to win the Trials and the first woman to do so in her marathon debut when she took the victory in 2:22:10, smashing the Trials record by more than three minutes. All together, the top eight women ended the day among the Top 10 fastest ever in the event. Congrats again to each of the men and women that will be representing USA in the Paris Olympics this summer!

Then on Sunday, Florida Citrus Sports welcomed another 55,709 fans who saw the NFC prevail 64-59 in the return of the NFL Pro Bowl Games at Camping World Stadium.

What a spectacular sports tourism weekend for our Central Florida community and the hospitality and tourism industry was so proud to play a role supporting both of these marquee sporting events!





## ICYMI - Orlando Sentinel Commentary

Last week, CFHLA President/CEO Robert Agrusa partnered with [CareerSource Central Florida](#) President/CEO Pamela Nabors to share the findings from our first-ever State of Hospitality and Tourism Summit on January 22, 2024.

Not only is the Central Florida hospitality and tourism industry filled with amazing career opportunities, but this educational summit highlighted the recent data that showed the industry's wages and benefits are significantly ahead of national averages and just as competitive as many other sectors within the region including construction, manufacturing and healthcare. [CLICK HERE](#) to read the full commentary from Robert and Pamela and thank you [CareerSource Central Florida](#) for your partnership.

COMMENTARY

## Hospitality jobs are revolutionary



By Pam Nabors and Robert Agrusa

Central Florida is known for its hospitality and as a travel and tourism titan across the globe.

With nearly 40% of Central Florida's workforce driven by the hospitality and tourism industry, it would seem as though this would create a path for sought-after careers and opportunities.

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### OCPS Stellar Awards



Last week, CFHLA members attended the Stellar Awards with our partners from the Foundation for [Orange County Public Schools](#). The OCPS Stellar Awards is an annual event that honors and recognizes outstanding educators and school & district support personnel.

Thank you to our partners, **Pam Carson**, and **Kathleen Wright** at the Foundation for OCPS for inviting our CFHLA team and our **VIP Members** **Beatriz Dominguez** of [Clean Tec Services](#) and **Patricia Sulbaran** of [Clean Tec Outsourcing](#) to this meaningful event.

Congratulations to all the honorees and winners from this year's awards and thank you for your partnership with OCPS!



**CLICK HERE TO  
PURCHASE BODY AD**

### **Remembering Jay Hunt & Marty Hunter**

It is with heavy hearts that we bid farewell to two remarkable individuals who left an indelible mark on the Central Florida hospitality industry, Jay Hunt and Marty Hunter.

Jay Hunt, renowned for his dedication and leadership during his tenure with Massey Services, made significant contributions to CFHLA and our community for many years. Jay's visionary partnership with CFHLA and Dollar Tree Stores for the Spring Cares Collection Drive exemplified his commitment to the betterment of our community, bringing in over 62,000 items in 2015 and an astounding \$158,000 worth of donations in 2018. Additionally, Jay served as the Chair of the CFHLA Allied Relations Council Board in 2018 and was extremely involved in our Adopt-A-School program.

Jay was also named twice as Allied Member of the Month (2013 and 2018) and CFHLA Allied Member of the Year in 2014.

A service will be held in memory of Jay Hunt next **Friday, February 16th at 10AM at Curlew Hills Memory Gardens in Palm Harbor.**



Marty Hunter, a stalwart of the hospitality industry with over 30 years of service, enriched CFHLA as the Board Chair in 1987 and is credited with co-founding what is now the Governmental Affairs Committee. His legacy was further honored with his induction into the CFHLA Legends in 2015, a testament to his enduring impact.



As we mourn their passing, let us cherish the wonderful memories of Jay and Marty, whose passion and dedication continue to inspire us all. While they both will be missed, their legacies will live on forever in the hearts of each of those they touched within the hospitality industry and within our community.

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**Partners in Action - Landform of Central Florida Inc.**



Last week, **CFHLA VIP Member, [Landform of Central Florida, Inc.](#)**, paid a visit to their Adopt-A-School Partners, **[Ivey Lane Elementary School](#)** and **[Pineloch Elementary School](#)** to spread some joy among the students and 5th grade teachers by hosting a Science Green Party Celebration at both schools!



Thank you Landform of Central Florida, Inc. for your support of the CFHLA Adopt-A-School Program and for helping to make a positive impact within our local schools!



## CONGRATULATIONS TO OUR FEBRUARY MEMBERS OF THE MONTH



**Lana Burke**

[Embassy Suites by Hilton](#)

[Orlando ICON Park /](#)

[Hampton Inn by Hilton Orlando I-](#)

[Drive Convention Center /](#)

[Homewood Suites by Hilton](#)

[Orlando I-Drive - Convention Center](#)



**Kelly Endres**

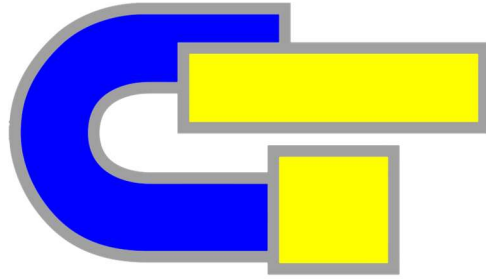
[Greater Florida Electrical](#)

[Contractors](#)

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**MEET THE VIP**





## CLEAN TEC SERVICES

**Did You Know...** [Clean Tec Services](#) adopted [Orlo Vista Elementary School](#) back in 2019 through the program “Adopt-a-School” from CFHLA, providing teachers and students with free tools, resources, meals, and classroom supplies. In addition to that, Clean Tec Services has also engaged in CFHLA “Gives Program” supporting hospitality students from UCF with direct monetary donation for their education. By investing in education, companies not only empower individuals but also contribute to the overall development of the community.



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### UPCOMING EVENTS

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

- [Allied Relations Council Board Meeting \(2/13/2024\)](#)
- [Wednesday AM Leads Group Meeting \(2/14/2024\)](#)
- [Wednesday Noon Leads Group \(2/14/2024\)](#)
- [CFHLA Foundation Board Meeting \(2/20/2024\)](#)

- [CFHLA Executive Committee Meeting \(2/20/2024\)](#)
- [CFHLA PAC/PC Meeting \(2/21/2024\)](#)

[Click Here to View  
Upcoming](#)

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## JOB OPENINGS

Check out the latest hospitality employment opportunities in Central Florida.

[VIEW JOB POSTINGS](#)

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## 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.