



July 19, 2024

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SLIP RESISTANT | Poured in Place | Customizable Colors and Design
Low Maintenance | Diverse Applications | Heat Resistant

Servicing the Greater Orlando area. Call (407) 693-9983 or visit www.softroc.com/orlando to learn more.

The advertisement features a red background. At the top left is the Softroc logo, which consists of a cluster of red dots forming a hexagonal shape next to the word 'softroc'. Below the logo is the text 'Top-Quality Rubber Surfacing for Indoor and Outdoor Spaces'. The middle section contains three images: a playground with colorful rubber surfacing, a circular logo for the 'CITY OF BELLEVIEW' with a yellow sun and blue stars, and a playground area with a blue canopy. At the bottom, there is a list of product features: 'SLIP RESISTANT | Poured in Place | Customizable Colors and Design' and 'Low Maintenance | Diverse Applications | Heat Resistant'. The footer text provides contact information for the Greater Orlando area.

Florida Society of Association Executives Annual Conference



This week, our **CFHLA President / CEO Robert Agrusa** had the opportunity to attend the [Florida Society of Association Executives \(FSAE\)](#) Annual Conference at the [Omni Orlando Resort at ChampionsGate](#).

During the conference, Robert was asked to lead an engaging breakout session on the current state of Florida's hospitality and tourism industry. This included a deep dive into the current economic impacts, workforce trends, and an in-depth analysis of the latest data on wages, benefits, and demographics within the hospitality and tourism industry.

Attendees gained valuable insights into the challenges facing the hospitality and tourism industry and some of the key highlights included:

- **Economic Impact:** A detailed examination of the current state of the industry and its contribution to the local and state economy.
- **Workforce Trends:** Updated statistics on wages, benefits, and demographic shifts affecting the workforce.
- **Industry Challenges:** A candid discussion on the hurdles the industry is currently facing, including labor shortages and changing consumer preferences and capitalizing on emerging trends.
- **Future Outlook:** Predictions and strategies for navigating the evolving landscape of hospitality and tourism industry moving forward.

This session ended with a thought-provoking discussion on the potential opportunities for our industry stakeholders to collaborate, support and implement solutions that will shape the future of the industry and tourism.

Thank you FSAE for the opportunity to share our story among the record-breaking conference attendees, which included **association executives and associate suppliers** from across the State of Florida!

 **Attention Lodging Members** 
**Don't Forget to Register for The Upcoming Hospitality
Tradeshow (HEAT) on August 27th**

The Central Florida Hotel & Lodging Association Presents:

The Hospitality Tradeshow

The Largest Hospitality Tradeshow in the
Southeast Region of the USA

Tuesday, August 27, 2024

10am - 3pm

Walt Disney World Dolphin Resort



**Complimentary for
Lodging Professionals**

Nearly 200 Exhibitors

Anticipated 700 Attendees

CLICK HERE TO REGISTER

Proudly Sponsored By:



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SERVICES**

For questions, please contact Kim Gordon at kim.gordon@cfhla.org.

Congratulations to Cypress Pointe Resort on Their Successful Branding Celebration!

Congratulations to [Cypress Pointe Resort](#) on their successful branding celebration yesterday, as a new member of the [Hilton Vacation Club](#)! We were so proud to join industry leaders, team members, and owners to mark this new chapter and we commend the team's continued dedication to exceptional hospitality service.



On behalf of CFHLA, we would like to wish all the best to **General Manager and CFHLA Board Member Lori Lo Duca** and her entire Cypress Pointe team. We were so proud to be there for this momentous occasion and celebrate your success!



COMMERCIAL PRODUCTS

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**Register Today for the Upcoming Leadership
Development Seminar #3 on Resilient Leadership**



**CFHLA Allied and Lodging Members
are welcome to join us for our new**

LEADERSHIP DEVELOPMENT SERIES

Seminar 3, Resilient Leadership

Tuesday, August 27th

11:00 am - 12:30 pm

**Walt Disney World Dolphin Resort
(during the Hospitality Tradeshow)**

Featuring:



Dr. Fevzi Okumus

Enhance and develop your resilient leadership skills with this interactive seminar featuring Dr. Fevzi Okumus. Participate in an engaging discussion on effective strategies for navigating crisis management and cultivating a positive work environment.

Attendees will also assess their own leadership styles, learn key skills to improve their resilience, and identify how leadership can play a crucial role in fostering resilience within their organizations.

Register Now

Pricing: \$30/person

For more information, please contact Melanie Anesh at
melanie.anesh@cfhla.org or 407-313-5022.

**Registration Now Open for the Patriot Day Remembrance
Breakfast on September 11th**



PATRIOT DAY REMEMBRANCE BREAKFAST

WEDNESDAY, SEPTEMBER 11, 2024 | 8:00AM - 9:30AM

Hyatt Regency Orlando
(9801 International Drive, Orlando, FL 32819)



Keynote Speaker:

RICK KETTELL

Former

Federal Aviation Administration (FAA)
Air Traffic Manager

This community breakfast will include a remembrance of the victims of the tragic events of September 11, 2001 and awards distribution to local First Responders for "Above and Beyond" service in the line of duty.



REGISTRATION FEE: \$50/ PERSON OR \$400 / TABLE OF 8

Consider donating a ticket for a local first responder.

CLICK HERE TO REGISTER

PRESENTING SPONSOR:



AV PARTNER



For questions, please contact
Faith Moore at
faith.moore@cfhla.org or
407-313-5015.

Visit Orlando's Magical Dining Returns for a 19th Year!

Foodies rejoice!

The chefs are ready and the tables are set. You are invited to experience Orlando's acclaimed culinary scene during [Visit Orlando's Magical Dining](#), celebrating its 19th year from **August 16** through **September 30**.

Enjoy three-course, prix-fixe dinners at a record-breaking 151 of Orlando's most popular restaurants — including several MICHELIN Guide honorees — with tiered pricing set at just \$40 or \$60 per person plus tax and gratuity. Additionally, you can upgrade from dinner to a gourmet staycation with Visit Orlando's Magical Nights.

Each year, Visit Orlando's Magical Dining selects nonprofit organizations that impact the Orlando community as charity beneficiaries, with \$1 for each \$40 meal and \$2 for each \$60 meal going to the organization. This year's beneficiary is [The Mustard Seed of Central Florida](#), which is focused on helping residents and families recover from hardships while minimizing environmental impact.

Congratulations again to The Mustard Seed of Central Florida and we hope that you'll consider supporting Magical Dining and Magical Nights again this year!



Exciting Offer for CFHLA Members: Discounted Tickets to the Manchester City vs. Barcelona Match!

CFHLA has teamed up with our partner [Florida Citrus Sports](#) to offer our members an exclusive opportunity to attend one of the biggest club soccer matchups that Orlando has ever hosted! Join us as the four-time reigning Premier League champions, **Manchester City**, faces off against Spanish

powerhouse **Barcelona** in an FC Series Friendly at **Camping World Stadium on Tuesday, July 30th at 7 p.m.**

This is your chance to witness two of the world's most elite football clubs in action, right here in Orlando. Don't miss out on this incredible sporting event!

[CLICK HERE](#) to secure your discounted tickets.

We look forward to seeing you at the match!



Come Support The Orlando Pride at the Summer Cup

[Orlando City / Pride Soccer Club](#) and CFHLA have teamed up again to offer you a special opportunity to enjoy the amazing success of the Orlando Pride in the new **Summer Cup Competition**.

As the NWSL regular season takes a brief hiatus for the Olympics, the NWSL and Liga MX Femenil have introduced an innovative competition called the "Summer Cup", which will feature teams from both leagues during this Olympic break.

We are delighted to extend an invitation to you for complimentary tickets to the upcoming home games on either **Saturday, July 27th** or **Thursday, August 1st** at **INTER&Co Stadium**. Your presence would mean a lot as we support our local athletes.

Don't miss this opportunity to witness high-caliber soccer and cheer on your hometown team! See you at the stadium!

Grab the best seats by securing your complimentary tickets through this exclusive link: [CLICK HERE](#)

LET'S GO ORLANDO and VAMOS PRIDE!



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



Benjamin McCarney

[Grand Bohemian Hotel Orlando](#)



David Grimes

[ABC Home and Commercial Services](#)

UPCOMING EVENTS

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

- [Vacation Ownership Council Meeting \(7/24/2024\)](#)
- [Engineers Council Board Meeting \(7/25/2024\)](#)
- [CFHLA Board of Directors Meeting & VIP Member Reception \(7/31/2024\)](#)

[Click Here to View Upcoming](#)

JOB OPENINGS

Check out the latest hospitality employment opportunities in Central Florida.

[VIEW JOB POSTINGS](#)

CONNECT WITH CFHLA



WWW.CFHILA.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.