



September 20, 2024

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An aerial photograph of a modern residential complex with multiple buildings, swimming pools, and landscaped grounds, positioned on the right side of the CPRANKIN advertisement.

2024 CFHLA Hospitality Tradeshow



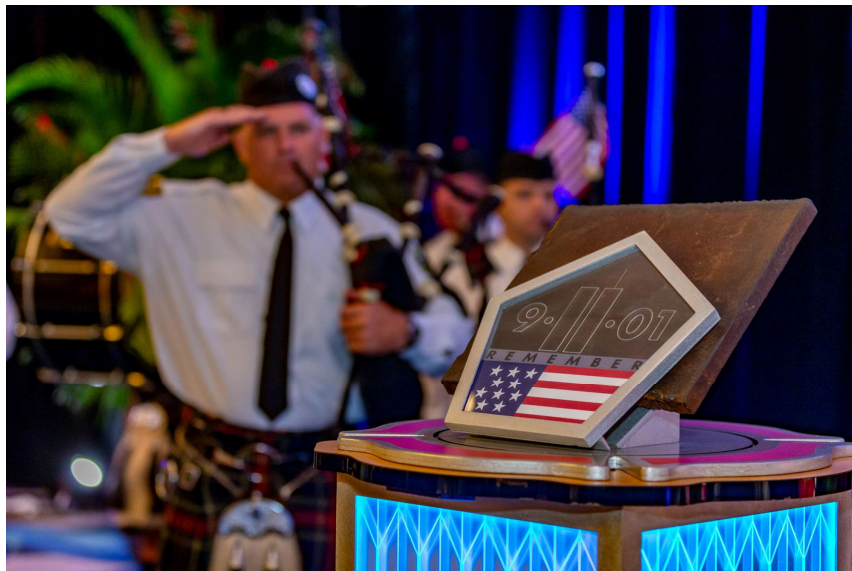
Did our cameras catch you showcasing your "Olympic Spirit" at the largest hospitality trade show in the Southeast U.S.?

Once again, thank you to the more than 800 Lodging professionals and over 220+ Allied Members who joined us two weeks ago for the **2024 CFHLA Hospitality Tradeshow and Ultimate Chef Competition!**

[Click on the video](#) above to catch all of the highlights and check out the photo album below, to see more snapshots from this signature networking event. We appreciate everyone who participated and we hope to see you again in 2025!

[Click Here to View More Photos From The Hospitality Tradeshow \(HEAT\)](#)

Patriot Day Remembrance Breakfast Photos



Thank you to the more than 600 attendees, including **160 regional heroes in law enforcement, EMS, fire rescue, and hospitality personnel** from across the Central Florida region, who joined us in support our Central Florida Hotel and Lodging Association's **Patriot Day Remembrance Breakfast** last week.

This important community breakfast, sponsored once again by [Radio One](#), honored the memories of those who were lost or affected due to the tragic events of September 11, 2001 and recognized our local first responders who have gone above and beyond in the line of duty and have served with unwavering dedication and commitment to the safety and well-being of our community.

[Click Here to View More Photos From Patriot Day Remembrance Breakfast](#)

September Allied Relations Council Breakfast

On Tuesday, September 17th, CFHLA was thrilled to host our most recent Allied Relations Council Breakfast at the [Sheraton Orlando Lake Buena Vista](#) (Thank you, Colin Mills, General Manager).

In addition to the opportunity to network, more than 125 attendees heard an update from all three of our major theme park partners including SeaWorld Orlando, Universal Orlando, and Walt Disney World.

The discussion panel included: **Brendan Richmond, Director, [Destination Universal](#)**; **Steve Vinciguerra, Sales Leader, [SeaWorld Orlando](#)**; and **Steven Miller, Senior Manager, Corporate Social Responsibility, Disney Ambassador Program, [Walt Disney World](#)**.



Additionally, CFHLA would like to thank the 2024 Allied Relations Council Breakfast Sponsor, [Minuteman Press](#), for their continued support of "Members Doing Business With Members" and [AV Media](#) for their A/V services at the breakfast.



[Click Here to View More Photos From The ARC Breakfast](#)

CFHLA Partnership with Valencia College

For over thirty years, CFHLA has partnered with Valencia College and supported the school's Hospitality and Culinary programs. Thanks to the generosity of our members, we have **contributed over \$283,00 in gifts and in-kind contributions to the Valencia College Foundation** and since 2001, the CFHLA Foundation has also awarded Valencia students over **\$154,000 in student scholarships**.

This week, CFHLA met with leaders from Valencia College and the Valencia Foundation to discuss the future of our partnership and share some exciting updates. Last year, the CFHLA Engineer's Council developed a new scholarship program that focuses on upskilling current hospitality employees looking to transfer into the Engineering department or advance their careers in the field. Because of the Engineer's Council's commitment to fundraising and promoting this new scholarship program, we have already awarded **over \$40,000 in scholarships** to fully fund seven employees completing Valencia's Residential Maintenance or HVAC accelerated training programs.



Additionally, several CFHLA members attended the Valencia College Foundation's Red, Black, and Boundless Gala this past weekend. The evening celebrated the impact Valencia College has on Central Florida and the achievements of students and alumni. With over 200,000 alumni and an annual enrollment of nearly 70,000 students, the College is a driving force in our region's success and prosperity.

Thank you, Dr. Kathleen Plinske, Carlee Thomas, and Alan Bryd, for your time and partnership. We look forward to the future and continuing to support the growth and development of students looking to advance their skills and grow their careers in the Central Florida's hospitality and tourism industry!



**CLICK HERE TO
PURCHASE BODY AD**

CFHLA Members Get Their Kicks at Hospitality Night and Celebrate "Everyday Hero"

On **Wednesday, September 18th**, CFHLA Members enjoyed a night out as the [Orlando City Soccer Club](#) and **CFHLA** hosted **Hospitality Night** at Inter&Co. Stadium.

The evening provided a terrific opportunity to reward our hardworking staff and hospitality team members with a fun night, while supporting Orlando's hometown team. It was an thrilling match against against Charlotte FC, with Orlando City winning 2-0.



Additionally, Officer Blom was recognized as the "Everyday Hero" before the start of the match as we celebrate first responders who have gone above and beyond service in the line of duty. Officer Blom, a former firefighter with the New York City Fire Department, demonstrated exceptional bravery and calm by applying life-saving measures. His actions were crucial in keeping the wounded officer awake and alert during transport.

Congrats, Officer Blom, on this well-deserved recognition!



We are very grateful for the continued partnership with [Orlando City Soccer](#) and the [Orlando Pride](#) and we truly appreciate your wonderful hospitality this week!

CFHLA Congratulates Lake Nona Wave Hotel and Ritz-Carlton Orlando, Grande Lakes on MICHELIN Key Awards!

CFHLA is proud to congratulate two of our esteemed lodging members, [Lake Nona Wave Hotel](#) and [The Ritz-Carlton Orlando, Grande Lakes](#), for receiving the prestigious One Key rating from the MICHELIN Guide.

Last week, the MICHELIN Guide revealed its latest additions to the list of One, Two, and Three Key hotels across the United States. This recognition highlights the extraordinary commitment to guest experience, design, and service that these hotels represent.



The MICHELIN Guide's Key ratings reflect hotels that elevate the travel experience, and both Lake Nona Wave Hotel and The Ritz-Carlton Orlando have been celebrated for their excellence in architecture, service, and unique character.

We extend our heartfelt congratulations to both teams for this well-deserved achievement, showcasing Central Florida's world-class hospitality!

CFHLA Welcomes Ricardo Merchant as New General Manager of Avanti International Resort



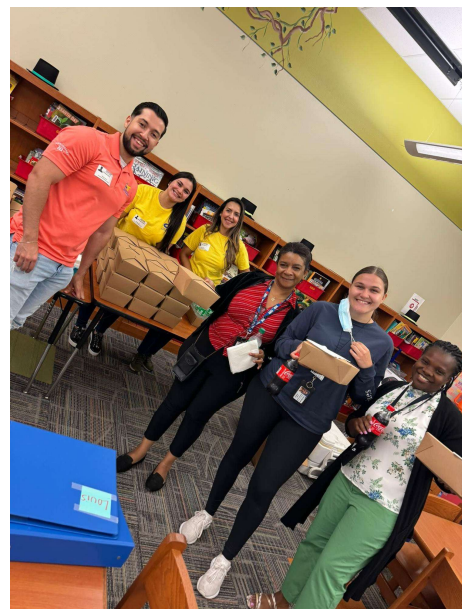
CFHLA is pleased to congratulate **Ricardo Merchant** on his new role as **General Manager** of the [Avanti International Resort](#), under the leadership of [Paramount Hospitality Management](#).

With over 20 years of extensive experience in the hospitality industry, Ricardo's expertise and leadership will be instrumental in driving innovation, enhancing the guest experience, and ensuring operational excellence at the resort. His impressive career began as a PBX supervisor, and he has held key roles in top properties, including [Avanti Palms Resort](#) and [The Grove Resort & Water Park](#).

CFHLA is excited to celebrate Ricardo's new leadership role at the Avanti International Resort, and we look forward to seeing his impact in Central Florida's hospitality community! Congratulations, Ricardo!

Partners In Action - Clean Tec Outsourcing

CFHLA Allied & VIP Member, [Clean Tec Outsourcing](#), recently sponsored an Appreciation Week for teachers & staff their Adopt-A-School partner, [Lancaster Elementary School](#), as well as donated school supplies and water bottles to the teachers for their planning activities week. Lastly, Clean Tec Outsourcing participated as vendors during "Meet the Teacher Day" where they assisted parents with job search information.





Thank you to the team at Clean Tec Outsourcing for your continued support of our CFHLA Adopt-A-School program!

NEW TO THE CITY, NOT TO PLANTS.

Elevate your hotel's atmosphere with us.



Graham Parker

[Hilton Vacation Club Aqua Sol Orlando West](#)



Melanie Becker
[Universal Orlando](#)

UPCOMING EVENTS

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

- [CFHLA Board of Directors September Retreat \(9/25/2024\)](#)
- [2024 September After Hours \(9/25/2024\)](#)
- [CARES Collection Drive \(9/30/2024 to 10/3/2024\)](#)
- [Foundation Board Meeting \(10/1/2024\)](#)
- [PAC/PC Meeting \(10/2/2024\)](#)
- [Halloween Golf Open Committee Meeting \(10/2/2024\)](#)

[**Click Here to View Upcoming
CFHLA Meetings & Events**](#)

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.