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CFHLA ANNOUNCES FOUR RECIPIENTS FOR 2024 LEGENDS HALL OF FAME

ORLANDO, FL (November 15, 2024) – On Saturday, December 14th, the **Central Florida Hotel & Lodging Association** (CFHLA) will host its annual **Hospitality Gala** at the **Loews Sapphire Falls Resort** in Orlando. Additionally, every three years CFHLA honors deserving and retired hospitality professionals, who have played instrumental leadership roles within CFHLA and have helped with the advancement of the Central Florida hospitality industry.

In partnership with the **Orange County Convention Center**, a permanent wall has been reserved to recognize these legendary hospitality professionals, along with the previous **CFHLA Legends Hall of Fame** recipients.

The following four individuals will receive this distinguished recognition in 2024:



Jeff Brinda

(formerly of) Sheraton by Marriott Orlando Downtown

In appreciation of over 28 years of exemplary service to the Central Florida hospitality industry. Mr. Brinda previously served as the General Manager for many Central Florida properties,

including the Courtyard by Marriott in Walt Disney World, the Sheraton Safari Hotel, and the Sheraton Orlando Downtown. He served on the CFHLA Board of Directors for 12 years and in 2001 served as the Board Chairman. Mr. Brinda was instrumental in the creation of the CFHLA Adopt-A-School program. In 2003, he was named the CFHLA Lodging Member of the Year.



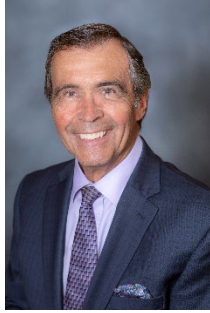
Jay Hunt (posthumously)
(formerly of) Massey Services, Inc.

In recognition of 10 years of commitment and support to the Central Florida hospitality industry. In 2008, Mr. Hunt joined Massey Services, Inc. and began serving our local hotels. Mr. Hunt was an active member of the Allied Relations Council and served as the ARC Board Chair in 2018. While serving on the Adopt-A-School Committee, Mr. Hunt established an 8-year partnership with local Dollar Tree stores to secure donations for the CFHLA Cares collection program, which secures items for homeless students in need in Central Florida. In 2014, he was recognized as the CFHLA Allied Member of the Year.



Louis Robbins
(formerly of) Key Performance Hospitality Management

In recognition of more than 48 years of incredible service to the hospitality industry, including 29 years in Central Florida. Mr. Robbins previously served as General Manager and Area Vice President for Hilton Hotels and as Managing Director of the Nickelodeon Suites Resort before co-founding Key Performance Hospitality Management. For nearly 28 years, Mr. Robbins served on the CFHLA Board of Directors and in 2000 served as the Board Chairman. Mr. Robbins was also one of the founding members of the CFHLA Foundation and played a significant role in raising over \$1.5 million for hospitality scholarships and educational grants. In 2002, he was named the CFHLA Lodging Member of the Year.



Ron Silveira

(formerly of) F.P.I.S. Inc., Distribution & Marketing Solutions

In recognition of 23 years of dedication and support to the Central Florida hospitality industry. In 1997 Mr. Silveira joined F.P.I.S. Inc. and began serving our local hotels. Mr. Silveira was an active member of the Allied Relations Council for over 12 years and served as the ARC Board Chair in 1999. During his tenure, Mr. Silveira participated on many committees and councils, including the CFHLA PAC and PC Board, and the Membership Committee where he was instrumental in new member recruitment. In 1999, he was recognized as the CFHLA Allied Member of the Year.

About Central Florida Hotel & Lodging Association

The Central Florida Hotel and Lodging Association's mission is to represent the Central Florida Hospitality Industry, by setting the standard of excellence through advocacy, collaboration, education, recognition, and service. As the largest regional lodging association in the United States, CFHLA represents approximately 80 percent of the more than 129,500 hotel rooms throughout the Central Florida Region (including but not limited to Lake, Orange, Osceola, Polk and Seminole counties) and more than 500 "supplier" organizations that do business with the hospitality and tourism industries.

For more information on the Central Florida Hotel and Lodging Association, please visit www.cfhla.org.

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