



## GMBHA Allied Upgrade Members eNewsletter

Our Allied Upgrade eNewsletter was created to give our Allied Upgrade members the opportunity to showcase their company.

If you are interested in being featured in our eNewsletter, please reach out to **Monica Walker, Membership Sales & Relations Manager** at [Monica@gmbha.com](mailto:Monica@gmbha.com)

Thank you for your continuous support!

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### Featured in this edition:

AAA Flag & Banner	Globaltex Fine Linens
Al-Flex Exterminators	Havas House
Air Essentials	Little
Beekeeper	Luxury Guide USA
BMS CAT	Nouveau Florida Elevators & Escalators
Boca Terry	PopUp Structures
Brosnan Risk	Shorecrest Construction
Butler Hospitality	Shutts & Bowen
Cotton Global Disaster Solutions	T&G Constructors
Eagle Disinfection Group	TraknProtect
Eagle Eye International Protective Services	Upshift
Encore	ZYBRA
Enterprise Holdings	
FIU Online - Florida International University	

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### [GMBHA Upcoming Events:](#)

**In-person!** GMBHA Hospitality  
Check-in with Gene Prescott,  
President, The Biltmore Hotel and  
William D Talbert III, CDME, President

& CEO, GMCVB

Tuesday, June 29, 2021

5:00 PM - 6:30 PM

Members: \$15

The Biltmore Hotel  
1200 Anastasia Ave  
Coral Gables, FL 33134

[Register now!](#)

HOTEL ASSOCIATION  
OF THE BILTMORE

## GMBHA Hospitality Check-in



**Gene Prescott**  
President  
The Biltmore Hotel



TUESDAY, JUNE 29, 2021

**THE BILTMORE HOTEL**  
1200 Anastasia Ave  
Coral Gables, FL 33134

**5:00PM - 7:30PM**  
MEMBERS: \$15





**William D Talbert III, CDME**  
President & CEO  
GMCVB



*Save the date!* July 21<sup>st</sup> - GMBHA/HSMIA Women in Hospitality Leadership Panel at Mondrian South Beach. RSVP coming soon.

## Allied Upgrade Members

### AAA Flag & Banner



We help create exciting first impressions for your clients & guests.  
Contact us today to schedule a **FREE** Branding & Signage Opportunity Assessment!

[Visit Company Website](#)

Company Contact:

Retta Logan

(305) 474-7600

[retta@aaafalg.com](mailto:retta@aaafalg.com)

AI-Flex Exterminators



Regardless of scope of work, whether your hotel is partially open or you have maintenance concerns, we have **new customized** plans for you.

Contact Al-Flex today for a **free customized evaluation** and information regarding our **new disinfecting treatment** that is approved by the CDC, OSHA, and EPA and is labeled to kill Covid-19. Al-Flex is a locally, privately owned family business established in 1977 that understands the changing needs of our community.

[Visit Company Website](#)

**Company Contact:**

Diva Abikarram, Commercial Manager

Office Dade: 305-552-0141

Office Broward: 954-467-7768

Cell: 786-479-4101

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[Air Essentials](#)

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# AE501 Gift Set

*Transform Your Space with Exquisite Fragrance*



Packaged in an elegant white box, the **AE501 Gift Set** contains two fragrances of choice and one AE501 mini-diffuser.

Our portable diffuser perfumes up to 500 square feet of space and can be easily programmed in seconds using an LED touchscreen display.

Experience the wonderful world of fragrance with this *unique* set.

 ae air essentials®

305-446-1670  
info@airescentials.com  
7055 SW 47th Street Miami, Florida

Transform Your Space with Exquisite Fragrance with Our New AE501 Gift Set.

[Visit Company Website](#)

Company Contact:

Air Essentials

305-446-1670

[info@airescentials.com](mailto:info@airescentials.com)

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[Beekeeper](#)



## BEEKEEPER

Take a look at how Filtler Club, a revolutionary hospitality company, is maintaining their company culture as they ramp up and do more with less while using Beekeeper. Read article [here](#).

[Visit Company Website](#)

Company Contact:

Tyler Afflixio, Sr. Manager

1-512-663-3342

[tyler.afflixio@beekeeper.io](mailto:tyler.afflixio@beekeeper.io)

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## **RESTORE. REBUILD. RECOVER.**

**Hurricane Preparedness** - The response during the first 24 hours following an area-wide disaster may be the most crucial in determining whether your hotel fully recovers. Partnering with a proven company like BMS CAT of Florida can mean the difference between getting heads back in beds.

Our **Priority Disaster Response Program** truly delivers the speed and expertise your hotel needs. To sign up or learn more about this **FREE** program, please contact Sherri Heath.

[Visit Company Website](#)

**Company Contact:**

Sherri Heath, Commercial Account Manager

954-242-0329

[sheath@bmscat.com](mailto:sheath@bmscat.com)

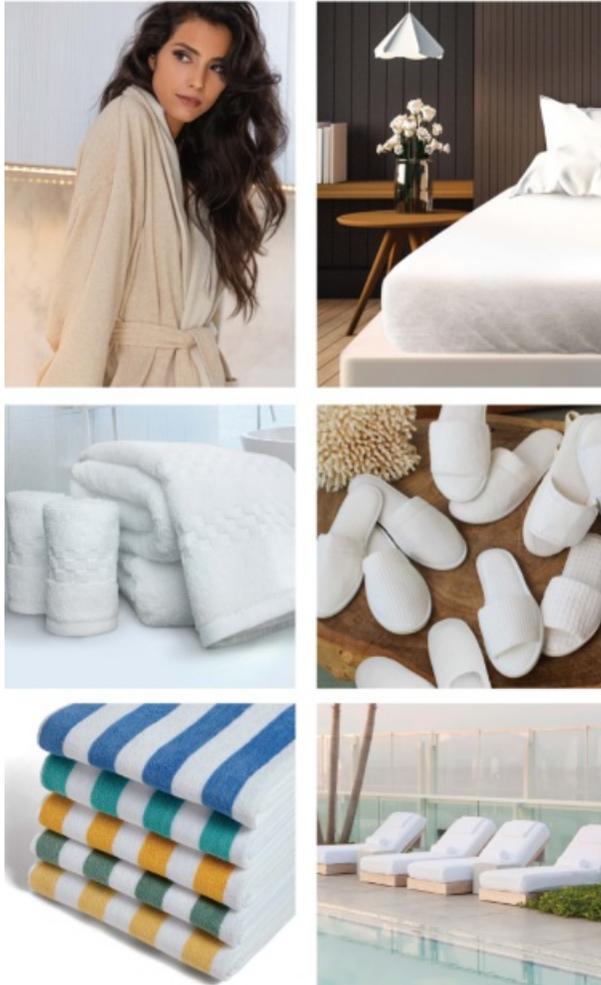
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**Boca Terry**

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# BOCA TERRY

BATHROBES • TOWELS • BEDDING • SPA



**(877) 421-6001**

**[bcohen@bocaterry.com](mailto:bcohen@bocaterry.com)**

[Visit Company Website](#)

Company Contact:

Jyll Brink

954-312-4419

[jyll@bocaterry.com](mailto:jyll@bocaterry.com)

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**Brosnan Risk**

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Brosnan joined the Greater Miami & The Beaches Hotel Association (GMBHA) under the leadership of **Dennis Fagan**. This comes after Brosnan was hired by the Miami Beach Police Department earlier this year to assist with crowd/traffic control during Spring Break. We supplied 5 Brosnan SmartTrucks, 2 Mobile Command Centers and 1 Strategic Response Vehicle.

[Visit Company Website](#)

**Company Contact:**  
Sean O'Connor, Marketing Coordinator  
845-596-4869

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## Butler Hospitality

# Butler

Butler Hospitality Announces National Expansion Pipeline

Tech-driven hotel restaurant operator will serve 200,000 keys in ten markets by end of year.

[Visit Company Website](#)

**Company Contact:**  
William Stern, Director of Strategic Accounts  
[William@butlerhospitality.com](mailto:William@butlerhospitality.com)

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## Cotton Global Disaster Solutions



With the influx of vaccine tourists, hospitality managers need a restoration partner that can quickly respond and discreetly restore their properties. Strategically located throughout the United States, Cotton GDS is ready to be there for your property in any emergency.

**Celebrating 25 years of unmatched service and solutions**

Water Damage Mitigation  
Fire & Smoke Restoration  
Mold Remediation  
Biohazard Disinfection  
Construction  
Disaster Recovery

[Visit Company Website](#)

**Company Contact:**

Carlos M. Cevallos, Regional Account Manager  
305.407.4851

[carlos.cevallos@cottonteam.com](mailto:carlos.cevallos@cottonteam.com)

Amanda Kenyon, Business Development  
786-909-3219

[amanda.kenyon@cottonteam.com](mailto:amanda.kenyon@cottonteam.com)

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## Eagle Disinfection Group



### **EAGLE DISINFECTON GROUP**

Proactive Air and Surface Purification validated to **eliminate SARS-CoV-2** by the **University of Florida** as well as other Viruses, Bacteria, Mold, Ordors, VOCs and Allergens scalable to every indoor spaces. 20% discount for all GMBHA Members

[Visit Company Website](#)

Company Contact:

Adam S. Tesanovich, Chief Operating Officer

Main Office: 713-464-7473

[atesanovich@eaglegroupco.com](mailto:atesanovich@eaglegroupco.com)

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## Eagle Eye International Protective Services

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No cost active shooter awareness seminar. 5 hours to any corporate or office space- max 8 personnel.

[Visit Company Website](#)

Company Contact:

Juan Gonzalez

[ceo@eessinc.com](mailto:ceo@eessinc.com)

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## Encore

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Encore creates **transformative** and **memorable** events using the perfect blend of creative, production and technology solutions.

[Visit Company Website](#)

Company Contact:

Joe Pasterkiewicz, Regional Vice President of Venues

[joe.pasterkiewicz@encoreglobal.com](mailto:joe.pasterkiewicz@encoreglobal.com)

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## Enterprise Holdings

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Companies partner with Enterprise to bring their employees a better commute. By sharing a ride, your people arrive to work **relaxed** and **recharged**, fueling a better company culture for everyone.

[Visit Company Website](#)

**Company Contact:**

Natasha Villalba-Cruz, Commute Account Executive  
305-793-9083

[Natasha.s.villalbacruz@ehi.com](mailto:Natasha.s.villalbacruz@ehi.com)

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**FIU Online - Florida International University**

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Known as the **MBA for the hospitality industry**, FIU's online master's degree in Hospitality Management is an applied business degree that gives you the flexibility to learn in your own space and at your own pace—limited scholarship opportunities available.

[Visit Company Website](#)

**Company Contact:**

Karla Maria, Program and Services Development Manager  
305-348-4434

[karmaria@fiu.edu](mailto:karmaria@fiu.edu)

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**Globaltex Fine Linens**

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With **summer** around the corner, Globaltex Fine Linens has your back! Our chair covers are perfect for any pool and a beach setting. Made with **100% cotton**, they are easy to wash and are gentle with the skin.

For more information, call our office at 305-751-2343

[Visit Company Website](#)

Company Contact:

305-751-2343

[sales@globaltexusa.com](mailto:sales@globaltexusa.com)

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## Havas House

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### MAKE DIGITAL MARKETING WORK FOR YOU!

We will build your audience through a variety of tactics:

- Search Retargeting
- Content Targeting
- Site Retargeting
- Behavioral Targeting
- Geo-Fencing & Geo-Targeting
- Demographic Audience



Need a Digital Marketing Program? Havas House's **unique technology** concentrates on capturing your perfect audience by analyzing millions of online and offline data points. We target, deliver, measure and optimize your display campaign in order to find potential customers and grow your business.

Contact us today to **expand** your digital presence.

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**Company Contact:**

Ewald Fuchs, Senior Sales Director

786-347-4764

[efuchs@havashouseinc.com](mailto:efuchs@havashouseinc.com)

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**Littler**



**The Littler Annual Employer Survey 2021**

Littler's ninth annual Employer Survey – completed by nearly 1,200 in-house lawyers, C-suite executives and HR professionals – provides a window into the many novel challenges impacting the post-pandemic workplace and employers' strategies for addressing them. [Click here](#) to view the Littler Annual Employer Survey 2021 Report.

[Visit Company Website](#)

**Company Contact:**

Stella Chu, Attorney at Law

Phone: (305) 400-7502

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Rocio Blanco Garcia, Attorney at Law

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[rblancogarcia@littler.com](mailto:rblancogarcia@littler.com)

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**Luxury Guide USA**



Get exposure of your hotel, spa or restaurant in our  
NEW Members Only *Luxury Vault* - at no out of pocket costs!

View Media Kit (Distribution) [here](#).  
View New Travel & Staycation edition [here](#).

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Company Contact:

Lynette Janac

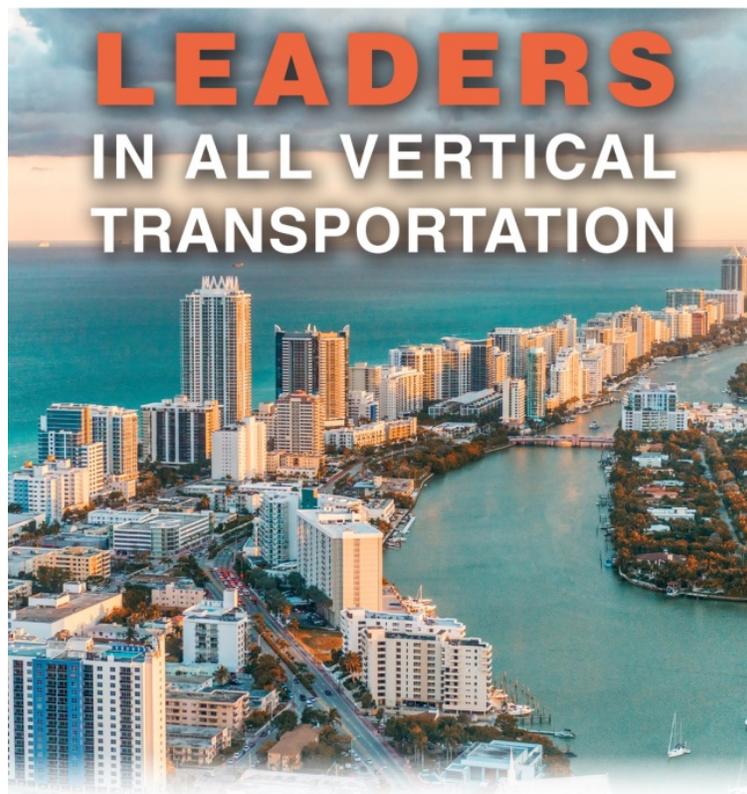
305.400.0636

[Lynette@LuxuryGuideUsa.com](mailto:Lynette@LuxuryGuideUsa.com)

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## Nouveau Florida Elevators & Escalators

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Over 30 years of experience and industry knowledge

**Elevators, Escalator, Moving Walks...**



Serving South Florida [f](#) [@](#) [t](#)

[www.nouveauelevator.com](http://www.nouveauelevator.com) | 1-877-NOUVEAU | [sales@nouveauflorida.com](mailto:sales@nouveauflorida.com)

[Visit Company Website](#)

Company Contact:

Robert Speranzjar

[rsperanzjr@nouveauflorida.com](mailto:rsperanzjr@nouveauflorida.com)

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## PopUp Structures

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WindWalls by PopUp Structures will be offering a complimentary Zoom Q&A session and demo this month to answer your questions, and show how our patented WindWall structures can improve guest experience and increase your bottom line. Please reply to [Denise](#) and an invite will be sent.

[Visit Company Website](#)

Company Contact:

Richard Lasry

[Richard@PopUpStructures.com](mailto:Richard@PopUpStructures.com)

Denise Grant

[Denise@PopUpStructures.com](mailto:Denise@PopUpStructures.com)

305.440.5412

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## Shorecrest Construction

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BEFORE

AFTER

**SHORECREST**  
CONSTRUCTION

LET US ELEVATE YOUR  
PROPERTY

Your needs are our needs.

305-347-5409 - [collab@shorecrestgc.com](mailto:collab@shorecrestgc.com) - [www.shorecrestgc.com](http://www.shorecrestgc.com) - CGC 1506162

Let us **elevate** your property. You are our needs.

[Visit Company Website](#)

Company Contact:

(305) 347-5409

CGC 1506162

[collab@shorecrestgc.com](mailto:collab@shorecrestgc.com)



Alexander Tachmes Voices **Concern** for Businesses Over Miami Beach Alcohol Curfew.

[Visit Company Website](#)

Company Contact:  
Alexander Tachmes  
1-305-347-7341  
[ATachmes@shutts.com](mailto:ATachmes@shutts.com)

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## T&G Constructors

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At T&G, our “**Total Project Delivery**” method and extensive scope of services have earned us a reputation for taking your profitability seriously. Through early involvement, creative solutions and reasoned alternatives, we minimize your risks, safeguard your investments and look after your bottom line. These types of promises we make to our customers are simply a means to an end: To **earn your trust** and **develop a long-term relationship**.

[Visit Company Website](#)

Company Contact:  
Ken Choquette, Business Development  
305.525.0223

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## TraknProtect

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We are excited to announce our new innovative product, **TraknKleen!**

At TraknProtect, we know how important **safety** is at your hotel and so we have designed specific products that will help hotels win back guest confidence and provide a safe working environment to employees as we all rebound Post-COVID. We have priced the solution to work with your budget.

Contact us today to learn more.

[Visit Company Website](#)

Company Contact:

Kurt Knipper, Vice President of Sales

[kurt.knipper@traknprotect.com](mailto:kurt.knipper@traknprotect.com)

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[Upshift](#)

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**Upshift** is a leading mobile-first, W2 staffing platform that connects hotels and hospitality businesses with W2 employees in real-time for both short-term shifts and Upshift to Hire positions for roles such as cooks, bussers/stewards, banquet servers, bartenders, laundry attendants, and housekeepers. Upshifts platform results in a net success rate of 95% vs the temp staffing industry standard of 40%.

Contact Nelson Marin to learn about their **special offer of up to \$2500 credit for GMBHA members.**

[Visit Company Website](#)

Company Contact:

Nelson Marin

[nelson@upshiftwork.com](mailto:nelson@upshiftwork.com)

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Custom Branded Bicycles:  
#BestValueAdd #MustHaveAmenity  
Full service program, we take care of it all!!

[Visit Company Website](#)

Company Contact:  
Yechiel Rosenblum, Founder & CEO  
754-777-8757  
[info@ridezybra.com](mailto:info@ridezybra.com)

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Miami Beach, FL 33139