



NEWS AND EVENTS FROM THE WORLD'S LARGEST REGIONAL HOTEL ASSOCIATION

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Successful ARC Breakfast

A successful panel presentation occurred this past week with 5 prominent CFHLA hotel general managers.

This breakfast gathering attracted over 175 Allied Member attendees and occurred at the [Regal Sun Resort](#).

The breakfast guests listened to information presented by:

James Grosso, General Manager - Hilton in the WDW Resort
 Greg Hauenstein, General Manager - Buena Vista Palace Hotel & Spa
 Odyssey Leach, General Manager - Royal Plaza
 Jay Leonard, General Manager - Regal Sun Resort
 Glen Winsor, General Manager - DoubleTree Guest Suites



From right to left: Greg Hauenstein of the Buena Vista Palace Hotel & Spa, Jay Leonard of the Regal Sun Resort, James Grosso of the Hilton in the Walt Disney World Resort, Odyssey Leach of the Royal Plaza and Glen Winsor of the DoubleTree Guest Suites.

Powerhouse Golf Outing

Keynote Speaker **Senator Andy Gardiner**, District 9, invites you to participate in the Powerhouse PAC Golf Outing.

This event is set for **Thursday, September 24**, at the **Grand Cypress Golf Club** with a shotgun start at 1:00pm.

Additional invited guests include:

Orange County Commissioner Scott Boyd
Representative Mike Horner
Representative Bryan Nelson
Representative Steve Precourt
Representative Scott Randolph
Representative Darren Soto
 and other elected officials.

Not a golfer? Join CFHLA for the "Power Pow-Wow" Luncheon only beginning at 12 Noon.

LATEST INDUSTRY NEWS

Every week CFHLA will discuss relevant hospitality industry updates here for you:

1. More Service and International Travel Increases at OIA.

June was a solid month for new airline service at Orlando International Airport (MCO). 103 weekly flights were added to the schedules of 12 airlines to markets including Allentown, Cleveland, Denver, Houston, Mexico City and Washington DC. June also registered an increase of 20.4 percent in international traffic, which helped offset a 7.6 percent decline in domestic travel numbers. The 20.4 percent increase in international traffic goes against international trends as reflected by Airports Council International (ACI) and the International Air Transport Association (IATA) which report international traffic is down around the world. June of this year compared to June of 2008, ACI reports international traffic is off by 7.7 percent globally and is down 8 percent year-to-date.

June 2009 Statistical Data:

- International traffic increased 20.4 percent
 - Domestic traffic decreased 7.6 percent
 - Overall traffic decreased 5.9 percent
 - For the month 2,878,265 passengers traveled through Orlando International Airport
 - On a rolling 12-month basis, international traffic has increased 8.0 percent
 - At the midway point of 2009, over 17,329,133 passengers have traveled through Orlando International Airport. For the 2008 calendar year 35.6 million passengers used MCO
- According to the recently released Airports Council International 2008 traffic survey,

Please note, the registration fee for this outing and luncheon is a contribution to the CFHLA-PAC.

[Registration is available online by clicking here.](#)

Patriot's Day Breakfast

The annual CFHLA **Patriot's Day Breakfast** is set to occur on Friday, September 11, 8am – 9:30am, at the beautiful [Orange County Convention Center](#).

This patriotic breakfast will feature awards for regional “first responders” and a keynote presentation by **Angel Ramos**, 9/11 Twin Towers Survivor and retired New York Police Officer.



To register for this “red, white and blue” activity, [please view the CFHLA website: www.cfhla.org](#).

This luncheon is proudly sponsored by CFHLA Member **Radio One / Motorola** and features **Keith Landry** of **Fox 35** as the program emcee.

Please join community and industry leaders at the annual CFHLA 9/11 event.

HEAT Advertising & Sponsorship Opportunities

Advertising spaces are available in the day of event “HEAT” program for both Tradeshow Exhibitors and CFHLA Allied Members who are not exhibiting.

Business Card Ad (3.5 x 2)

Tradeshow Exhibitor: \$100.00
CFHLA Allied Member – Not Exhibiting: \$199.00

1/2 Page Ad (7 x 5)

Tradeshow Exhibitor: \$350.00
CFHLA Allied Member – Not Exhibiting: \$499.00

All ads must be camera ready and submitted by August 20.

The following two sponsorships are still available on a first come, first served basis:

Ultimate Chef Competition Sponsor

Once again this year, the Ultimate Chef Competition will be held on the tradeshow floor in lieu of a luncheon. Sponsorship fee is \$1,500 and includes:

1- 8 x 10 Booth

Name included in pre and post event media releases

½ page black & white ad in Day of Event Program

Company logo placed in Day of Event Program under “Schedule of Events”

Name and logo on sign leading into tradeshow floor area

Logo on PowerPoint presentation

Assist with Ultimate Chef Competition Awards Presentation

[CFHLA Lounge Sponsor](#)

Orlando International is ranked as the 11th busiest passenger airport in North America and the 22nd busiest airport in the world based on a record number of 1,357 airports responding.

2. AirTran is All About Smiles in Orlando

AirTran Airways has painted one its Boeing 717 aircraft to promote the Orlando/Orange County Convention & Visitors Bureau's Orlando Makes Me Smile promotional campaign. Orlando-based AirTran customized the aircraft as part of the campaign to increase travel to Orlando during a slump in travel. Orlando International Airport passenger traffic dropped nearly 6 percent in June. AirTran plans to fly the aircraft on routes throughout the United States for as long as six months. Orlando Makes Me Smile is the CVB's 2009 promotional effort, which includes print and broadcast components both domestically and internationally. *Orlando Business Journal* (Friday, August 7, 2009)

MEMBERS OF THE MONTH

AUGUST HOTELIER OF THE MONTH

Chef Jean Louis
Royal Plaza

AUGUST ALLIED MEMBER OF THE MONTH

Elizabeth Gritzer
LMG Construction Services

[Click to unsubscribe](#)

This year, there will be a lounge area on the tradeshow floor, which will house the CFHLA raffle drawings, silent auction and a Cash Bar. Sponsorship fee is \$1,500 and includes:

- Name included in pre and post event media releases
- ½ page black & white ad in Day of Event Program
- Company logo placed in Day of Event Program under “Schedule of Events”
- Name and logo on sign leading into tradeshow floor area
- Logo on PowerPoint presentation
- Your booth space will be in the lounge

Contact CFHLA staff person **Jennifer McAfee**, 407-313-5015 or jmcafee@cfhla.org for more information.

Adopt-A-School Kick Off Luncheon

Start your 2009 / 2010 CFHLA Adopt-A-School partnership out right by attending the annual “Kick Off Luncheon.”

This activity is set to occur on Wednesday, September 2, 12 Noon at the beautiful [Sheraton Safari Hotel and Suites](#).

Importantly, **Orange County School Superintendent Ron Blocker** will offer a keynote presentation relating to the importance of educational / business partnerships.

To register for this luncheon and confirm your 2009 / 2010 Adopt-A-School partnership, [please click here](#).

New Member Orientation

CFHLA invites all new CFHLA Allied Members to attend the next [New Member Orientation](#). This informational session will give you the secrets of success to CFHLA Membership.

Save the date: Friday, August 21, 8:30 – 10am at the CFHLA Offices.

[Click Here To Save Your Seat!](#)

Westside Tech

[Westside Tech](#) has a School Advisory Council made up of local business and industry members who advise the school on economic development, employment growth needs and training needs. They also give advice on training equipment, technology and industry certifications. Westside Tech is requesting help to find a new School Advisory Committee Member that can provide knowledge and leadership information from the hotel and lodging industry.

The committee meets at 8:30am for breakfast (served by the Culinary Arts program) on the third Friday of each month from September through May. Each meeting lasts approximately one hour on campus in Winter Garden.

If you are interested in assisting [Westside Tech and the School Advisory Council](#), please contact **Valerie Sommerville**, Assistant Director for Westside Tech, 407-905-2002

Hospitality Link

Each week, in this communication, CFHLA will feature an industry website that may prove interesting and informative for you and your team.

Today, we showcase the following site: <http://www.breakingtravelnews.com/>

Taste of NACE

The 3rd Annual **Taste of Nace – Catering for the Cure** fundraiser will take place on Tuesday, August 25, 5:30 – 9:00 pm at the [Buena Vista Palace Hotel and Spa](#).

This premier event, hosted by the [National Association of Catering Executives Orlando Chapter](#), will feature caterer tasting stations, event professional showcase, entertainment by the Tiffany Martin Band and White Rose Entertainment, “Trash to Treasure” tabletop design competition, a fashion show and a silent auction.

Proceeds from this event benefit the [Susan G. Komen for the Cure Central Florida](#).

Tickets are available online: www.orlandonace.com



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