

Kelsey Shinn

From: CFHLA_info@cfhla.org
Sent: Friday, August 07, 2009 12:04 PM
To: dataspecialist@cfhla.org
Subject: CFHLA - Back of the House - August 7, 2009

e-news | 7 August
2009

- September 11, 2001
- Adopt-A-School Kick Off Luncheon
- Attention Allied Members - Last Chance
- Future Dates
- Ribbon Cutting
- Career Opportunities
- OBJ's Best Places to Work
- Hospitality Link



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

September 11, 2001

Please join community and industry leaders at the annual CFHLA 9/11 event, entitled The Patriot's Day Breakfast.

This year, the activity has been refined to occur on the anniversary of this tragic day in American history.

Details:

Date: Friday, September 11

Time: 8am – 9:30am

Format: Breakfast / Memorial Services / Awards to Local Heroes

Location: [Orange County Convention Center](#)

Keynote Speaker:

Angel Ramos
9/11 Twin Towers Survivor

Guest Emcee:

Keith Landry
Fox 35

Sponsor: [Radio One / Motorola](#)

LATEST INDUSTRY NEWS

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

1. Introducing Orlando's 67 Days of Smiles Ambassadors: Kyle & Stacey!

Kyle Post and Stacey Doornbos have been selected to spend 67 Days this fall experiencing everything Orlando has to offer. They will visit more than 100 Orlando attractions including rollercoaster riding to hang gliding, swimming with dolphins, spa-ing, golfing, gator wrestling, museum exploring, theatre-going, dining and more.

Kyle and Stacey will live in a two-bedroom condo in Downtown Orlando; be given cell phones, digital video and still cameras to document the experiences; a Dollar Rent A Car; and \$25,000 U.S. to cover living expenses back home.

Day One starts August 27. What should Kyle and Stacey do on their first day. Cast your vote!

2. Selling the Sunshine

The 42nd Annual Governor's Conference on Tourism will be held August 23-24, 2009 at the Fontainebleau Miami Beach resort. The Governor's Conference provides the opportunity for members of the travel industry from across Florida to learn the latest in

Registration: [Please Click Here](#)

Adopt-A-School Kick Off Luncheon

All 2009 / 2010 CFHLA Adopt-A-School partners are invited – and encouraged – to attend the event that officially initiates the program.

This activity – the annual “Kick Off Luncheon,” 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](#).

Attention Allied Members - Last Chance

This is your “LAST CHANCE” to register for the next [CFHLA Allied Relations Council \(ARC\) Breakfast](#).

This “**Members Doing Business With Members**” activity is set to occur:

Date: (this) Tuesday, August 11
 Times: 8am - 9am
 Location: [Regal Sun Resort](#) (Thank You **Jay Leonard**)

This breakfast will feature a panel discussion with the following CFHLA Hotel General Managers:

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

To register for this “networking opportunity,” [please click here](#).

Future Dates

Please post the following 2009 CFHLA dates in your calendar:

Patriot’s Day Breakfast
 Friday, September 11
 8:00am – 9:30am
 Orange County Convention Center
[Register Here](#)

CFHLA – PAC Powerhouse Golf Outing
 Thursday, September 24
 12 Noon Lunch
 1 pm Golf Shotgun Start
 Grand Cypress Golf Club
[Reserve Your Foursome Online](#)

Hospitality Expo and Tradeshow (HEAT)
 Thursday, October 1
 10am – 4pm
 Hilton Orlando
[Click Here For Additional Information](#)

marketing strategies, receive critical research data and share best practices.

“In response to recommendations from the industry, the Governor’s Conference has been completely re-designed to help maximize attendee benefits,” said Ed Fouché, Chairman of the VISIT FLORIDA® Board of Directors and Senior Vice President of Travel Industry Sales for Disney Destinations, LLC. “The condensed nature of this year’s conference makes it more economical to attend, while still offering powerful hands-on marketing solutions for destination marketing.” The theme of this year’s conference is “Selling the Sunshine,” which speaks to the Florida tourism industry’s focus on maintaining a competitive edge in marketing the Sunshine State. VISIT FLORIDA staff will be on hand to coach, advise and answer questions in open formats regarding Public Relations, Advertising, Promotions and Sales. VISIT FLORIDA’s integrated marketing plan for the new fiscal year also will be presented, including a sneak preview of the new advertising creative developed by DDB Miami, its new general advertising agency. “VISIT FLORIDA’s marketing plan is optimized to help our Partners with the marketing and sales functions that create and add value,” said Chris Thompson, President and CEO of VISIT FLORIDA. “Our goal is to deliver the right message, through the right medium, to the right audience, at the right time in order to maximize the economic impact of travel to and within Florida.”

The conference also will feature renowned researcher, Richard Florida, who will explore the ability to maximize bottom lines for crucial long-term success. Special achievements of the tourism industry also will be recognized.

3. Lynx To Host Public Workshops

The Central Florida Regional Transportation Authority (LYNX) has scheduled the following public workshops to which everyone is invited.

The purpose of the workshops is to introduce the public to proposed route realignments,

Halloween Golf Outing
Friday, October 30
8am Shotgun Start
Waldorf Astoria Golf Club
[Reserve Your Foursome Here](#)
[Secure Your Hole Sponsorship](#)

November Membership Luncheon and CFHLA Cares Collection Drive
Friday, November 13
11:45am

Hospitality Gala
Saturday, December 19
6pm – Midnight
Hyatt Regency Grand Cypress
[Consider a Payment Plan - for more information click here](#)

Ribbon Cutting

The [Residence Inn Lake Mary](#) opened for official business this past Wednesday, August 5. The new 120 room hotel was welcomed to Seminole County in a small ceremony where **Lake Mary Mayor David Meador** gave opening remarks. The property shares a campus with the [Orlando Marriott Lake Mary](#), managed by **Bruce Skwarlo**.

Congratulations to the General Manager **Marc Heidenblut** and the staff of the new Residence Inn Lake Mary.



The community welcomes the Residence Inn to Lake Mary.

Career Opportunities

The [Westin Lake Mary, Orlando North](#) is set to open December 2009 and is currently interviewing for the following management positions:

- Controller
- Front Office Manager
- Chief Engineer
- Night Manager (AGM)
- Sales Manager (Gov't. & Assoc.mkts)

Please forward resumes for immediate consideration to: careers@westinlakemary.com

The following Service Team Openings will begin interviews on September 1st:

- Front Office (desk, luggage & operators)
- Housekeeping (supervisors and attendants)
- Sales Admin. Asst.
- Luggage Attendants
- Maintenance Engineers

new service and service changes scheduled to go into effect on Dec. 6, 2009. The workshops are an opportunity for the public to view these initiatives and to offer comment.

Date / Time: Friday, Aug. 7, 4:30 – 7:30 p.m.

Location: Oviedo City Hall (Council Chamber)

Date / Time: Tuesday, Aug. 18, 4:30 – 7:30 p.m.

Location: Pine Hills Community Center, Building B

Date / Time: Wednesday, Aug. 19, 4:30 – 7:30 p.m.

Location: Seminole County Services Building (Commission Chamber)

Date / Time: Tuesday, Aug. 25, 4:30 – 7:30 p.m.

Location: Osceola County Administration Building (Commission Chamber)

Date / Time: Wednesday, Aug. 26, 4:30 – 7:30 p.m.

Location: LYNX Central Station

Date / Time: Thursday, August 27, 4:30 – 7:30 p.m.

Location: Poinciana Community Center

For additional information, please visit:

<http://www.golynx.com>.

MEMBERS OF THE MONTH

AUGUST HOTELIER OF THE MONTH



Chef Jean Louis
Royal Plaza

AUGUST ALLIED MEMBER OF THE MONTH

All Food & Beverage Positions must apply with Culinaire International at: culinaireintl.com

For additional information, please contact the Westin's Human Resources Director, **Amanda Sarraf**, careers@westinlakemary.com or 407-531-3555.

OBJ's Best Places to Work

On Friday July 24th the [Orlando Business Journal](#) held its 2009 Best Places to Work awards ceremony at the [Embassy Suites Orlando - Downtown](#). This breakfast honored five Central Florida Businesses as the Best Places to Work, including three CFHLA members.

[Congratulations to these CFHLA member Businesses:](#)

[Gaylord Palms Resort and Convention Center](#)

[Wayne Automatic Fire Sprinklers](#)

[Comprehensive Energy Services, Inc.](#)



Elizabeth Gritzer
LMG Construction Services

[Click to unsubscribe](#)

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/>

An advertisement with a red background. On the left is a photograph of a multi-story apartment building. A large yellow speech bubble with a black outline contains the text "Reduce energy costs. Upgrade your building's efficiency." in bold black font. Below the speech bubble, it says "Click here for details." followed by a right-pointing arrow icon. At the bottom, there are two logos: "SAVE THE WATTS .COM" and the "Progress Energy" logo.

www.cfhla.org 7380 Sand Lake Rd, Suite 300, Orlando, FL 32819 407-313-5000