

Central Florida Hotel & Lodging Association



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## Forward Thinking 2010

A powerful educational workshop and luncheon occurred today, July 17, to discuss hospitality business trends for calendar year 2010. This two part program featured the following panelists and presenters:

**Jeff Chase**  
Board Member  
[Central Florida Vacation Rental Association](#)

**James M. Lewis**  
President  
[Disney Vacation Club](#)

**Carolyn Fennell**  
Director of Public Affairs  
[Greater Orlando Aviation Authority](#)

**Gary Sain**  
President / CEO  
[Orlando / Orange County CVB](#)

**Thomas F. Lang**  
Director  
[Kissimmee CVB](#)

**Chris Thompson**  
President / CEO  
[VISIT FLORIDA](#)



Panelists answer audience questions.

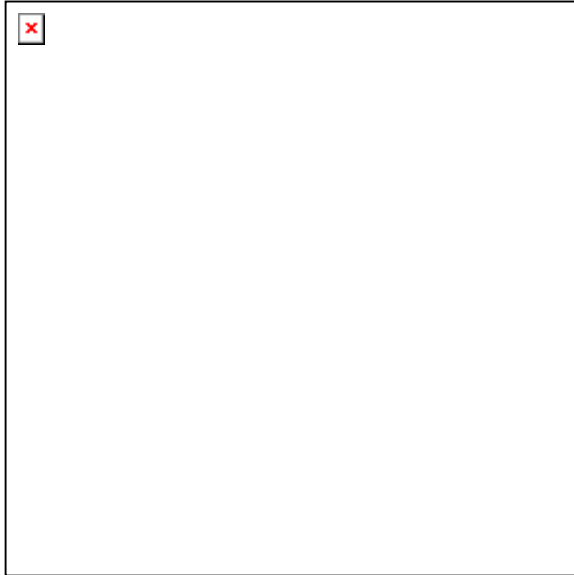
## LATEST INDUSTRY NEWS

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

### 1. Orlando is One of 93 "Playful City USA" Communities

For the second year in a row, the City of Orlando has been designated a Playful City USA community. In a time when many parents believe children don't spend enough time playing outside, the City is one of 93 communities across the nation that have taken innovative approaches to make play a priority for the health and well-being of their kids. KaBOOM!, a national non-profit dedicated to bringing play back into children's lives, is in its third year of honoring cities making a commitment to play by granting them this designation. Creating initiatives designed to increase the quantity and quality of play and playgrounds, while improving access to existing

CFHLA, in partnership with [Skal International Orlando](#) and the [Orlando / Orange County Convention and Visitors Bureau](#), was proud to offer this program for the fourth straight year and wishes to thank **Mike Boslet** of [Orlando Magazine](#) for serving as a moderator for this industry update.



Keynote Speaker Peter Yesawich discuss travel trends

Furthermore, the following CFHLA members sponsored this “information gathering” program:

[American Hotel & Lodging Educational Institute](#)

[International Drive Improvement District](#)

[Orlando Business Journal](#)

[Orlando Health](#)

[PSAV Presentation Services](#)

**Jacob Stuart**

play opportunities are determining standards in selecting the top communities. The City of Orlando was selected in part for convening a committee of interested people to determine the next steps the City should take to best serve its citizen’s recreation needs. The committee determined that the standards for recreation needed to be reviewed and hired a consultant to develop a strategic master plan for parks and recreation resources. The condition of the parks, playground and community centers, and demographics, trends, and funding sources are being evaluated, while a plan for improvement is being developed. The City of Orlando expects an increase in services, revenue and programming as a result of the findings.

Playful City USA celebrates and highlights unique initiatives developed by communities across the country. A primary goal of Playful City USA is to encourage cities and towns to share creative ideas, concepts and programs in an effort to increase play opportunities for children.

## **2. DIANA - The People's Princess Exhibit Comes to Orlando**

The People’s Princess Charitable Foundation, Inc. (PPCF) is bringing “DIANA—The People’s Princess” – a major new exhibit of royal artifacts – to Walt Disney World Resort. Opening in

Do you know rail?

On Thursday, July 23, CFHLA is coordinating a community meeting to discuss the future of Central Florida rail.

This gathering will feature **Mr. Jacob Stuart**, President of the [Central Florida Partnership](#). Mr. Stuart is one of our community's experts relating to commuter rail.



This gathering is proudly sponsored by [Moran & Kidd](#) and features the [Orlando Business Journal](#) as the media sponsor.

To register for this informational breakfast, [please click here](#).

## October 1, 2009

Attention Lodging Members:

Please save and post the date of **Thursday, October 1** for the annual CFHLA tradeshow.

This "always popular" discount tradeshow features 240 exhibitors.

Details:

Date: Thursday, October 1, 2009

Times: 10am – 4pm

Location: (new) [Hilton Orlando](#)  
6001 Destination Parkway  
Orlando, FL 32819  
Near Convention Center  
(Thank You Doug Gehret)

Theme: **"The HEAT Is On"**

Sponsors:

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[International Drive Improvement District](#)

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early July 2009, this limited-time experience showcases the life and story of one of the most iconic and inspirational figures in recent history, including a sampling of the royal dresses Diana chose to auction for charity and hundreds of authentic artifacts relating to her life. "DIANA—The People's Princess" exhibit will be held in a 17,500-square-foot setting at Downtown Disney West Side adjacent to DisneyQuest. This unique exhibition is one of the largest collections of royal dresses and rare artifacts ever assembled for an American audience which provides an in-depth historical perspective of her life. The exhibit includes five rarely seen royal dresses worn by Princess Diana. A hint at some of the items on display:

- Royal Doulton figurine of Diana in her wedding dress – Made in 1981 at the time of the royal wedding, the doll is wearing an exact replica of the famous wedding dress.
- The Black Velvet "V" Neck – Designed by Bruce Oldfield and worn by Diana for her official royal portrait in 1985.
- Wedding Breakfast booklet – Contains guest names and two tickets to observe the bride and bridegroom before and following the wedding ceremony in the quadrangle at Buckingham Palace and Clarence House.
- Three-foot doll of Diana as a young girl – Released by the Great American Doll

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[VS Publishing Company](#)

Company in 1998 as a tribute to Diana, Princess of Wales.

Tickets may be purchased at the exhibit – \$14.50 (ages 10 and above), \$5 (ages 3-9). The exhibition will be through Nov. 30, 2009. Hours are 11 a.m. - 11 p.m. daily.

## Dishman

CFHLA "SALUTES" staff person Lisa Dishman for her one year of CFHLA Service!

July 14 marked Lisa's first year work anniversary!

**Congratulations Lisa Dishman!!**



## 3. Velvet Sessions

Hard Rock Hotel at Universal Orlando's lobby concert series continues on Thursday, July 30 with Little River Band performing hits "Lonesome Loser," "Help Is On Its Way," "Lady," "Man On Your Mind" and more. The concert begins at 6:30 p.m.

Velvet Sessions is Hard Rock Hotel's special rock 'n' roll cocktail party and lobby concert held the last Thursday of the month. Visit [VelvetSessions.com](http://VelvetSessions.com) and get on the list to reserve your ticket and receive monthly updates on who's playing.

A \$25 ticket includes: free specialty drinks, finger foods and warm-up tunes from 6:30 - 8:30 p.m. Cash bars and live band from 8:30 p.m. onward. Parking is complimentary for those attending Velvet Sessions. Velvet Sessions is a 21 and older event.

## OBJ / CVB

On behalf of the CFHLA Board of Directors, congratulations are "in order" for the [Orlando / Orange County Convention and Visitors Bureau](#) and the [Orlando Business Journal](#) in recognition of both organizations' 25 years of service to our community!

**Happy 25th Anniversary!**  
**Orlando Business Journal**  
**Orlando / Orange County Convention and Visitors Bureau**

## One

CFHLA has one sponsorship available for the [2009 Hospitality Gala](#).

This highly anticipated event is set for Saturday, December 19 at the [Hyatt Regency Grand Cypress](#).

A Premier Sponsorship is \$2,600 and includes:

- Corporate Table for 10 (\$990 value)
- Recognition on all RSVP forms

MEMBERS OF THE MONTH

**JULY HOTELIER  
OF THE MONTH**

- Company logo on the CFHLA website
- Recognition in the Event Program
- Company Logo on the night of event PowerPoint presentation

For additional information, please contact CFHLA staff person Lisa Dishman, (407) 313-5040 or [specialevents@cfhla.org](mailto:specialevents@cfhla.org).

## 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.hospitality-industry.com/>

## Time Is Running Out

The 2009 CFHLA Hospitality Expo And Tradeshow (HEAT) has less than 30 booths available for CFHLA Allied Members to participate.

This year's show is set to occur at the new [Hilton Orlando](#) on **Thursday, October 1**, from 10am – 4pm.

[To reserve your booth, please click here for additional information and registration](#), or contact CFHLA staff person Jennifer McAfee, (407) 313-5015 or [jmcafee@cfhla.org](mailto:jmcafee@cfhla.org).

## Best Places To Live

CNNMoney recently released its "Best Places to Live" list.

Congratulations to [Lake Mary](#) and [Oviedo](#) for making the top 100 at numbers 96 and 100 respectively.

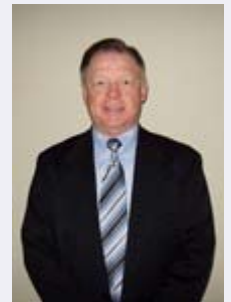
CNNMoney's Best Places database of 1,800-plus U.S. cities includes towns with populations of 8,500 to 50,000, with satisfactory education and crime scores, where income is below 200% of the state median – as well as cities with populations 90,000 and up.

[Click here to view the full listing.](#)



Richard Scinta  
Wyndham Vacation  
Ownership,  
Bonnet Creek Resort

**JULY ALLIED  
MEMBER OF THE MONTH**



David MacKenzie  
Steritech Food Safety and  
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