

Central Florida Hotel & Lodging Association



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

2010 Occupancy / ADR

As you start your 2010 budget process – please plan to attend the **Forward Thinking 2010** Seminar and Luncheon.

This annual two part program features hospitality experts discussing and forecasting 2010 trends, including occupancy and average daily room rates.

In addition, the presenters will highlight 2010 marketing strategies for the Central Florida destination.

Relating to specific details:

Date: Friday, July 17

Seminar: 8:00am - 11:30am

Luncheon: 11:45am – 1:30pm

Location: [DoubleTree Hotel at the Entrance to Universal Orlando](#)

Panelists:

Jeff Chase, Executive Director,
Central Florida Vacation Rental Association

Carolyn Fennell, Director of Public Affairs,
Greater Orlando Aviation Authority

Thomas F. Lang, Director,
Kissimmee CVB

James M. Lewis, Senior Vice President &
General Manager, Disney Vacation Development, Inc.

Gary Sain, President / CEO,
Orlando / Orange County CVB

LATEST INDUSTRY NEWS

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

1. Orlando / Orange County CVB Launches New Locals Only Webpage

Local residents enjoy Orlando and its attractions as much as the 48 million plus visitors that come here each year. Just as local families and residents plan their summer activities, the Orlando / Orange County Convention and Visitors Bureau, Inc. (CVB) has developed a local's only page on its website just for them. Local residents can find the page by going to: www.OrlandoForLocals.com and find great Orlando Makes Me Smile deals as well as information on all there is to do right in their own backyard.

2. WORKFORCE Central Florida Offers Scholarships to Unemployed Residents

WORKFORCE CENTRAL FLORIDA (WCF), through

Chris Thompson, President, Visit Florida

Moderators:

Mike Boslet, Editor-In-Chief,
Orlando Magazine

Rich Maladecki, President
CFHLA

LUNCHEON PROGRAM
Keynote Speaker



PETER YESAWICH

Chairman & CEO of the Ypartnership
Topic: "Emerging Life Styles & Travel Trends"

Importantly, a significant feature of this program is a question and answer session. Please bring your 2010 related questions.

Registration for both events will "open" next week.

Security & Safety Council Golf Outing

An enjoyable and rewarding golf outing occurred on June 18 to benefit the CFHLA Security & Safety Council.

This outing – hosted by [Mystic Dunes Golf Club](#) – featured over 80 CFHLA Members.

stimulus funds under the American Recovery & Reinvestment Act, will be broadening its scholarship program and providing approximately 1,300 additional scholarships to Central Floridians. WCF encourages all residents of Lake, Orange, Osceola, Seminole and Sumter counties who are collecting unemployment compensation to apply.

Scholarship recipients may choose from more than 300 programs in fields such as business, healthcare, automotive, computer information technology and travel and tourism. For a complete list of programs and information on how to apply, residents should watch the webinar at www.WorkforceCentralFlorida.com/jobseekers/wcf_financial.asp. A link to an online application will be provided at the end of the Webinar.

WORKFORCE CENTRAL FLORIDA is the region's workforce expert, helping over 4,000 employers connect with more than 47,000 job seekers. WCF offers innovative solutions to assist Central Florida businesses succeed in today's highly competitive workforce, while providing the tools job seekers need to find or advance in their current career.

3. Extended Stay Hotels Files Chapter 11

Extended Stay Hotels has



Kris Shoemaker, Greg Forehand, Jerry Crandall and Jose Locquiao of the Orange County Convention Center enjoy golf.

The 2009 Security & Safety Council Golf Outing Honorees:

First Place Team

Pinnacle Communications / Alcatel-Lucent

Ken Marks
Mike Garrison
Don Roach
Tony Gerardi

Second Place Team

Coca Cola Bottling Company

Pat Buckles
Tom Zrallack
Eugene Petriella
Todd Rainer

Third Place Team

Color Wheel Paints and Coatings

Pete Rodriguez
Steve Stutsman
Ralph Medina
Chris Kramer

Longest Drive

Ladies: Carol Brown
Men: Tony Gerardi

Closest to the Pin

Ladies: Cindy Andrews

filed for Chapter 11 bankruptcy protection. The Spartanburg, S.C.-based company filed its Chapter 11 petition Monday in the Southern District of New York. Extended Stay - which operates under the brands of Extended Stay America, Crossland Economy Studios, Extended Stay Deluxe and Homestead Studio Suites — operates 15 hotels in the Orlando area. According to the filing, Extended Stay had about \$7.1 billion in assets and \$7.6 billion in liabilities at the end of 2008.

Lakewood, N.J.-based Lightstone Group bought Extended Stay from Blackstone Group in 2007 for \$8 billion. The deal was highly leveraged, making Extended Stay especially vulnerable to a market downturn, according to *The Wall Street Journal*.

Creditors that hold debt from the buyout include Bank of America Corp. and its Merrill Lynch & Co. subsidiary, as well as Wachovia Corp., which is owned by San-Francisco-based Wells Fargo & Co. (NYSE: WFC), the newspaper reported. Extended Stay bills itself as the largest operator of mid-priced extended-stay hotels in the nation.

“Since the typical Extended Stay customer seeks a lengthy stay based on commercial relocation, the contraction of construction and new business development began to significantly and adversely affect Extended Stay’s revenue stream,” the filing states.

The company said its

Men: Kris Shoemaker

To view photographs of this successful - and "hot" outing, [please click here](#).

July - December

For planning purposes, please post the following important CFHLA dates in your calendar:

Breakfast Club Featuring Jacob Stuart of The Central Florida Partnership

Thursday, July 23
8:00am

Patriot's Day Breakfast

Friday, September 11
8:00am
Orange County Convention Center

Hospitality Expo And Tradeshow (HEAT)

Thursday, October 1
10am – 4pm
Hilton Orlando

Halloween Golf Open

Friday, October 30
8am shotgun start

Hospitality Gala

Saturday, December 19
6pm – 11pm

Official invitations for each of these activities will occur soon.

Stuart Newmark

Regrettably, CFHLA Board Member Stuart Newmark, formerly of the [Grand Bohemian Hotel](#) in downtown Orlando, has submitted his resignation as a Board Member and as the organization's Corporate Secretary.

Mr. Newmark has been an inspiring CFHLA leader, offering various organizational refinements.

CFHLA offers "Best Wishes" to Mr. Newmark.

average revenue per room dropped about 23 percent in the first five months of the year compared with the same period of 2008. As a result, it was unable to deal with its debt burden with cash flow and is seeking a "comprehensive restructuring of the entire capital structure." Extended Stay said it plans to continue operating under a lender-approved arrangement using cash collateral. Debtor-in-possession financing won't be needed, the company says. (Orlando Business Journal, June 16, 2009)

MEMBERS OF THE MONTH

JUNE HOTELIER OF THE MONTH



Teresa Donahue
Caribe Royale Resort

JUNE ALLIED MEMBER OF THE MONTH



Teacher Academy 2009

Again this year, CFHLA is conducting the **Teacher Academy** job shadowing program.

This one week program features Central Florida educators shadowing hoteliers for five business days.

The program starts this Monday, June 22 with the following 24 partnerships confirmed:

David Brackin of Chain of Lakes Middle School
[Buena Vista Palace Hotel & Spa](#)

Jeanine Lindsey of the Osceola County School of the Arts
[Buena Vista Suites](#)

Camille Wright of Freedom High School
[Caribe Royale Resort Orlando](#)

Wanda Alvarado of Carver Middle School
[Courtyard Orlando Airport](#)

Cynthia Call of Dr. Phillips High School
[Disney's Contemporary Resort](#)

Lynn Fogarty of Bridgewater Middle School
[Embassy Suites I-Drive / Convention Center](#)

Victor Hatfield of Union Park Middle School
[Embassy Suites Orlando International Airport](#)

Felecia Boyd of Freedom High School
[Grande Lakes Resort](#)

Tammye Young of Oak Ridge High School
[Hard Rock Hotel](#)

Sylvia d'Torres of Olympia High School
[Hilton in the Walt Disney World Resort](#)

Martha Galvis – Patterson of West Orange High School
[Hyatt Regency Grand Cypress](#)

Doris Cobb of Discovery Intermediate School
[International Plaza Resort & Spa](#)

Nicole Folson of Timber Creek High School
[Loews Hotels at Universal Orlando](#)

Roger Walker of Conway Middle School
[Loew's Portofino Bay Hotel at Universal Orlando](#)

Lilibet Rivera of Olympia High School

Martha Reece
Harvill's Produce

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[Marriott Village at Lake Buena Vista](#)

Richard Tribit of Osceola High School
[Omni Orlando Resort at ChampionsGate](#)

Patricia Teal of Colonial High School
[Orlando Airport Marriott](#)

Kimberly Granger of Meadowbrook Middle School
[Orlando Courtyard Downtown](#)

Tameka Bufford McWhorter of Cypress Creek High School
[Orlando Marriott Downtown](#)

Karen Stapleton of Oviedo High School
[Orlando Marriott Lake Mary](#)

Celeitha Vincent of Cypress Creek High School
[Orlando Vista Hotel](#)

Michael Callahan of West Orange High School
[Orlando World Center Marriott](#)

Tangela Moore of Discovery Intermediate School
[Radisson Resort Orlando – Celebration](#)

Iris Panet of Tildenville Elementary School
[Regal Sun Resort](#)

The week will conclude with an awards luncheon on Friday, June 26 at the [Hotel Royal Plaza](#).

Potential New Members

On June 17, CFHLA conducted a breakfast meeting for 9 potential new CFHLA Members.

This meeting, held at the [Orlando World Center Marriott](#) (thank you Doug Ridge), featured the following CFHLA Members discussing the importance of Membership:

- Greg Hauenstein of the [Buena Vista Palace Hotel & Spa](#)
- John Parkinson of the [Embassy Suites I-Drive / Convention Center](#)
- John Brost of the [Best Western Lakeside](#)
- Ron Silveira of [FPIS, Inc.](#)

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://hiabenefits.com/>

Adopt-A-School Success

At the end of the school year, Pine Hills Safety Patrol Advisor, Peter Singletary takes the kids on a special trip to thank them for the exceptional work they do to protect the school from hallway violators, i.e. students running up and down the hallway.

As a participant in the Partners in Education program for 4 years, the [I-Ride Trolley Service](#) hosted the School Patrol of [Pine Hills Elementary](#) to be a tourist for the day. The students rode up and down International Drive experiencing what Orlando visitors would experience. Regardless of the terrible rain, they were just so excited to be on the trolley and get to see all the many great places Orlando's most dynamic destination has to offer.



CFHLA thanks the I-Ride Trolley Service for their continued community support through the CFHLA Adopt-A-School program.

If you would like more information regarding this program, please contact CFHLA staff member Karen Ragone, kragone@cfhla.org.

Hospitality Blood Drive Challenge

It is time for the CFHLA summer blood drive challenge. And it's time for the hospitality community to rise to the challenge to support [Florida's Blood Centers](#) needs.

Did you know - there is a need for 1,100 pints of blood per day - that's right, per - DAY!
And, we should, we must, help fill this need.

This year's Hospitality Challenge began on May 1 and will run through September 30.

To conduct a Blood Drive at your business location, contact Jill Powers of Florida's Blood Centers: jpowers@floridabloodcenters.org with your business name, full address and zip code.

CFHLA Meets With SABIT Delegation



This past Thursday, CFHLA had the opportunity to meet with a group of 18 delegates from the U.S. Department of Commerce SABIT (Special American Business Internship Training) program.

SABIT is a four-week long program designed to provide targeted industry training to professionals from Eurasian countries and spur exchanges, and often partnerships, between the participants and the U.S. host companies. The group has also made stops in Washington, DC; Boston, MA; and Williamsburg, VA.

During this meeting, the 18 hoteliers from Eurasia met with CFHLA leadership and discussed hotel trade associations.

CFHLA salutes the following Board Members for their participation and for offering hospitality related comments to the Eurasian delegation:

- Greg Hauenstein of the [Buena Vista Palace Hotel & Spa](#)
- Paul Tang of the [Hyatt Regency Grand Cypress](#)

- Ron Caimano of the [Embassy Suites I-Drive / Jamaican Court](#)
- Odyssey Leach of the [Hotel Royal Plaza](#) (thank you for hosting)

For more information regarding this program, please view:
http://trade.gov/mac/Developmental_Programs/sabit
www.sabitprogram.org (Russian)



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