

Central Florida Hotel & Lodging Association



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Years

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

**Yesawich, Chase, Fennell, Lang, Lewis, Sain, Thompson**

Learn from the Experts . . .

Once again, CFHLA, in partnership with the [Central Florida Chapter of Skai International](#), the [Orlando / Orange County CVB](#) and [Ypartnership](#), is conducting a "forecasting" seminar and luncheon to discuss 2010 occupancy, ROI, and travel trends.

This two part event is set for:

Date: Friday, July 17

Times: Seminar: 8am – 11:30am

Luncheon: 11:45am – 1:30pm

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

Panelists:

**Jeff Chase**

Board Member, [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](#)

**Chris Thompson**

LATEST INDUSTRY NEWS

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

**1. Orlando International Airport Receives \$14.9 Million**

The Secretary of the Department of Homeland Security (DHS), Janet Napolitano, visited and toured Orlando International Airport (MCO) today. During the visit she presented Greater Orlando Aviation Authority (GOAA) Board Vice-Chairperson Jacqueline Bradley and Executive Director Steve Gardner with a check for nearly 15 million dollars. "The funds will go towards the completion of security enhancements including an in-line baggage system that will streamline the checked baggage process", says Jacqueline Bradley. The MCO in-line baggage system is scheduled for completion in 2010.

President, [Visit Florida](#)

Keynote Speaker:



**Peter Yesawich**

Chairman & CEO, [Ypartnership](#)

Topic: "Emerging Life Styles & Travel Trends"

[Registration for the Seminar – CLICK HERE](#)

[Registration for the Luncheon – CLICK HERE](#)

This "always informative" program is proudly sponsored by:

[American Hotel & Lodging Educational Institute](#)

[International Drive Improvement District](#)

[Orlando Business Journal](#)

[Orlando Health](#)

[PSAV Presentation Services](#)

## New Members

On June 23, CFHLA staff conducted a breakfast meeting to welcome new members to the association.

## 2. Universal Orlando's Halloween Horror Nights: Ripped from the Silver Screen

For the first time ever, guests at Universal Orlando's Halloween Horror Nights will live a mega-horror movie before it even hits the big screen. They will also experience two modern day blockbuster horror franchises as Universal Orlando devotes its entire Halloween Horror Nights event to bringing horror films to life.

Universal Orlando is partnering with Universal Pictures to bring one of the year's most highly anticipated films, "The Wolfman," to life so guests can experience it firsthand before it hits theaters on November 6. It is also partnering with Lionsgate® and Twisted Pictures to bring the most profitable horror franchise, "SAW," to Halloween Horror Nights 19: Ripped From the Silver Screen. Universal Orlando is also using its partnership with Universal Pictures to bring the popular "Chucky" film series to life at the event as well.

Lionsgate is expected to release the sixth installment of the powerhouse franchise in theatres nationwide on October 23rd in its traditional opening weekend slot leading into Halloween; the "Chucky" films have become a favorite among horror film and pop culture enthusiasts. Never before has Universal Orlando's Halloween Horror Nights featured such a

This New Member Orientation attracted 10 new businesses to CFHLA:

Denise Fisher and Lane Hofster of [AFLAC](#)  
**Barrie Richardson of BBE R&D LLC**  
Brian Lawley and Michelle Johnson of BCL of Orlando  
**Lydia Frost of CBS Radio**  
Peter Olsen of [Clean the World, Inc.](#)  
**Rick Gursky of D&G Sales Associates**  
Meaghan Altenburg of [EventStar](#)  
**Melanie Zaharias of Fisher & Phillips, LLP**  
John Ubinger of [Graebel Orlando Movers, Inc.](#)  
**Fernando Dominquez of H & F Integral Maintenance**  
Brandon Buster of [hoteljobs.com](#)  
**Teddi Powers of Landmark Art and Frame**  
Matt Kelly of [Morgan Stanley Smith Barney](#)  
**Brent Dickson, RL Haines General Contractor**  
Thomas Kingery of [Service Office Supply](#)  
**Alex Baidoc of Sunshine Car Service**  
Gena Hrbek, Joe Fazio and Judi-Ann Ochoa of [The Fresh Air Group](#)  
**Crystal Carr Tommy Bahama**  
Tom Guglielmello, trueCom technologies, inc  
**Ken Riley of Venus Group**  
Rick Larson of [Winning Work Teams](#)

The staff welcomes these new businesses to the CFHLA family.



Back Row: Teddi Powers Landmark Art & Frame, Peter Olsen, Clean the World, Inc, Rick Gursky, D&G Associates, Tom Guglielmello, TrueCom Technologies, Inc, Melanie Zaharias, Fisher & Phillips LLP Attorneys at Law, Brent Dickson RL Haines

catalog of horror. Everyone knows these films. And now everyone will get to live them in person. Guests will experience the physical and psychological horror that Jigsaw, Chucky and The Wolfman have inflicted on the silver screen. They will become victim to the mental games of "SAW's" maniacal killer Jigsaw. They will come face to face with "Chucky's" wrath. And they will be there as "The Wolfman's" alter-ego, Lawrence Talbot, discovers a primal side of himself he didn't know existed.

Event dates are September 25-26, October 1-4, 8-11, 15-18, 21-25 and 28-31. Tickets and vacation packages for the event are on sale now. Regular admission to any night of the event is \$69.99 plus tax. Guests can purchase tickets at [www.HalloweenHorrorNights.com](http://www.HalloweenHorrorNights.com) or by calling 1-888-467-7677 (HORROR-7). Because of the event's popularity, tickets for weekend nights are expected to sell out and should be purchased well in advance.

**3. US Travel Association Partners with the Travel Channel to Spur Travel to U.S. Destinations This Fall**

In an effort to spur leisure travel in the United States during the fall and winter months, the U.S. Travel Association is partnering with the Travel Channel

General Contractor, Denise Fisher, AFLAC, Brandon Buster, hoteljobs.com,  
Front Row: Barrie Richardson, BCR Marketing and Consulting, Inc, Gena Hrbek and  
Judi-Ann Ochoa, The Fresh Air Group

## HEAT

To date, **170** booths have been secured for the CFHLA tradeshow: **The HEAT!**

This annual one day hospitality tradeshow attracts **1,000 hoteliers** and this exposition has matured to become the largest lodging tradeshow in the southeast region of the United States.

Each year – booth space “**sells out.**” If you – as a CFHLA Allied Member – are searching for an opportunity to “showcase” your product or service, please consider purchasing a booth ([click here for all specific details](#)).

Note, starting July 1, the “early bird” fee increases to \$800 per booth (purchase today to save).

## HR Seminar

In partnership with the [Hotel Human Resources Association of Central Florida](#), CFHLA conducted an HR related seminar on June 24.

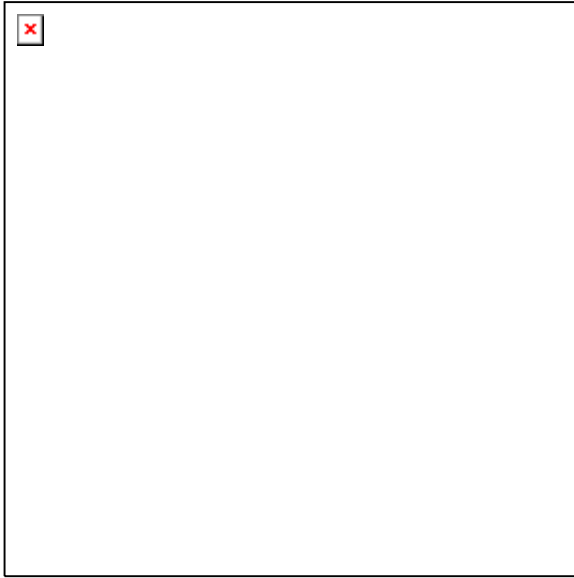
This educational workshop, entitled “A Legislative and Regulatory Update on Workplace Laws,” featured 30 attendees with **Joanne Lambert, Esquire** and **Lillian Moon, Esquire** of [Jackson Lewis LLP](#) as the presenters.

CFHLA thanks the law firm of [Jackson Lewis LLP](#) for serving as the official corporate sponsor and [Hotel and Restaurant Training Services](#) for being the breakfast sponsor.

to create a week-long primetime promotion encouraging consumers to experience the many extraordinary destinations our country has to explore. This inspiring block of U.S. programming will re-introduce Americans to the most cherished travel opportunities across the nation, in their region and even in their own backyard. In addition, Travel Channel is supporting Discover America Week with:

- a schedule of public service announcements promoting the benefits of travel to the Travel Channel audience;
- offering advertising, promotions, events and appearances in support of Discover America Week;
- online activity, including a Discover America section of TravelChannel.com, banner advertising, dedicated email, sweepstakes promotion, and integration with Travel Channel’s services on Facebook.com; and
- a new Discover America Collection of short-form video, and features on Travel Channel’s YouTube.com channel page.

“Through this week-long promotion, we’re looking to remind people of the many remarkable destinations around the country, and heighten the appreciation for travel as being vital to both our well-being and the



strength of our economy,” said Roger Dow, President and Chief Executive Officer of the U.S. Travel Association. “Partnering with the Travel Channel is a great vehicle to promote travel within the United States. Despite the tough economy, travel intentions through October are up significantly compared with last year at this time.” The Travel Channel, available in more than 94 million American households, is cable television’s only network dedicated exclusively to travel. In support of Discover America Week, the network will broadcast a solid week of programming in September 2009 dedicated exclusively to travel in the U.S. The Travel Channel will feature episodes filmed in the U.S. from some of its most popular series, featuring hosts like Anthony Bourdain, Samantha Brown, Andrew Zimmern (Bizarre Foods), and Adam Richman (Man vs. Food). Through their unique perspectives on travel, each brings the immersive and transformative elements of travel to life from all corners of the U.S.

Visit

[www.travelchannel.com/discoveramericaweek](http://www.travelchannel.com/discoveramericaweek) to watch a video overview of Discover America Week from the Travel Channel.

## \$5,000

Recently, your CFHLA donated \$5,000 to the [UCF Rosen College of Hospitality Management](#) to fulfill payment eight (of ten) for the naming rights of the CFHLA Executive Conference Room.



Dr. Abe Pizam of the UCF Rosen College accepts a check from CFHLA Board Member John Brost of the Best Western Lakeside and CFHLA President Rich Maladecki.

## 2009 Gala

### MEMBERS OF THE MONTH

**JUNE HOTELIER  
OF THE MONTH**

The “**always popular**” CFHLA [Hospitality Gala](#) is set to occur on Saturday, December 19 at the beautiful [Hyatt Regency Grand Cypress](#).

This evening of hospitality honors will feature dancing, dinner, awards and celebration.

At this time, CFHLA is offering Gala table payment plans:

3 payment plan: 3 monthly payments of \$330 for a table of 10

4 payment plan: 4 monthly payments of \$247.50 for a table of 10

To register for either of these options, [please click here](#).

### 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/>

### 2010 Dues

As you start your 2010 budget process, please allocate funds to renew your CFHLA membership.

At this time, CFHLA does not project any dues increases. Thus, dues will remain at the 2009 level:

Lodging Dues: \$4.50 per room

Allied Dues: \$499

### Orlando CVB and OBJ Celebrate 25 Years

Join the [Orlando CVB](#) and [Orlando Business Journal](#) as they celebrate 25 years of success.

Date: Thursday, July 16  
Times: 5:30pm - 8:00pm



Teresa Donahue  
Caribe Royale Resort

### JUNE ALLIED MEMBER OF THE MONTH




Martha Reece  
Harvill's Produce

[Click to unsubscribe](#)


Location: House of Blues, located in Downtown Disney

[Click here to register online](#) or contact the Orlando CVB Events Department at 407-354-5531.



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**James G. Weitkamp**

1607 Crowne Hill Blvd.  
Orlando, FL 32828

Tel. (407) 382-0699

Fax. (407) 382-3296

[jweitkamp@harborlinen.com](mailto:jweitkamp@harborlinen.com)

[www.harborlinen.com](http://www.harborlinen.com)



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