

Central Florida Hotel & Lodging Association



Back OF THE HOUSE

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

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6 Days

As a lodging professional, you and your team have less than six days to register for the CFHLA Annual Trade Show.

This event is **"FREE TO ATTEND"** to any lodging professional!

This year's show, entitled: **ORLANDO HEAT** features the following:

- "Sold out Show" of **240** exhibitors (including **78** new / first time members)
- Hosted by the "recently opened" **Hilton Orlando**
 - (hotel tours will be available for Lodging guests for this new property, which opened September 1, 2009)
- Date / Hours:
 - **Thursday, October 1, 2009** / 10am-4pm
- Parking (self parking):
 - **Complimentary**
- Show Discounting:
 - Most exhibitors will offer **"on the floor" discounts**
- Food and Beverage:
 - Via a competition entitled the "Ultimate Chef Competition," **10** Food and Beverage booths will be offering **complimentary** samples
- 2009 HEAT Sponsors:

[Bright House Networks](#)

[Cortes Construction](#)

[GES](#)

[Hoteljobs.com](#)

[Hufcor Orlando](#)

[International Drive Improvement District](#)

[Lynx](#)

[Massey Services](#)

LATEST INDUSTRY NEWS

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

1. Landmark Study Reveals ROI of Business Travel

WASHINGTON, DC -- New research conducted by global research firm Oxford Economics establishes the first clear link between business travel and business growth as American businesses are planning their 2010 budgets and federal policymakers are looking to stimulate the American economy. For every dollar invested in business travel, businesses experience an average \$12.50 in increased revenue and \$3.80 in new profits, according to the study.

"This study shows that not all spending cuts are smart cuts," said Adam Sacks, managing director of Oxford Economics. "When companies reduce their travel budgets, there are negative consequences that we can now quantify, in terms of lost revenue and profit growth, and in terms of giving competitors a distinct advantage."

This is the first time that the return on investment of business

[Southeastern Laundry Equipment](#)
[Upholstery & Wood Creations](#)
[Vanson Enterprises](#)
[Vila & Son Landscaping Corp](#)
[VS Publishing Company](#)

- **THIS EVENT IS FREE FOR ANY LODGING MEMBER**
 - To Register – [CLICK HERE](#)

Powerhouse Golf Outing

Yesterday, CFHLA held the **Powerhouse Golf Outing and "Power Pow-Wow" Luncheon** at the [Grand Cypress Golf Club](#). This event featured the opportunity to network with Elected Officials and contribute to the CFHLA - CCE.



Senator Andy Gardiner served as the Keynote Speaker

travel has been successfully measured. The study found that curbing business travel can have a strong negative impact on corporate profits. The average business in the U.S. would forfeit 17 percent of its profits in the first year of eliminating business travel, and it would take more than three years for profits to recover.

“Business travel IS economic stimulus,” said Roger Dow, president and CEO of the U.S. Travel Association, which commissioned the study. “In order to grow, businesses have to invest. This research shows that face-to-face meetings and incentive awards to top performers are among the smartest investments companies can make.”

[U.S. Travel Press Release](#)

2. Orlando Mayor Dyer and Local Service Agencies Distribute Funds to Help Homeless

ORLANDO, FL - (September 21, 2009) – Today, Mayor Dyer and the Orlando City Council will vote on the approval of three non-profit agencies to provide rent and utility assistance, permanent housing placements costs and case management to Orlando residents through the Homeless Prevention and Rapid Re-Housing Program(HPRP) grant. Nearly \$1 million is available through the HPRP to Orlando residents as a result of the American Recovery and Re-Investment Act. Agencies were selected based on their frontline experience in addressing the needs of individuals who are either homeless or at risk of becoming homeless.

The City of Orlando HPRP agencies will provide the



A Ribbon Cutting Ceremony officially started the golf outing



Commissioner Bill Segal and Sheriff Jerry Demings assisted Senator Andy Gardiner with the cutting of the ribbon

following services:

- **The Coalition for the Homeless of Central Florida** -- assist families who have become homeless within the last four months to secure rental housing.
- **Jewish Family Services of Greater Orlando** -- assist families who are currently in rental housing, but are at risk of becoming homeless and have received written notice from the landlord of impending eviction
- **Miracle of Love, Inc.** -- assist individuals who are currently in rental housing, but are at risk of becoming homeless and have received written notice from the landlord of impending eviction and individuals who have become homeless within the last four months to secure rental housing

"We must do everything possible to help our families and residents during this national recession," said Orlando Mayor Dyer. "This grant will provide our residents with much-needed aid and relief during these tough times when families need assistance the most."

Mayor Dyer announced this federal grant award in February as part of his **Strengthen Orlando** initiative, the City of Orlando's uniquely local effort to aid Central Florida's economy by creating jobs, providing economic stimulus and connecting residents with vital resources and information.

Funds will be available to

DoubleTree

This week, a new “flag” was raised on International Drive.

For the record, the International Plaza Hotel has changed its brand, effective Tuesday, November 22nd. The new name and “flag”:

DoubleTree Resort Orlando - International Drive

(the largest DoubleTree in the world)

CFHLA congratulates **Greg Gooding**, General Manager – and his team – for this historic transition.



UrbanAmerica LP Officials and Hospitality Executives salute the rebranding of this hotel



The official Ribbon Cutting Ceremony

residents starting October 1, 2009. Today, City of Orlando residents can call selected agencies to make appointments and review eligibility requirements for the program on the City of Orlando, Housing and Community Development website at www.cityoforlando.net/housing

City of Orlando - Office of the Mayor News

MEMBERS OF THE MONTH

SEPTEMBER HOTELIER OF THE MONTH



Pat Engfer
Hyatt Regency Orlando
International Airport

SEPTEMBER ALLIED MEMBER OF THE MONTH



Yvonne Perez
Travel Host Magazine / Orlando

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Adopt-A-School Success Story

Parental and Community Involvement Coordinator of [Jones High School](#), Patti Moore, would like to share with you an extraordinary success story!

A wise man once said, "**It Takes a Village to Raise a Family!**"

Let me describe this story featuring "Jones High School" and the Beautiful [Orlando World Center Marriott Hotel](#).

They have been an official partner in education with Jones High School since 2003.

As you know, Jones was once one of this state's failing (FCAT Grade) schools. In 2006 a brilliant new Principal, Dr. Bridget Williams, took the helm, and reached out to the community to help turn things around! Our CFHLA hotel partner, the Orlando World Center Marriott, stepped up to the plate and reached out with a big helping hand! With the help of our community, I am proud to report that we have been **off of the 'F' list** for the past three years, continue to make huge learning gains and have tremendously increased parental & community involvement.

Here is one (of many) examples of how the Orlando World Center Marriott has helped!

The Orlando World Center Marriott is one of our school's "Welcome Back Ambassadors" participating every year in the "JHS Back to School Celebration!" This year the hotel kindly greeted our parents and students with a big smile and a wonderful surprise! Passing out beautiful orange and green (school colors) sandals to the families at the celebration. What a treat!!! Parents and students and proudly displayed their shoes as they left the school. Again our parental and community involvement has significantly increased because of the Adopt-A-School Program!

I would like to thank CFHLA for encouraging hotels to partner with schools and some very special people at the Orlando World Center Marriott: the Best Hotel Manager in the world, **Ron McAnagh**, the Best Director of Human Resources, **Dorathy Nevitt** and the Best Senior Event Manager, **Jackie McClairen**. You guys are the best!!!

Thank you for being part of the "Jones High School Village!"



Sandals from the Orlando World Center Marriott bring smiles to Jones High School

(Stay tuned for added CFHLA Adopt-A-School Success Stories)

"Call For Nominations"

Next week, CFHLA will be "looking for a few good individuals!"

Starting September 29th, a "Call For Nominations" is occurring for all qualified Lodging Members to serve on the prestigious CFHLA Board of Directors.

This "Call For Nominations" invites Lodging Executives to be considered for the CFHLA Board ballot.

If you would like to serve your industry and your community, please follow the instructions on the "Call For Nominations" email when it arrives.

New Interns

Starting the week of September 21st, CFHLA has secured three student interns:

Wednesday Intern: Celia Nugent of the Valencia Community College Hospitality Program

Thursday Intern: Amelia Johnson of the UCF Public Administration Department

Friday Intern: David Novalis of the Valencia Community College Hospitality Program

CFHLA Welcomes Our New Interns!

H1N1

The [American Hotel & Lodging Association](#) released "H1N1 Influenza Management in Hotels," a guide for dealing with H1N1 virus situations. The 26-page manual gives hoteliers guidance for employees and guests who are afflicted with the H1N1 flu and other influenza strains.

[CLICK HERE TO REVIEW THIS MANUAL](#)

"Making Strides Against Breast Cancer"



[Mystic Dunes Resort & Golf Club](#) will once again support the [American Cancer Society's](#) "Making Strides Against Breast Cancer" campaign to eliminate the number one health concern among women by hosting their 5th annual Pink Ribbon Golf Classic on **Friday, October 9, 2009.**

The tournament will feature a four-person scramble format. Registration will begin at 12:00 noon and the scramble starts at 1:00 p.m. A reception including a silent and live auction will "round out the day." Tournament fees are \$95 per player or \$350 per foursome, with proceeds benefiting the American Cancer Society. For more tournament or reception details call 407-787-5638 or register online at http://www.mysticdunesgolf.com/email/pinkribbon_09/index.html.

In addition to our Pink Ribbon Golf Classic, Mystic Dunes Resort & Golf Club is offering a Go Pink Getaway - book two nights and receive your third night free, plus kids eat free specials at Kenzie's. Show your support during Breast Cancer Awareness Month - \$50 from every Go Pink Getaway package will be donated to the American Cancer Society's lifesaving mission to eliminate breast cancer. [Click here](#) to book your Go Pink Getaway, or call 1-877-747-4747.

We need calendar sponsors!

CFHLA is looking for members to sponsor the **2010 calendar**.

The 2010 calendar exclusive sponsorship would provide visibility on one month of the calendar.

This "marketing opportunity" is \$250.

To purchase, contact Erin Walsh at 407-313-5012.

Act fast - before we sell out!



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