

**Jennifer**

**From:** CFHLA\_info@cfhla.org  
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e-news 21 August  
2009



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

**HEAT**

Attention all Lodging Members...

Please **"Save The Date"** of Thursday, October 1, from 10 am - 4 pm to attend the annual CFHLA tradeshow.

This expo, entitled The **HEAT** will feature:

- 230 Vendors / 60 New Exhibitors
- Free Admission
- 10-15 Complimentary Food Booths via the Ultimate Chef Competition
- Back of the House Tours of the new [Hilton Orlando](#) Hotel (Host Venue)

To register, as a Lodging Member – [Please Click Here Now](#)

**Adopt - A - Station**

As the anniversary of September 11th nears, please consider – as a CFHLA Member – adopting a Central Florida Police or Fire Station for the purpose of delivering food, to show the industry's appreciation for our **"First Responders."**

This **"Act of Compassion"** is being asked of all CFHLA Members on Friday, September 11, 2009.

Please select a station from the below list to start your **"Adoption"** process.

[CLICK HERE FOR A LISTING OF CENTRAL FLORIDA STATIONS](#)

CFHLA Thanks You on behalf of all First Responders.

**New Members**

On Friday, August 21, CFHLA conducted a **New Member Orientation** for recent new members of the association.

This 90 minute gathering featured discussions relating to CFHLA return on investment (ROI),

- HEAT
- Adopt - A - Station
- New Members
- Jenny DiSanto
- Orlando Magazine
- Fairfield Inn and Springhill Suites
- Dues > 2010
- Downtown Orlando Hoteliers

**LATEST INDUSTRY NEWS**

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

**1. Now Open - Hollywood Rip Ride Rockit at Universal Orlando Resort**

Hollywood Rip Ride Rockit, Universal Orlando Resort's highly anticipated roller coaster, is now open. This radically innovative attraction includes first-ever maneuvers, cutting-edge technology, songs that span across five genres of music and a personalized take-home music video available for purchase.

The coaster features three first-ever maneuvers: the Double Take, the world's largest non-inverted loop; the Treble Clef, where guests burst through a building façade on track shaped like the music symbol; and the Jump Cut, a spiraling, negative-gravity move.

Hollywood Rip Ride Rockit uses ground-breaking technology to deliver a completely different experience. Riders use a personal touchpad mounted on the ride vehicles to make their music selection. They choose their favorite genre – Classic Rock/Metal, Rap/Hip-Hop, Club/Electronica, Pop/Disco or Country – and then pick a song. Each seat is outfitted with individual stereo speakers so guests can rock out to 90 decibels of music – and yet

networking and member opportunities.

The following professionals attended this “**Members Doing Business With Members**” breakfast:

Reine Barbee and Lisa Valdez of [Floors & Beyond](#)

Frank Terrasi and Jody Reynolds of [PCL Construction Services, Inc](#)

Todd Langner and Margaret Popora of [SESCO Lighting](#)

Scott Michael of [Strombeck Consulting](#)

Andy Dixson and Trey Martin of [Sunbelt Rentals](#)

Lisa Swetitsch of [TechCept Group](#)

Marshall Pickard and Steve Walker of [Wildlife Solutions](#)



Welcome New CFHLA Members

## Jenny DiSanto

With the pending departure of 7 year staff person Karen Ragone, CFHLA has hired [Jenny DiSanto](#) to serve as the new “**Executive Assistant to the President.**”

Mrs. Ragone will be leaving sometime in mid September (her delivery date is September 20), and Miss DiSanto will assume her duties and responsibilities.

Importantly, Jenny will be working at CFHLA in a part-time capacity until September 15, learning “**hands on**” the roles of this position.

CFHLA Welcomes Jenny DiSanto

## Orlando Magazine

Congratulations to [Orlando Magazine](#).

Recently the publication was honored with more awards for editorial and design excellence than any other general-interest publication (20,000-50,000 circulation) at the 2009 Florida Magazine Association (FMA) Conference Charlie Awards Gala on August 7, 2009.

Orlando claimed **10 awards** including Gold and Silver for Best In-Depth Reporting and Silver for Best Overall Magazine. The award count is a personal best for Orlando Magazine.

Orlando claimed the following awards:

### Gold

- Best Editorial/Commentary – “Evidence of Wrongdoing” (January 2009) by Mike Boslet
- Best In-Depth Reporting – “The Bully Pulpit of George Crossley” (October 2008) by Mark I. Pinsky
- Best Department – Our Town, edited by Mike Boslet and designed by Jason Jones
- Best Cover – Dining Awards (May 2008) by Jason Jones

never hear the songs playing for other riders.

Their song is the soundtrack to their ride and to a music video guests can purchase that uses on- and off-board cameras to capture each rider’s experience. The video mixes ride footage, music and special effects and is available as soon as riders get off the roller coaster. Guests can purchase their video in DVD and email-able formats to share with family and friends at Rocket’s designated kiosks or from home by visiting [myuniversalphotos.com](#).

“Hollywood Rip Ride Rockit is where adrenaline, music and technology meet – no two experiences will be the same,” said Mark Woodbury, President of Creative for Universal Parks & Resorts. “This roller coaster is a game-changing addition to the remarkable attractions here at Universal Orlando Resort.” Hollywood Rip Ride Rockit’s song list features the latest and the legendary of the music world including the Black Eyed Peas, No Doubt, Kanye West, Evanescence, N.E.R.D., Montgomery Gentry and Donna Summer.

## 2. Second Quarter visitation Number Equals 20.1 Million

VISIT FLORIDA®, the official tourism marketing corporation for the state of Florida, estimated 20.1 million people visited the Sunshine State during the second quarter of 2009 (April-June), reflecting a 9.4 percent decrease over the same period last year.

“As consumers respond to economic uncertainty, some are still reluctant to spend money on travel,” said Ed Fouché, Chairman of the VISIT FLORIDA Board of Directors and Senior Vice President of Travel Industry Sales for Disney Destinations, LLC. “However, we are optimistic that more people will begin traveling again and are encouraged, despite a challenging economy, by the more than 20 million travelers that visited our state in the second quarter.”

An 8.0 percent decrease in overseas visitors to Florida has been projected for the second quarter of 2009 compared to the second quarter of 2008. However, preliminary estimates show Canadian travel to Florida is up by 5.2 percent during the quarter, which included an

Silver

- Best Overall Magazine
- Best In-Depth Reporting – “Is Sam Zell Digging the Sentinel’s Grave?” (November 2008) by Michael McLeod
- Best Feature – “Is Sam Zell Digging the Sentinel’s Grave?” (November 2008) by Michael McLeod

Bronze

- Best Department – Design Trends, edited by Mike Boslet and designed by Jillian Baco
- Best Single Original Color Photograph – “Bright Lights, Big Pretty” (October 2008) by Carlos Amoedo
- Best Feature Design – “Is Sam Zell Digging the Sentinel’s Grave?” (November 2008) by Jason Jones

Sponsored annually by the [Florida Magazine Association](#) (FMA), the Charlie Awards honors publishing excellence in the state of Florida. The 2009 awards competition included 75 categories in the areas of General Excellence, Editorial Excellence, Design Excellence and Printing Excellence. Judges for this year’s competition comprised a “who’s who” of leading writers, editors, photographers and designers from outside Florida. Magazines could enter content published from May 2008-April 2009.

**Fairfield Inn and Spring Hill Suites**

A ribbon cutting dedication occurred on Thursday, August 20 for two new Central Florida lodging establishments.

Over 100 guests enjoyed the festivities of the ceremony to officially open the new [Fairfield Inn and Suites Orlando at SeaWorld](#) and [SpringHill Suites Orlando at SeaWorld](#).

These two new properties add another 400 rooms to the Central Florida industry.

CFHLA salutes **John McCracken**, General Manager - and his team – on this memorable occasion.

During the ceremony, CFHLA President **Rich Maladecki** offered words of congratulations to the staffs of both properties.



Congratulations Fairfield Inn and SpringHill Suites

**Dues > 2010**

As you finalize your 2010 budget process, please remember to allocate funds for the renewal of your CFHLA dues investment.

Actual 2010 dues invoices will be forwarded by November 15 and importantly, the staff does not project any increases.

For your information, the targeted 2010 dues schedule:

increase in both air and non-air visitors.

“While we are encouraged by the increase in Canadian travel, we remain cautious and continue to expect 2009 to be extremely challenging,” said Christopher L. Thompson, President and Chief Executive Officer of VISIT FLORIDA. “While Florida’s tourism is not immune to a difficult economy, we are solidly positioned to deal with the challenges ahead.”

Primary data collected at Florida’s 14 major airports in the second quarter of 2009 reflect a 7.2 percent decrease in total enplanements from the same period in 2008.

“We have a clear strategy and expect it will enable us to emerge from the economic downturn in a position of strength,” said Thompson. \*Preliminary estimates are issued 45 days after the end of each calendar quarter. Final estimates are released when final data are received for all estimates in the report.

**MEMBERS OF THE MONTH**

**AUGUST HOTELIER OF THE MONTH**



Chef Jean Louis  
Royal Plaza

**AUGUST ALLIED MEMBER OF THE MONTH**



Elizabeth Gritzer  
LMG Construction Services

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Lodging: \$4.50 per room

Allied: \$499 annual

Timeshare:  
0 - 100 units: \$500  
101 - 500 units: \$1,000  
Over 500 units: \$1,500

Management: \$500 annual

As always, the CFHLA staff is dedicated to advancing your business interests and ROI.

### **Downtown Orlando Hoteliers**

CFHLA coordinated a meeting of Downtown Orlando Hoteliers on Thursday, August 20.

The purpose of this gathering was to hear an update from **Gary Sain**, President & CEO of the [Orlando / Orange County Convention and Visitors Bureau](#).

The meeting attracted 15 hotel professionals and was hosted by the [Grand Bohemian Hotel](#).



**CFHLA sincerely thanks:**

Guest Presenter  
Gary Sain

Host Venue  
Sholeh Kia  
General Manager  
[Grand Bohemian Hotel](#)



### **Countdown to the Taste of NACE**

4.....3.....2.....1 (August 25th)

The Countdown is on for the Taste of NACE - only 4 days before this grand event! Register today to avoid the \$15.00 late registration fee.

The 3rd Annual **Taste of NACE – Catering for the Cure** fundraiser will take place on Tuesday, August 25, 5:30 – 9:00 pm at the [Buena Vista Palace Hotel and Spa](#).

This premier event, hosted by the [National Association of Catering Executives Orlando Chapter](#), will feature caterer tasting stations, event professional showcase, entertainment by the Tiffany Martin Band and White Rose Entertainment, “Trash to Treasure” tabletop design competition, a fashion show and a silent auction.

Proceeds from this event benefit the [Susan G. Komen for the Cure Central Florida](#).

Tickets for this extraordinary event are \$50 per person in advance and \$65 at the door and can be purchased through the Meetings section of the Orlando NACE website, [www.orlandonace.com](http://www.orlandonace.com).

ROOM SPECIAL - Buena Vista Palace Hotel and Spa is offering Taste of NACE attendees a special room rate of \$79.00 for the evening of the event. Follow the hyperlink below to take advantage of this incredible offer:  
[https://reservations.ihotelier.com/crs/g\\_reservation.cfm?groupID=389357&hotelID=6579](https://reservations.ihotelier.com/crs/g_reservation.cfm?groupID=389357&hotelID=6579)



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