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

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USA Today

On June 19 (next Friday) [USA Today](#) will feature a full page advertisement for Orlando with [Orlando Magic](#) basketball superstar Dwight Howard (aka "Superman").

This community ad - coordinated by Gary Sain of the Orlando / Orange County Convention and Visitors Bureau (CVB) discusses the importance of living, vacationing and conducting business in our Central Florida region.

CFHLA is a proud community sponsor of this world-wide advertisement.

Be proud of our industry - Be proud of our community and remember:

ORLANDO MAKES ME SMILE

149

Did you know?

To date, 149 CFHLA members have purchased booths for the CFHLA Hospitality tradeshow, entitled the "HEAT."

This annual themed "[Members Doing Business With Members](#)" tradeshow attracts 1,000 lodging executives and managers.

Relating to the show, below please find specific and confirmed information:

Show Date / Times: **Thursday, October 1** from 10am – 4pm

Show Set Up Date: Wednesday, September 30

Location: [Hilton Orlando](#) (new property opening September 2009 - near the Orange County Convention Center)

Booth Fees: \$699 per 8x10 booth (if secured by July 1, 2009)

To register for your booth – please view the following link: [CFHLA HEAT](#)

Join A Committee

A secret of CFHLA membership success is to be an active member on one or two CFHLA Committees.

At this time, two important CFHLA committees are seeking new membership:

LATEST INDUSTRY NEWS

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

1. WORKFORCE Central Florida Virtual Job Fair

WORKFORCE Central Florida is hosting a week-long 24/7 online recruiting event for showcasing jobs to job seekers with only a small investment of time and budget.

The Virtual Job Fair is set for Monday, June 22 through Friday, June 26, 2009.

Candidates review job listings and post their resumes online.

For your information, the fee for the basic Virtual Job Fair package has been waived for this event.

The package includes Virtual booth, unlimited job postings, electronic copy of resumes collected at the conclusion of the event. For information regarding booth space, please visit

www.WorkforceCentralFlorida.com/jobfair

Job seekers can visit the Virtual Job Fair Monday, June 22 – Friday, June 26 at

www.WorkforceCentralFlorida.com/jobfair

2. Congressional Budget Office Reports 'Travel Promotion Act' Will Reduce Federal Budget Deficit by \$425 Million

The Congressional Budget Office (CBO) reported on June 9 that S. 1023, the "Travel Promotion Act," will reduce the U.S. federal

The Halloween Open Golf Committee

The Hospitality Gala Committee

If you – as a CFHLA Member – would like to join one of these committees, please contact CFHLA staff person Lisa Dishman, specialevents@cfhla.org or 407-313-5040.

(Please note: both committees will be meeting for the first time in 2009 during the month of July.)

Last Chance

This is your "last chance" to register for the traditional [CFHLA Security and Safety Council Golf Outing](#).

Pertinent Information:

Date: This Thursday, June 18

Time: 8am shotgun start

Location: [Mystic Dunes Golf Club](#)

Fees: \$80 per player or \$320 per foursome

Number of Registered Golfers: 82

To Register: [Click Here](#)

1,000 Words

To view photographs of the recent ["State of Orange County" Luncheon](#), [please click here](#).



Once again, CFHLA was pleased to conduct this annual activity for the Honorable [Richard T. Crotty](#), Mayor of Orange County.

In addition, CFHLA thanks the [Tiger Bay Club of Central Florida, Inc.](#) for serving as a partner for this important community luncheon.

New Member Orientation

All new members of CFHLA are **invited** and **encouraged** to attend a **New Member Orientation**.

This important **"ROI"** meeting discusses the "secrets" of maximizing CFHLA membership (including the opportunity to "network" at upcoming CFHLA events and activities).

For your information, the next New Member Orientation is set for Tuesday, June 23 at the CFHLA offices.

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

budget deficit by \$425 million over the next ten years.

"This bill will reduce the deficit and increase jobs," said Roger Dow, president and CEO of the U.S. Travel Association. "The Travel Promotion Act will generate \$4 billion in new stimulus each year; 40,000 new U.S. jobs in the first year; and \$425 million in deficit reduction over ten years - at no cost to U.S. taxpayers. This is the type of stimulus Americans are looking for."

The CBO report on S. 1023 states: "In total, CBO estimates that enacting S. 1023 would reduce budget deficits by \$425 million over the 2010-2019 period." The "Travel Promotion Act of 2009" (S. 1023) was unanimously approved by the Senate Committee on Commerce, Science and Transportation on May 20, 2009 and is expected to be brought to the Senate floor in the coming days.

The bill would establish a public-private partnership to promote international travel to the United States and communicate U.S. security and entry policies. The program would be paid for by private sector contributions and a \$10 fee on foreign travelers who do not pay \$131 for a U.S. visa. Nearly every developed nation in the world spends millions of dollars to attract visitors and strengthen their economy, whereas the United States spends nothing. Overseas visitors spend an average of \$4,500 per person, per trip in the United States. Oxford Economics estimates that a well-executed promotion program would attract 1.6 million new international visitors, generate \$4 billion in new economic stimulus and \$321 million in new federal tax revenue each year. The U.S. Travel Association estimates that this program would create nearly 40,000 new American jobs in the first year.

(U.S. Travel Association - <http://www.ustravel.org/pressmedia/pressrec.asp?Item=973>)

3. Florida's Blood Centers Needs Your Help

Summer is here and now, more than ever, Florida's Blood Centers needs your help. While families go on vacation, snowbirds head up north and high school, college and university students take the summer off, our donations drop significantly.

Blood donations help save the lives of trauma patients,

Hospitality Link

Each week, in this communication, CFHLA will feature an industry website that may prove interesting and informative for your and your team.

Today, we showcase the following site: <http://tourismtechnology.rezgo.com/>

Adopt-A-School Success

On June 4 the [Sheraton Safari Hotel and Suites](#) – through the CFHLA Adopt-A-School program - delivered and served breakfast to 115 faculty members at [Palmetto Elementary](#).

Pam Angelo, Principal, thanked [Jeff Brinda](#), General Manager and [David McCaughey](#), Food and Beverage Director, for all of the support during the past school year.



ARDA Award Goes To Wyndham Bonnet Creek Resort

In April, the [American Resort Development Association](#) (ARDA) honored the ARDA Circle of Excellence Award and ARDY Award winners at a dinner during the 2009 Convention & Exposition in Orlando, Florida.

"These companies and individuals represent **'the best of the best'** in the vacation ownership industry," said [Howard Nusbaum](#), RRP, president and CEO of ARDA. "Selected by their peers, they set an example of personal and professional excellence for us all."

The ACE Project of Excellence Award recognizes timeshare or mixed-use projects that are considered a success by investors, owners and the local community. The recipient exhibits years of cooperation between planners, engineers, architects, lenders, contractors, designers, sales, marketing, operations, staff, owners, local government, community groups, and the surrounding area.

This year's recipient is [Wyndham Bonnet Creek Resort](#) of Orlando, Florida, a showcase resort that became the set for the company's first-ever TV ad campaign featuring legendary golfer Arnold Palmer. It was also the grand prize on "The Dreamers into Doers" contest on the Martha Stewart Show.

CFHLA congratulates the staff of the Wyndham Bonnet Creek Resort and salutes [Richard Scinta](#), the Area Resort Manager on this "well-deserved" achievement.

premature babies, cancer patients and people needing surgery. The patient in need of a life-saving blood transfusion could be your neighbor, a family member or even yourself. Most donations will impact those patients within a few days. If you have ever donated blood or thought about it, now is the time to be a local hero and save lives in your community. The public is encouraged to call 1-888-9DONATE for center locations to make a donation. Also, you can schedule a blood drive for your company's location through the Hospitality Blood Drive Challenge by contacting Jill Powers, jpowers@floridasbloodcenters.org or 407-226-3867.

MEMBERS OF THE MONTH

JUNE HOTELIER OF THE MONTH



Teresa Donahue
Caribe Royale Resort

JUNE ALLIED MEMBER OF THE MONTH



Martha Reece
Harvill's Produce

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Job Opportunity

CFHLA Allied Member [Vaco Staffing](#) is looking for 2 experienced Timeshare Industry Collection Agents. Candidates must have at least 1 year timeshare collections experience. Salary is based on experience.

For further information, please contact Tricia Miller directly, 321-445-2106 or TMiller@vaco.com.

Magic

We Believe In Magic!!

An advertisement for Harbor Linen. The background is a textured, light-colored surface. On the left, there are images of folded linens, a glass of wine, and a bed with white linens. On the right, there are images of folded linens and a bed with white linens. In the center, there is a contact card for James G. Weitkamp, including his name, address, phone numbers, email, and website. The Harbor Linen logo is also present, featuring a stylized bird and the text "Harbor Linen". The tagline "The Master's Touch" is at the bottom.

Harbor Linen has been distributing institutional linens to the hospitality, cruise lines, healthcare, and food service industries since 1973. That is 36 years of providing quality, value and service to a vast array of customers throughout the world.

Call James G. Weitkamp today! Be sure to request one of our new Hospitality catalogs. Additional product information and samples are available for all "Harbor Made" products.

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