



February 14, 2025

CFHLA Thanks Our Back of the House Sponsors



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Downtown Orlando General Managers Meeting



On Wednesday, CFHLA hosted our Downtown Orlando General Managers Meeting at the [Crowne Plaza Orlando - Downtown](#) (Thank you, **John Lyon, General Manager**). Thank you to the team for your hospitality and a delicious lunch.



During the meeting, our members heard from [Orlando City Commissioner Robert F. Stuart, District 3](#) who offered an update on transportation, public safety, housing, employment and other important issues affecting Orlando's downtown area. Commissioner Stuart also thanked the hospitality and tourism leaders for the industry's positive economic impact on Orlando's economy and pledged to continue to work with our industry's leaders in the future.

Lastly, our members heard updates from our other CFHLA partners including the [Greater Orlando Sports Commission](#), the [Orlando Venues](#), and the [Dr. Phillips Center for the Performing Arts](#) regarding upcoming events that will help attract new visitors to our community and boost business in the downtown Orlando area in 2025.

CFHLA would like to thank our 2025 Downtown Orlando General Managers Meetings Sponsors:



Vacation Ownership Council Meeting



On Tuesday, CFHLA also hosted our first [Vacation Ownership Council](#) Meeting of the year. Participants discussed time share related trends and ways the Council will continue to serve local students and our Central Florida community throughout the year. The Council also received an industry

update from **Sarah Conroy** at the [American Resort Development Association](#), (ARDA).

Thank you again to **Council Chair Lori Lo Duca**, [Cypress Pointe Hilton Vacation Club](#), **Vice Chair Stacey Herndon**, [Westgate Vacation Villas and Town Center Resort](#), and **Advisory Committee Member Sagine Delly**, [Grand Beach Resort](#), for their strong leadership of this essential industry council.



CFHLA would like to thank our 2025 Vacation Ownership Council Meetings Sponsors:



CFHLA 1st and 2nd Quarter Sponsorship Opportunities are Available

CFHLA's sponsorship opportunities offer great ways to boost your organization's marketing plans for 2025. We still have several 1st and 2nd Quarter [Sponsorship Opportunities](#) available, with a variety of choices to meet your team's needs. Check them out below!



Available 1st & 2nd Quarter Sponsorships

EVENTS:

Distinguished Leaders Awards
Corporate Sponsor - \$2,500
(4 Available)

Hob Nob
Pen Sponsor - \$1,000
(1 Available)

SEMINARS:

Leadership Development Seminar Series
Corporate Sponsor - \$2,000
(1 Available)

Class IV, Leadership Mentoring Program
Corporate Sponsor - \$1,000
(1 Available)

PUBLICATIONS / WEBSITE:

CFHLA Website
Sponsor - \$900
(3 Available)

CFHLA Events Calendar
2nd Quarter Sponsor - \$1,500

Back of the House Newsletter
Body Ad - \$400
(February, April, May & June Available)
Footer Ad - \$200
(March & May Available)

Member Spotlight
Monthly Sponsor - \$1,000
(February, April, June Available)

CLICK HERE FOR MORE INFORMATION & TO PURCHASE

For questions, please contact Kim Gordon at kim.gordon@cfhla.org.

CFHLA Judges SCPS Chili Cook Off Competition



CFHLA was proud to support the 2nd annual [Seminole County Public Schools](#) Fire & Ice Chili Cookoff last Friday! Culinary teams from five Seminole County high schools competed in a countywide competition, to see who could create the most delicious chili recipes. Our thanks to the instructors at [Lake Howell High School](#), [Lyman High School](#), [Oviedo High School](#), [Seminole High School](#) and [Winter Springs High School](#) for helping students explore culinary careers.



We also want to thank the county's [EPathways](#) team for organizing this important educational opportunity, along with the judges and the 36 culinary students who competed this year.



Wednesday Morning Leads Group Gets a Visit from Engineers' Council

CFHLA's Wednesday morning Leads Group enjoyed a visit this week with 2025 [Engineers' Council](#) Member William Matthews of [Sheraton Orlando Lake Buena Vista Resort](#). Bill spoke about upcoming projects at the resort and explained how to do business with him and the property.

If you are interested in joining the Leads Group, please contact Erin Walsh, CFHLA Senior Vice President of Membership and Industry Relations, erin.walsh@cfhla.org.



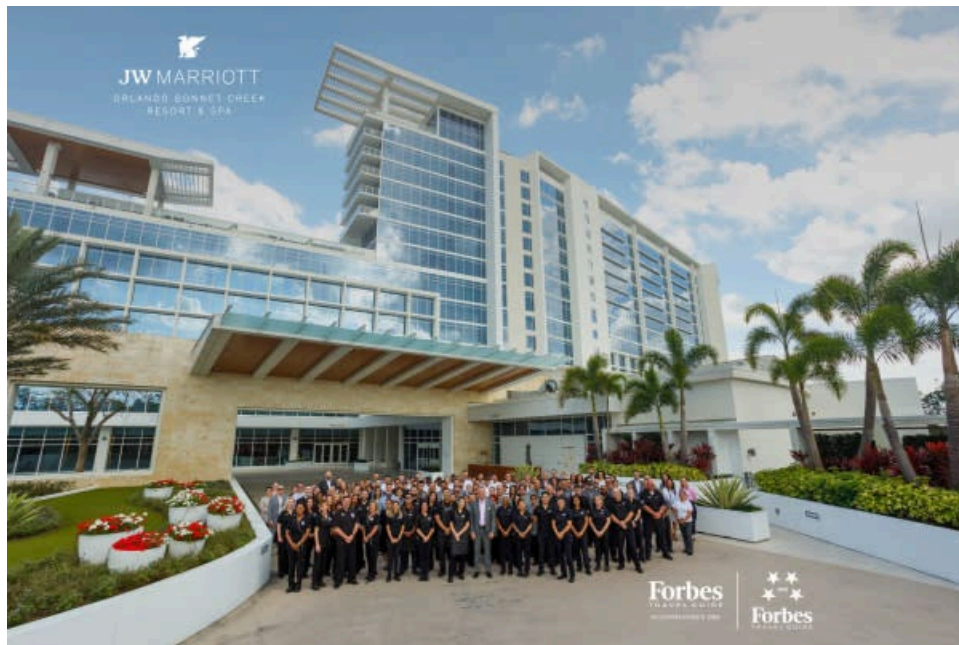
**CLICK HERE TO
PURCHASE BODY AD**

Watch Our State of Hospitality & Tourism Highlights Video

Thank you again to 350+ members and community partners who attended our second annual State of Hospitality & Tourism last week at the [Caribe Royale Orlando](#). Check out the short video below, created in partnership with [CareerSource Central Florida](#), to catch the highlights!



Spa by JW at JW Marriott Orlando Bonnet Creek Resort & Spa is Recognized as a 4-Star Spa in Forbes Travel Guide's 2025 Star Awards



Congratulations to our lodging partner [JW Marriott Orlando Bonnet Creek Resort & Spa](#) on being recognized as a 4-Star Spa by [Forbes Travel Guide](#) 2025 Star Awards! This property is the first and only Spa by JW across the

country to achieve this 4-Star, so we decided to join **General Manager Damien Hirsch** and his team in the celebration this week!

This 10,000 sq. ft. Spa by JW, is a tranquil oasis designed to provide guests with a rejuvenating experience. The spa offers a variety of distinctive treatments, including magnesium infused massages, Himalayan sound bowl therapy sessions, and jet peel facials. Guests can also enjoy the spa's sauna, steam room, and aromatherapy showers, or unwind in the peaceful lounge, making it the perfect sanctuary for relaxation and self-care.

Congrats again to the team on this outstanding milestone, and we thank you for your commitment to delivering the highest standards of service, luxury, and wellness to our guests!



We also congratulate several other CFHLA Members who are being recognized with Forbes Travel Guide's 2025 Star Awards. [Victoria and Albert's Restaurant](#) at [Disney's Grand Floridian Resort & Spa](#) receives a 5-Star Award. Other 4-Star Award winners include: [Four Seasons Resort Orlando at Walt Disney World Resort](#); [JW Marriott Orlando, Grande Lakes](#) and its [Primo Restaurant](#); [The Ritz-Carlton Orlando, Grande Lakes](#) and its [Knife and Spoon Restaurant](#); [The Ritz-Carlton Spa Orlando, Grande Lakes](#); [The Spa at Four Seasons Resort Orlando at Walt Disney World Resort](#); and the [Waldorf Astoria Orlando](#).

Congratulations to the managers and staff at all of these properties for offering the very best customer experiences to our Central Florida guests!

Congratulations to CEO Frank Santos of Rosen Hotels & Resorts

On behalf of CFHLA, we'd like to congratulate **Frank Santos** on his promotion to Chief Executive Officer of [Rosen Hotels & Resorts](#). Mr. Santos started with Rosen Hotels & Resorts in 1986 as Chief Financial Officer and later served as Vice President of the company, working closely with Founder Harris Rosen.

Mr. Santos is committed to continuing the positive impact of the hospitality industry within our community. With more than 4,000 associates and seven hotels in the Orlando area, CFHLA looks forward to working with Mr. Santos and his leadership team on finding ways to collaborate, partner and strengthen the Central Florida hospitality and tourism industry moving forward.



State of Seminole County Highlights a Healthy Economy

Thank you to the [Seminole County Chamber](#) for hosting today's 2025 State of the County Address at our member property, the [Orlando Marriott Lake Mary](#)! (Thanks to **Jason Zimmer, General Manager**) and the entire team for helping to make this important community event a big success.



We are excited to see the continuing growth of sports tourism within Seminole County, and we look forward to continuing to work with Chair Jay Zembower and the rest of the Seminole County Commissioners, throughout 2025 and beyond!



CFHLA Honors Legacy of Senator Geraldine Thompson

We at Central Florida Hotel & Lodging Association are saddened to hear of the passing of **Florida Senator Geraldine Thompson** at age 76, after complications from knee replacement surgery. She will be remembered for her powerful impact as an educator, legislator, community advocate and civil rights champion.

Senator Thompson established the [Wells' Built Museum of African American History and Culture](#) in Orlando. Her legacy of standing strongly for equality will live on. We extend our heartfelt condolences to her family and loved ones.



In Memory of

Senator
Geraldine F.
Thompson

November 18, 1948- February 13, 2025





CONGRATULATIONS TO OUR FEBRUARY MEMBERS OF THE MONTH

Meet Our February Members of the Month

CFHLA is proud to recognize our **Lodging Member of the Month** for February, **Barb Bowden, Area Manager** for [Loews Hotels](#) at Universal Orlando! Barb is an amazing champion for our organization and has served as an outstanding Chair of the Board in 2024! We are all grateful for Barb's strong leadership throughout the year and generous support by hosting our 2024 Hospitality Gala. Plus, her consistent participation at numerous CFHLA events has been essential for the success of our organization and industry!

We also proudly recognize our **Allied Member of the Month** for February, **Lexi Willaman, Account Executive** for [LandCare](#). Lexi combines amazing people skills with a positive attitude and a strong dedication to her work. She is an expert at building relationships with clients and delivering customer satisfaction. We are grateful for Lexi's outstanding involvement, participation, and phenomenal support as a Silver Partner Member!

To nominate a future CFHLA Allied and/or Lodging Member of the Month, please [CLICK HERE](#).



Barb Bowden

[Loews Hotels at Universal](#)
[Orlando](#)



Lexi Willaman

[LandCare](#)

MEET THE VIP



Did You Know...

At [AdventHealth](#), we offer convenient health and wellness services for every Central Florida visitor, because a vacation should be a break from worries, not from trusted health care. Find resources that help tourists have a healthy and happy vacation at [AdventHealth.com/StayHealthy](https://www.adventhealth.com/stayhealthy)

UPCOMING EVENTS

For more information on upcoming events, or to register, just click on the button below.

- [UCF Area Hoteliers Luncheon \(2/18/2025\)](#)
- [CFHLA PAC/PC Board of Directors Meeting \(2/19/2025\)](#)
- [Seminole County Hoteliers Luncheon \(2/19/2025\)](#)
- [Security & Safety Council Board Meeting \(2/20/2025\)](#)

[Click Here to View Upcoming](#)

JOB OPENINGS

Check out the latest hospitality employment opportunities in Central Florida.

[VIEW JOB POSTINGS](#)

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About CFHLA

6675 Westwood Blvd #210, Orlando, FL 32821

The mission of the Central Florida Hotel and Lodging Association is to represent the Central Florida Hospitality Industry, by setting the standard of excellence through advocacy, collaboration, education, recognition, and service.