

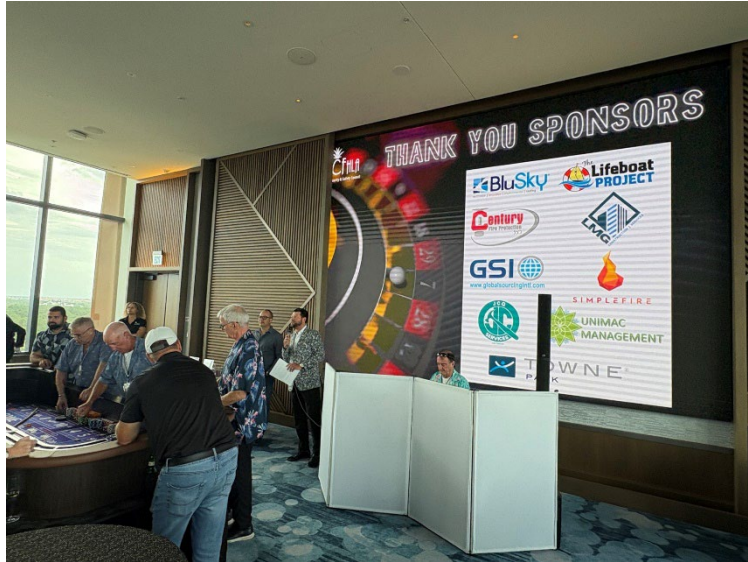


June 13, 2025

CFHLA Thanks Our Back of the House Sponsors



Security & Safety Council Raises Funds for Law
Enforcement and First Responders



This week, the CFHLA [Security & Safety Council](#) hosted their annual **Casino Night** Fundraiser at the [Walt Disney World Swan Reserve](#) (thank you **Sean Verney, Area General Manager and CFHLA Board Secretary**). Thank you to the more than 100 attendees and sponsors who came out to test their luck on the tables in support of this fundraising event!



The net proceeds from this fundraising event will be utilized to support the CFHLA Foundation and the initiatives of CFHLA Security & Safety Council, including the continued support of our local law enforcement and first responders, as well as hospitality security employees who go above and beyond" in guest safety services.

**CFHLA would like to extend a Big Thank You
to our Sponsors including:**



**Lastly, CFHLA would like to Thank
our In-Kind parking Sponsor:**



**CLICK HERE TO VIEW PHOTOS
FROM THE CASINO NIGHT**

Class IV Attends Leadership Development Panel



Also this week, the mentees and mentors from **CFHLA's Leadership Mentoring Program, Class IV** had the opportunity to attend an informative panel discussion that featured leaders from the [Greater Orlando Sports Commission \(GO Sports\)](#) and the [Office of Economic Development and Tourism, Seminole County Government](#).

The discussion panel included: **Brent Nelson, Executive Vice President, [Greater Orlando Sports Commission \(GO Sports\)](#)**; and **Danny Trosset, Director of Sports Tourism, [Office of Economic Development and Tourism, Seminole County Government](#)**.

Each of them shared their career paths in hospitality and offered career advice, along with providing updates on the impacts of sports tourism to our region and exciting news on upcoming events and projects.



Additionally, the participants had a chance to hear from three of our locally elected leaders including **Amy Lockhart, Seminole County Commissioner District 4; Viviana Janer, Chairwoman, Osceola County Commissioner District 2;** and **Michael Scott, Orange County Commissioner District 6,** who shared important updates on their priorities, the impact of the regional hospitality and tourism industry, and professional advice on how to become more involved in local government and community-wide initiatives.



Thank you to each of these outstanding leaders and community partners for your time, valuable insight, and continued collaboration as we build up the future leaders of the Central Florida hospitality and tourism industry.

Seminole County General Managers Meeting



Additionally this week, CFHLA hosted our second Seminole County General Managers Meeting at the [Embassy Suites by Hilton Orlando North](#) (thank you **Rick Donohue, General Manager**).

We'd like to thank **Bryan Beyer, Chief of Staff** who provided an update on behalf of the [Seminole County Sheriff's Office](#). We truly appreciate the continued partnership and collaboration with our outstanding law enforcement partners!



CFHLA would like to thank our 2025 Seminole County General Managers Meetings Sponsors:



**SAVE THE DATE - CFHLA PAC Online Auction Opens
Next Monday, June 16th at 9am**


Political Action Committee

PAC ONLINE AUCTION

OPENING JUNE 16TH AT 9AM
CLOSING JUNE 19TH AT 9PM

ONLY 4 DAYS!



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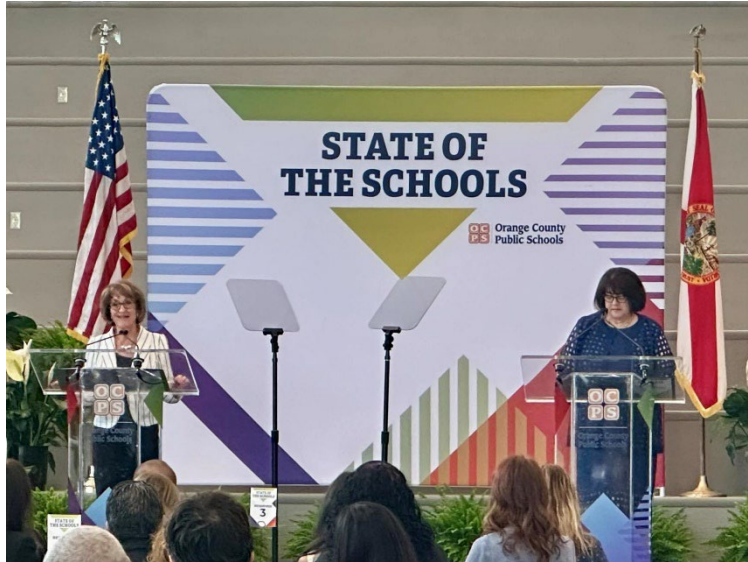
-  PREMIUM DINING
-  OUT-OF-TOWN HOTEL STAYS
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BENEFITTING THE CFHLA POLITICAL ACTION COMMITTEE - FEES FOR THESE ACTIVITIES ARE CONTRIBUTIONS TO THE CFHLA POLITICAL ACTION COMMITTEE. A CONTRIBUTION TO THE PAC/PC IS NOT DEDUCTIBLE FOR FEDERAL INCOME TAX PURPOSES. POLITICAL ADVERTISEMENT PAID FOR AND APPROVED BY THE CFHLA PAC.

CLICK HERE FOR MORE INFORMATION

EMAIL FAITH.MOORE@CFHLA.ORG FOR QUESTIONS.

**CFHLA Supports Orange County “State of the Schools”
Address**



This week, CFHLA proudly attended the [Orange County Public Schools \(OCPS\) State of the Schools](#) event at [Innovation High School](#), where **Superintendent Dr. Maria Vazquez** and **School Board Chair Teresa Jacobs** shared impactful updates on the district's continued growth and progress.

Among the most impressive highlights was OCPS's 2024 graduation rate of 96%—a dramatic increase from just 49.5% in 2000—demonstrating the district's commitment to student success. The renewal of the one-mill property tax was also emphasized, which provides vital funding for school construction, renovations, classroom technology, and safety enhancements.

The district also took time to recognize the late **Harris Rosen** for his extraordinary philanthropy and long-standing support of students across Central Florida.

As OCPS continues to prepare, inspire, and empower students, CFHLA and our members remain committed to supporting the district through a variety of organizational initiatives, such as the **111 Adopt-A-Schools** and our [High School Outreach Program](#). Both of these programs continue to strengthen our community's future workforce and educational landscape.

Welcome The Residences at Orange Lake Resort



CFHLA proudly joined [Holiday Inn Club Vacations](#) for the grand opening and ribbon cutting of [The Residences at Orange Lake Resort](#) - a bold step forward in luxury accommodations tailored for today's travelers.

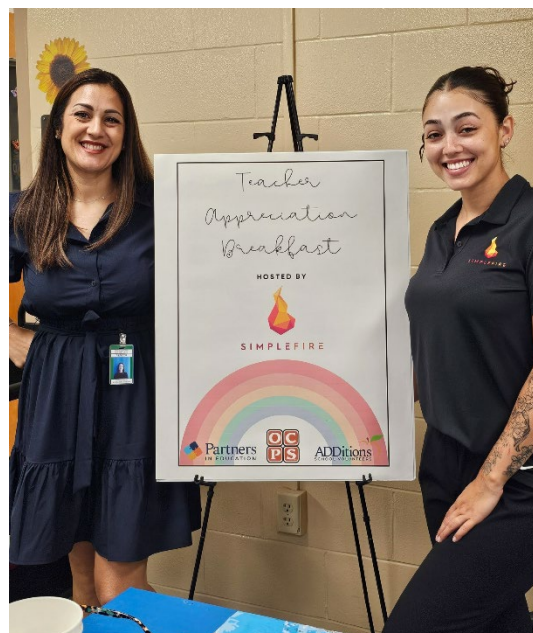
Each six-bedroom residence redefines vacation living with more than 5,575 square feet of space, a private pool, chef's kitchen, game and fitness rooms, and upscale outdoor living areas including a fire pit and hot tub. These residences are purpose-built for multi-generational travel, offering guests the perfect setting to stay, play, and reconnect under one roof.

As **Regional Vice President** and **General Manager Jorge Reyes** noted during the ceremony, this stunning development not only enhances the iconic Orange Lake property, but also reinforces Central Florida's standing as a global leader in hospitality innovation.

Congratulations once again, to the entire team at Orange Lake Resort on this remarkable new addition to our region's world-class lodging portfolio!



Partners In Action - SimpleFire Honors Local Educators at Roberto Clemente Middle School



CFHLA proudly highlights another meaningful Partners in Action success story! [SimpleFire](#) joined forces with their Adopt-A-School partners [Roberto Clemente Middle School](#) to celebrate Teacher Appreciation Week.

SimpleFire provided a delicious breakfast for the dedicated educators, along with exciting raffle giveaways - including two hotel stay certificates! **School Principal Dr. Villaverde** expressed heartfelt gratitude, calling SimpleFire her "MVP Partner in Education (PIE)".



Thank you to the **SimpleFire team** for going above and beyond to make a lasting impact during such a special time for our hard-working teachers.

Visit Florida Welcomes New Board Chair: Eric Marshall of Universal Orlando Resort

Please join us in congratulating **Eric Marshall, Senior Vice President of Destination Sales** at [Universal Orlando Resort](#), on being named the new **Chair** of the [VISIT FLORIDA](#) Board of Directors.

Eric's appointment represents a significant milestone for our region and the state's tourism industry. With more than two decades of hospitality leadership, Eric has played a pivotal role in positioning Universal Orlando as a world-renowned destination and a key economic driver in Florida.



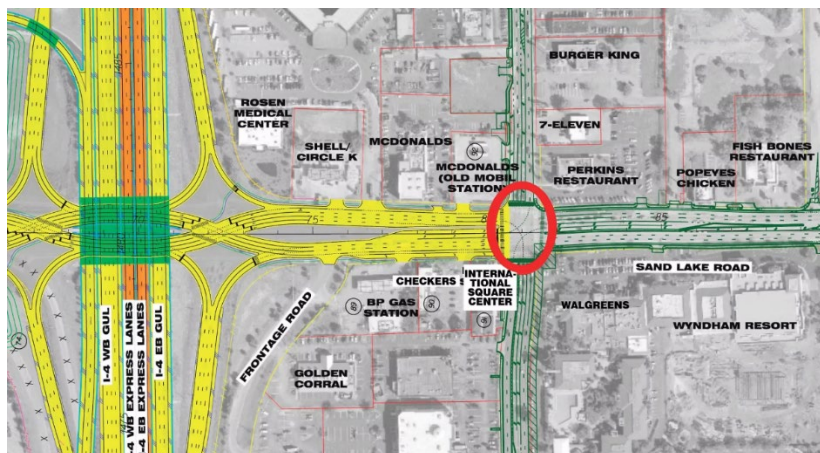
As Board Chair, Eric will help guide VISIT FLORIDA's mission to strengthen Florida's position as a top travel destination and support the continued growth of our tourism sector. His experience, leadership, and deep industry insight make him an outstanding choice to lead at this critical time.

CFHLA looks forward to supporting Eric in his new role and celebrating the continued success of Florida's tourism economy under his leadership.

International Drive Overpass Design Study Public Hearing

Next week, the Orange County Board of County Commissioners (BCC) will hold a public hearing to discuss the final design phase of a key infrastructure project - a pedestrian overpass at the intersection of **Sand Lake Road and International Drive**. The meeting will take place at **2:00 PM (or shortly thereafter)** on **Tuesday, June 17, 2025** at the **Orange County Commission Chambers**, 201 S. Rosalind Ave., Orlando, FL 32801.

This integral infrastructure project aims to enhance **pedestrian safety** while creating a visually impactful **gateway to one of Orange County's busiest tourism corridors**. We encourage our members and community stakeholders to attend and participate in this important upcoming public meeting.



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Florida for almost
25 years!*

WE ARE HVAC COMMERCIAL & INDUSTRIAL SERVICE SPECIALISTS INCLUDING BUILDING AUTOMATION

CONGRATULATIONS TO OUR JUNE MEMBERS OF THE MONTH

Meet Our June Members of the Month

CFHLA is proud to recognize our **June Lodging Member of the Month**, **Anna Snow, General Manager** for [Castle Hotel, Autograph Collection](#). We are grateful for Anna's dedicated service and leadership as the Chair of the Adopt-A-School Committee, which has grown to 111 CFHLA adopted schools across the region this school year. Additionally, we thank Anna for her continued support for many of CFHLA's initiatives and participation at our signature events over the past several years.

Moreover, we are also proud to recognize our **June Allied Member of the Month**, **Keith Bourkney, Executive Director** for [EmployU, Inc.](#) CFHLA is extremely grateful for Keith's outstanding involvement, participation, and phenomenal support as a Silver Partner Member of CFHLA. This includes his continued sponsorship of our signature CFHLA events such as our Human Resource Seminar Series and his service on so many of CFHLA's

Committees. Furthermore, we are grateful for your continued partnership by spotlighting and showcasing young adults and people with unique abilities, with the career paths and workforce opportunities that are available within the hospitality industry!

It's because of these positive contributions and continued partnership, we are eager to recognize both of them this month!

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



Anna Snow
[Castle Hotel, Autograph
Collection](#)



Keith Bourkney
[EmployU, Inc](#)

MEET THE VIP



Did You Know...

Florida Patio Furniture is Florida's Largest Outdoor Furniture Manufacturer. We provide discount wholesale resort style furniture, direct from the manufacturer to all the major theme parks, hotel resorts and waterparks nationwide. Family owned and operated for over 35 years!

JOB OPENINGS

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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.