



**February 21, 2025**

**CFHLA Thanks Our Back of the House Sponsors**



**27 Years of Trusted  
Cleaning Excellence**

*Expertise in the Hospitality Industry  
Reliable Service You Can Count On!*

**At Clean Tec Services, we are proud of our 27 years of experience in providing top-tier cleaning solutions.**  
Our dedicated team works tirelessly to ensure your property looks its best every time.

**When you choose Clean Tec Services, you're selecting a company that stands behind its service promise.**  
Your satisfaction is our top priority, and we are committed to delivering exceptional results, no matter the task.



[www.cleantecservices.com](http://www.cleantecservices.com)

**Contact us today** and discover the Clean Tec Services difference for yourself!

---

**CFHLA Legends Class of 2024 Unveiled at OCCC**



This week, we recognized and honored our four newest **CFHLA Legends** including **Jeff Brinda**, **Jay Hunt (posthumously)**, **Louis Robbins**, and **Ron Silveira** with the unveiling of their permanent plaques at the **Orange County Convention Center's** West Concourse.

Thank you to all of our Board Members, members, partners, guests and past Legends who attended this celebration, as we shared our gratitude to these hospitality leaders who have substantially impacted the transformation of CFHLA and the entire Central Florida Hospitality Industry!



Did you know that since 2012, CFHLA has had a permanent wall dedicated to these CFHLA Legends in the West Concourse Foyer of the Orange County Convention Center? Congratulations again and thank you Jeff, Jay, Louis and Ron for your decades of outstanding leadership!



[Click Here to See More Photos from the Plaque](#)



---

## UCF Area General Managers Meeting



On Tuesday, CFHLA hosted our first UCF Area General Managers Meeting at the **Hilton Garden Inn Orlando East/ UCF Area**. Thank you to **Teresa Loutfi, Director of Sales** and the entire team for an excellent lunch and for your warm hospitality.

Each of our members had a chance to network and discuss variety of issues that are important to the UCF area hotels. Additionally, we were grateful for an update from **Brent Nelson**, Executive Vice President of Business Development with the **Greater Orlando Sports Commission**, as he shared more about the organization's efforts to bring group sporting events (of all shapes and sizes) which will significantly boost Central Florida's economy.



CFHLA would like to thank our 2025 UCF Area General Managers Meeting Sponsors:



---

## Seminole County General Managers Meeting

On Wednesday, CFHLA also hosted our first Seminole County General Managers Meeting at the Central Florida Zoo and Botanical Gardens.

Each of our members received a final update from Seminole County, regarding an issue that will be voted on next week. After nearly three years of discussions with the hospitality industry, Seminole County Commissioners are expected to vote next week on a plan that will create a first-of-its-kind, **Tourism Improvement District (TID)** that would generate additional revenue on hotel stays, that will help pay for a new indoor sports complex in the County. The complex would generate significant sports tourism revenue for Seminole County and could host a variety of sporting events such as basketball, volleyball, and so much more.



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



**CLICK HERE TO  
PURCHASE BODY AD**

### Consider a Donation to the St. Patrick's Day Online Auction

This year, CFHLA is seeking donations for our upcoming **St. Patrick's Day Online Auction** that will be held in March. See the flyer below for suggested items and please contact [faith.moore@cfhla.org](mailto:faith.moore@cfhla.org) for the donation form.



*St. Patrick's Day*

**Donate to the Auction!**

We are seeking donations for the St. Patrick's Day Online Auction with a **minimum value of \$100**.  
Suggestions: Dinner certificates, out-of-town weekend getaways, rounds of golf, golf accessories, electronics, etc.

**Donations Due Monday, March 10**

**Sponsored By:**  
  
GREATER FLORIDA ELECTRICAL CONTRACTORS

**Auction Dates:**  
9AM Monday, March 17 -  
9PM Monday, March 24



---

## Partners in Action - Advanced Roofing, Inc Helps Students Create Valentine's Cards for Seniors



It warms our hearts to share how our Partners in Action at [Advanced Roofing, Inc.](#) made seniors feel great on Valentine's Day. Volunteers worked with the art teacher and students at [Bentley Elementary School](#) to create Valentine's Day cards for seniors living at the Bahama Bay Club assisted living community. The thoughtful surprises brought big smiles to the residents' faces.



The Advanced Roofing, Inc team also led that project and set up sweets and treats in the lounge for the elementary school's staff on Valentine's Day. It's a prime example of how CFHLA partners show they have big hearts all through



the year by supporting their school partners in our [Adopt-A-School](#) Program.



## Join the Blood Drive March 7th at Wyndham Orlando Resort & Conference Center/ Celebration Area

Please consider joining the upcoming blood drive on Friday, March 7 at the [Wyndham Orlando Resort & Conference Center/ Celebration Area](#). Only three percent of the individuals who are eligible actually donate blood to save lives. See the blood drive details on the flyer below.





# DONATE BLOOD

**Wyndham Orlando Resort & Conference Area Celebration Area**  
**Friday, March 7**  
**12:00 PM - 5:00 PM**

All donors will receive\*:

- **\$20 eGift Card**
- **St. Patrick's Day T-shirt**
- **Wellness Checkup** including blood pressure, pulse, temperature, iron count and cholesterol screening.

*Fact: Only 3% of those who are eligible actually donate blood.*



Appointments are encouraged, please visit [oneblood.org/donate-now](http://oneblood.org/donate-now) and use **sponsor code 68206**

**ID REQUIRED**

\*One offer per donor, per donation. No cash value. Not transferable. Gifts may vary. For more information please visit [oneblood.org/details](http://oneblood.org/details).

Donors Receive



- PLUS -



- PLUS -



**oneblood**  
Share your power

**CRETE BUILDING SERVICES**  
A CRETE UNITED COMPANY

We are here for all of your HVACR and mechanical needs.

LEARN MORE AT [CRETEBUILDINGSERVICES.COM](http://CRETEBUILDINGSERVICES.COM)

**CONGRATULATIONS TO OUR  
FEBRUARY MEMBERS OF THE MONTH**

**Meet Our February Members of the Month**



**Barb Bowden**

Loews Hotels at Universal  
Orlando



**Lexi Willaman**

LandCare

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

---

## MEET THE VIP



### Did You Know...

**Xpodigital** specializes in providing cutting-edge digital signage solutions tailored for hotel partners. Our technology enhances the guest experience with seamless communication, wayfinding, and branded messaging, creating

a polished and professional atmosphere for any property. Partnering with hotel brands nationwide, we take pride in delivering innovative solutions that drive engagement and elevate the guest journey.

---

## UPCOMING EVENTS

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

- [Airport Area General Managers Luncheon \(3/5/2025\)](#)
  - [Osceola County General Managers Luncheon \(3/6/2025\)](#)
  - [St. Patrick's Day Golf Open Committee Meeting #2 \(3/10/2025\)](#)
  - [Allied Relations Council Breakfast - Meet your new CFHLA Board Members \(3/11/2025\)](#)
  - [CFHLA Executive Committee Meeting \(3/11/2025\)](#)
  - [Wednesday AM Leads Group \(3/12/2025\)](#)
  - [Wednesday Noon Leads Group \(3/12/2025\)](#)
  - [St. Patrick's Day Golf Open \(3/13/2025\)](#)
- 

[Click Here to View Upcoming](#)

---

## JOB OPENINGS

Check out the latest hospitality employment opportunities in Central Florida.

[VIEW JOB POSTINGS](#)

---

## CONNECT WITH CFHLA



[WWW.CFHILA.ORG](http://WWW.CFHILA.ORG)

## 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.