



January 10, 2025

CFHLA Thanks Our Back of the House Sponsors

**Don't miss the
January 15 deadline
for a 2025 health plan.**

**Signing up is simple with help
from Florida Blue.**

Florida Blue 
Your Health Solutions Partner

ENROLL TODAY!

Policies have limitations and exclusions. Florida Blue is a trade name of Blue Cross and Blue Shield of Florida, Inc., an Independent Licensee of the Blue Cross and Blue Shield Association. 1206 10 1224

CFHLA Announces Newly Elected Executive Committee and 2025 CFHLA Board of Directors

This week, CFHLA announced its newly elected **2025 CFHLA Executive Committee and Board of Directors**, which includes hospitality executives from across the Central Florida region. They include brand and independent hotels, hotel owners, vacation

ownership resorts, management companies, and allied members who do business with the hospitality industry.

Chris Mueller, General Manager of [Hilton Orlando](#), was elected to serve as the **2025 Chair of the CFHLA Board of Directors**. Chris succeeds **Barb Bowden, Area Managing Director of [Loews Hotels Universal Orlando](#)** who served as our Chair for the past year and is now **Immediate Past Chair**.

Please join us in congratulating the twenty-three recently elected/appointed and/or re-elected members who will serve on the 2025 CFHLA Board of Directors. We look forward to working with our Board throughout 2025 and beyond to advance CFHLA's initiatives and our entire Central Florida Hospitality Industry.

[CLICK HERE](#) to read the full press release and to view the full CFHLA Board of Directors, please [CLICK HERE](#).



CFHLA Foundation Announces Newly Elected 2025 Board of Directors



Please join us in also congratulating our newly elected/appointed members who will serve on the **2025 Central Florida Hotel & Lodging Association Foundation Board of Directors**. The **CFHLA Foundation**, a 501(c)(3) organization, was created in 2009 to serve as the philanthropic arm of CFHLA that donates to causes which advance hospitality and tourism initiatives, youth related causes and community advocacy.

Since 2000, the CFHLA Foundation has awarded more than \$1,300,000 in Hospitality Student and Family Member Scholarships. Furthermore, the CFHLA Foundation has impacted dozens of local organizations and contributed an additional \$164,000 in educational and community grants throughout 2023-2024.

We look forward to working with our **CFHLA Foundation Board** throughout 2025 and beyond to positively impact our community and advance the future of the Central Florida Hospitality Industry!

[CLICK HERE](#) to read the full press release and to view the full CFHLA Foundation Board of Directors, please [CLICK HERE](#).

First Quarter Sponsorships Are Available

CFHLA has four (4) sponsorships still available for the upcoming annual [Golden Pineapple Awards Dinner](#) that is scheduled for Thursday, February 27, 2025 at the [Orlando World Center Marriott \(Thank You, Robert Bray, General Manager\)](#).

This signature CFHLA event honors our front-line Lodging Member employees who create the best visitor experiences within our region. With almost 300 nominees each year, more than 1,000 CFHLA **Lodging and Allied Members** are expected to attend this year's dinner and awards program.

This sponsorship is \$2,500 and includes the following benefits:

- Two (2) Premium seats at the dinner
- Recognition with logo on event invitation, CFHLA website, program and PowerPoint presentation
- Recognition from the podium at event

We also have various sponsorships available that can help your team boost its marketing plan to start the new year. Some of these in the 1st Quarter include: [St. Patrick's Day Golf Open](#), [Hob Nob](#), [Leadership Development Seminar Series](#), [2025 Annual Report](#), [Back of the House Newsletter](#), Member Spotlight and more. See the full list below!

To purchase any of our available 1st Quarter Sponsorships, please [CLICK HERE](#).



Available 1st Quarter *Sponsorships*

EVENTS:

Golden Pineapple Awards Dinner

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

St. Patrick's Day Golf Open

Corporate Sponsor - \$4,500
(1 Available)

Hob Nob

Corporate Sponsor - \$2,500
(2 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:

2025 Annual Report

Back Cover, Full Color - \$2,750
(1 Available)

Inside Back Cover, Full Color - \$1,750
(1 Available)

Full Page Color - \$750
(6 Available)

Half Page Color - \$500
(8 Available)

Quarter Page Color - \$250
(10 Available)

Back of the House Newsletter

Body Ad - \$400
(February & March Available)

Footer Ad - \$200
(March Available)

The Insider Newsletter

January - June Header Ad - \$2,000

Member Spotlight

Monthly Sponsor - \$1,000
(February & March Available)

CFHLA Website

Sponsor - \$900
(3 Available)

**CLICK HERE FOR MORE
INFORMATION &
TO PURCHASE**

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

Register Now for the State of Hospitality & Tourism



State of Hospitality & Tourism

Thursday, February 6, 2025 | 8:00 am - 11:00 am

Caribe Royale Orlando | 8101 World Center Dr.
Orlando, FL 32821

The event will feature presentations on Central Florida's market trends (ADR, occupancy) in 2024, national & local forecasts for 2025, recent workforce data and career growth opportunities within the hospitality & tourism industry.

Presentations by:



Nilda Blanco
SVP Strategic Initiatives
CareerSource
Central Florida



Isaac Collazo
VP, Analytics
STR



Corporate Sponsors:



AV Partner:



Registration Fee: \$75/person

Register now for CFHLA's upcoming [State of Hospitality & Tourism](#) event that will be held on **Thursday, February 6, 2025** at the [Caribe Royale Orlando](#). This important industry event will feature presentations on Central Florida's market trends, including ADR and occupancy in 2024, as well as national and local forecasts for 2025. Plus it will include newly released workforce data and career growth opportunities for the hospitality industry moving forward.

This can't miss breakfast will feature presentations by Nilda Blanco, Senior Vice President of Strategic Initiatives at [CareerSource Central Florida](#) and Isaac Collazo, Vice President of Analytics at [STR](#). The cost is \$75 per person. Registration closes on January 31.

[CLICK HERE](#) to register today.



Partners in Action - Holiday Inn Orlando Airport Hosts Shenandoah Elementary Students to Meet Santa

CFHLA thanks our **Partners in Action** at [Holiday Inn Orlando Airport](#) for hosting students at [Shenandoah Elementary School](#) to meet Santa just before Christmas! The hotel team invited students from their [Adopt-A-School](#) partner school to visit the hotel for its annual Meet Santa event. Volunteers also worked with students on their art competition to see who can draw the best photos of the Grinch!



The Holiday Inn Orlando Airport also sponsors the Shenandoah students' back to school Thanksgiving and Christmas meals, donating supplies and volunteers to prepare the food.

And the partnership does not end there. Throughout the year, Holiday Inn Orlando Airport hosts students for the hotel's Easter Egg Hunt. The team also displays children's

art work at the hotel and encourages guests to vote on their favorite student pumpkin art designs.

CFHLA Thanks all of our [Adopt-A-School](#) partners and volunteers who are working to make 2025 another great year!



Partners in Action - Hilton Orlando Connects Palm Lake Elementary Students with Seniors

A big thank you to our **Partners in Action** from [Hilton Orlando](#) for helping students at [Palm Lake Elementary School](#) and senior citizens at the same time!

Volunteers from Hilton Orlando brought children from its [Adopt-A-School](#) Program partner to the senior center next door for a Halloween visit. The team brought a lot of candy for the children and created a safe trick-or-treating experience for the students. Seniors were thrilled to tell stories and spend some time with Palm Lake's children.

CFHLA continues to partner with Orange, Osceola and Seminole Counties for the 2025 **Adopt-A-School** Program.





**Partners in Action - Volunteers from Embassy Suites by Hilton Orlando Airport
Mentor Lake George Students**

LAKE GEORGE ELEMENTARY MENTORING DAY!



Volunteers from [Embassy Suites by Hilton Orlando Airport](#) are giving back to students at [Lake George Elementary School](#) by helping with Mentoring Day and the Spelling Bee Contest there. Lake George is the hotel's partner in CFHLA's [Adopt-A-School](#) Program.

Team members met with the school's young spelling gurus and judged the contest. They also hosted students at the hotel for Lake George Elementary Mentoring Day. Participants shadowed hotel workers in various departments, and the visitors also created their own pizzas. Future professionals and their mentors shared lunch, talked about their hotel visits and discussed career possibilities.

These are two great examples of how our hospitality and tourism professionals make time to invest in our community's future!

Lake George Elementary Spelling Bee



Spelling Bee Winner



OCCC Sets Record with \$3.9 Billion in Economic Impact

Congratulations to our partner, the [Orange County Convention Center](#), on their record-breaking impact last year. In its 2023-2024 fiscal year, OCCC generated an amazing **\$3.9 billion in economic impact** for our Central Florida region.

This revenue is an all-time record for the Center, as the OCCC hosted 200 events and **1.7 million attendees** throughout the 2023-2024 fiscal year. These exceptional results demonstrate why the Orange County Convention Center is a cornerstone for Orange County's strong economy and continues to be a leading force in America's meetings and events industry.



SeaWorld Rescue Helps More than 600 Animals in 2024

CFHLA's partner [SeaWorld](#) made a major difference throughout 2024 by rescuing, rehabilitating and returning animals to their natural habitats. Experts from all three of SeaWorld's parks mobilized to help more than **600 animals** across America. Here in Florida, the [SeaWorld Orlando](#) team helped rescue more than 100 animals, including 57 manatees, 52 sea turtles and more.

The company's dedicated veterinary and animal care teams are always on-call to rescue, rehabilitate and return sick, orphaned, and injured animals in need. Since 1980, these dedicated professionals proudly rescued and **rehabilitated more than 40,000 animals.**

SeaWorld Rescue is excited for 2025 to continue working alongside local, state, and federal partners to promote conservation and help mitigate species extinction.



Visit Orlando Names Barb Bowden as 2025 Chair

Please join us in congratulating our 2024 CFHLA Board Chair **Barb Bowden, Area Managing Director** of [Loews Hotels Universal Orlando](#) as she takes on another major leadership role here in Central Florida.

Bowden is now [Visit Orlando](#)'s 2025 Board Chair. She previously served as Chair-Elect and will now lead strategic guidance and work as a key advisor to Visit Orlando. **Cassandra Matej, President and CEO of Visit Orlando**, says Barb's dedication to collaboration and her wealth of experience in the hospitality and tourism industry make her well positioned as Visit Orlando's Board Chair.

Bowden succeeds **Terry Prather**, who completed his two-year term as Chair in December, 2024.



Enjoy Discounted Tickets to 2025 NFL Pro Bowl Games

Some exciting news to kick off the new year! CFHLA is teaming up again this year with [Florida Citrus Sports](#), and we're thrilled to offer you exclusive access to discounted tickets for the [2025 NFL Pro Bowl Games](#) at [Camping World Stadium](#).

Mark your calendars for **Sunday, February 2, 2025**, as the AFC and NFC go head-to-head in a series of epic showdowns. **Discounted tickets start at just \$24**. These tickets are available on a first-come, first-served basis, so grab yours while they last.

[CLICK HERE](#) for more ticket information.



System Tech Services Inc | www.stsi-fla.com
#whereservicemeansbusiness | 407.682.9881
Serving Central Florida for almost 25 years HVAC

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



Colin Mills

[Sheraton Orlando Lake Buena](#)

[Vista Resort](#)

Akai Baker

[Daisy Baker Cakes](#)

MEET THE VIP



Did You Know... In Florida, [Duke Energy](#)'s Storm Protection Plan will invest approximately **\$6.5 billion** over the next 10 years to strengthen the state's energy grid, making it more resilient and secure. These enhancements will improve power quality and reliability while enabling more options for our customers.

UPCOMING EVENTS

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

- [Allied Relations Council Breakfast - January 2025 \(1/14/2025\)](#)
- [CFHLA Executive Committee Meeting \(1/14/2025\)](#)
- [CFHLA Board of Directors Meeting - January 2025 \(1/22/2025\)](#)

- [2025 CFHLA January After Hours Reception \(1/22/2025\)](#)
-

[Click Here to View Upcoming
CFHLA Meetings & Events](#)

JOB OPENINGS

Check out the latest hospitality employment opportunities in Central Florida.

[VIEW JOB POSTINGS](#)

CONNECT WITH CFHLA



WWW.CFHLA.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.