



# Inn-Sight



*Newsletter of the Mid-Florida Chapter \*Since 1973\* Seven time HFTP Chapter of the Year.*

\*Gateway to HFTP \* <http://www.hftp.org> \* Mid-Florida Chapter Web Site \* [www.midfloridahftp.org](http://www.midfloridahftp.org)

April 2014



2014

## Officers & Directors Officers

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407-626-6760  
[arthur.kasper@wyn.com](mailto:arthur.kasper@wyn.com)

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*HFTP Mid-Florida, Over 40 Years of: Leadership, Scholarship, Participation, Service*

## General Meeting -Tuesday, April 29th, 2014 The Mid-Florida Chapter Hospitality Financial and Technology Professionals

### *The Castle Hotel*

8629 International Drive, Orlando, FL.

**Directions:** From Orlando, Take I-4 West (towards Tampa) take exit 74A to Sand Lake Road. Make a left on Sand Lake Road. Follow Sand Lake Road east to International Drive. Turn right on International Drive. The hotel is on your left just past Jungle Cove Adventure Golf. If you hit Austrian Row you went too far.

### *Speaker and Program*

**Mark Weeks, Senior Manager, Enterprise Solution Engineering, Bright House Networks**

**Topic: "Wi-Fi in High Density Application"**

*These educational sessions fall under specialized knowledge and applications geared to basic knowledge on the topic and there are no prerequisites for attending. One CPE credit hour may be earned for participation in each 50 minute session for a maximum of 1.0 CPE Credits*

**Reception Cash Bar at 6:00 pm**

You may come early if you wish to spend more time networking.

**Dinner at 6:45 pm**

*Menu:*

*Starter*

*Ripe Vine Tomato and Fresh Mozzarella with Extra virgin Olive Oil, Balsamic Reduction.*

*Entrée*

*Pan Seared Breast of Chicken with Spicy Mango Beurre Blanc.*

*Dessert*

*Three Layer Chocolate Cake*

**Please RSVP on our web-site: [www.midfloridahftp.org](http://www.midfloridahftp.org)  
OR on your personal e-vite from the Chapter Secretary.**

**Reservations and cancellations before 12:01 pm Thursday April 24th.  
Please, no walk ins. No-shows and late cancellations will be billed.**

Dinner : Members with RSVP \$45.00, Non-Members and Guests or no RSVP \$55.00,  
Student Chapter Members \$25.00.

[Use the express registration line at the meeting, PAYPAL is available on the web-site.](#)

**The 12th Annual Chapter Golf Event to benefit [Camp Boggy Creek](#)  
Will be held Friday September, 19th 2014 at Rosen Shingle Creek.**

**For sponsor information contact Jack Griffith 407-685-7520 Or**

**[jack.griffith@centerplate.com](mailto:jack.griffith@centerplate.com) *It's all for the kids!***



**President's Corner**

**By: Judy Holcomb, Ph.D., CHAE**

Fellow HFTP Mid-Florida Chapter Members,

Spring is here, time to clean out the closets and get the cobwebs out. Well how about getting the cobwebs out of your brain? We have just the thing. Our semi-annual mini-educational session. On June 17<sup>th</sup> you can find out Ethics, sales tax, technology developments and usage trends and what's up with Central Florida roads and transportation, including an update on the SunRail project. So, there's something for everyone! In an effort to fulfil one of my goals for our chapter this year, we are offering the CHAE and CHTP exams along with a review session for each. The review will be held on June 16<sup>th</sup> and testing will be the morning of the 17<sup>th</sup>. See the newsletter for times. If you are not certified, I highly recommend that you consider taking the test. And FYI, they are changing the CHTP exam towards the end of this year so if I were you I'd take the test NOW.

In doing some research for one of my classes I can across an article that I thought was quite interesting. As we know our industry is ever changing and I try to keep my students up to date with the latest trends. An article I found written by Robert Rauch, CHA hospitality consultant out of San Diego, CA listed 10 trends for 2014. Some of them surprised me some of them didn't. I thought I'd share these with you today:

1. Millennials will become the core customer in our industry over the next 5 to 10 years.
2. Speed and precision will be a requirement when it comes to accommodating Millennials.
3. WOW customer service will become even more influential this year.
4. Leadership is modeling the way and show your management team how crucial it is to "walk the talk".
5. Expectations of more international visitors.
6. Social media and mobile will be inseparable.
7. Content marketing will replace traditional advertising.
8. Renewed focus on property websites.
9. Review site (TripAdvisor, Google Places, Yelp etc.) tactics.
10. Reputation management will begin to dictate the hotel industry.

If you'd like to read the entire article you can find it at:

<http://www.hospitalitynet.org/news/4063217.html>

Well it looks like we all have some challenges ahead of us but luckily we have other HFTP members to use as springboards and advisors for challenges we face. To me this is the most beneficial part of my membership.

Have a GREAT month!

Thank you all for your continued involvement in the Greatest Chapter in the HFTP Universe!

Respectfully,

*Judy*

Judy Holcomb, Ph.D., CHAE  
HFTP Mid-Florida Chapter President

**Membership News, Embrace the vision, join the fun!**

Committee Chair, **Gregory Wilhelm, CHTP**

407-923-5962 or [gregorywilhelm@mindspring.com](mailto:gregorywilhelm@mindspring.com)

**The 2014 Membership Contest, IT'S HUGE!!!**

**You only needed to sponsor one new member to win. Contest ends on August 29, 2014. Drawing will be held at our September, 2014 General Membership meeting. You need not be present to win.**

**Thank you sponsors, for your generosity and support of the HFTP Mid-Florida Chapter.**

**The greatest HFTP chapter in the universe!**

Dinner for 2 in Hemingway's at the Hyatt Regency Grand Cypress

Donated by: E. Lawrence McCloskey, Jr., CHAE - Hotel Manager

Dinner for two in Andiamos (excluding alcoholic beverages), in the Hilton At Walt Disney World

Donated by: Stephan Ludwig, Director of Finance

Dinner for 2 at A Land Remembered or Calla Bella in Rosen Shingle Creek valued at \$100

Donated by Frank Santos, CHAE, CHA, Chief Financial Officer, Rosen Hotels & Resorts

\$100.00 Big Fin Restaurant (located in Doctor Philips) gift certificate.

Donated by Colin Findley, VP Business Development, ProfitSword

Dinner for two at Fiorenzo Italian Steakhouse in the new HYATT REGENCY Orlando

Donated by John Finch, Director of Finance

A Kindle Fire HD Donated by Tamara Flores, Director of Information Technology, Millennium Technology Group

Dinner for 2 at the Hyatt Regency Orlando International Airport

Donated by: Patricia Geer, CHAE, Controller

Dinner for 2 at the Caribe Royale Resorts Suite's Venetian Room restaurant

Donated by Lori Schefstad, CHTP, MCSE, Director of Information Systems

Dinner for 2 at the Lowes Portofino Bay Hotel Mama Della's Ristorante

Donated by: Kelly Montgomery, Controller - Lowes Hotels at Universal Orlando

Brunch for 2 at the Kessler Grand Bohemian Hotel Orlando

Donated by: Tom Hull, Controller

Dinner for two excluding alcohol in Spencer' steakhouse at the Hilton Orlando on Destination Parkway

Donated by: Francis Kahle, Director of Finance

\$100 cash prize

Donated by Don Hay, President, Digital Alchemy, LLC

Dinner for 2 at Shula's in the Swan Hotel WDW

Donated by Amnon Reshef, Controller - Walt Disney World Swan and Dolphin Resort

**Welcome New Members**

Bob Gentry, VP of Corporate IT  
Kessler Collection  
Sponsor: Josh Bergen

Stephen Powell, Corporate Controller  
BayStar Hotel Group  
Sponsor: ?

**HFTP MID-FLORIDA SPEAKING OPPORTUNITIES**

**Monthly General meetings:** Normally the last Tuesday of the month.

Location: Various hotel, club, resort and other hospitality venues.

Format: A dinner meeting setting with one 50 minute session.

**Mini-Educational Conference:** Twice a year.

Format: A half day event with two/four 50 minute speaking sessions starting at

1:00/3:00 pm and ending at 6:00 pm then dinner and a final 50 minute session.

**Audience:** Attendees are technology and financial professionals from all disciplines of the hospitality industry. The average meeting attendance is 70+ members.

**Topics**

All submitted information must be non-proprietary and educational in nature, not sales or product specific. Submitting information does not guarantee you an opportunity to present.

Please submit any topics relevant to an audience of hospitality finance and technology professionals to the Education/Programs Committee Chairperson Arthur Kasper at 407-626-6760 or any Board member.



**HFTP Mid-Florida Chapter  
Member Spotlight  
Gayle Edwards**

## Gayle Edwards

*Vice President Corporate Controller,  
Alena Hospitality, LLC*

Gayle Edwards has 25 years of experience in the hospitality field, encompassing operations, IT, consulting, and accounting. Gayle started her career with Hilton Hotels and over 12 years she served in operations, finance and information technology. She was part of the opening team for multiple new build full service hotels and participated in the PeopleSoft Financials Implementation, serving initially as trainer and later support analyst. Following her tenure with Hilton she spent time consulting working with smaller organizations and start-ups in implementing and administering financial systems. She joined Pyramid Hotel Group, one of her clients. In her roles with Pyramid she was involved in the transition of both Asset Management and Managed assets, the Asset Management process, managed the financial systems, served as a property financial controller and culminated as a Regional Controller with both limited and full service hotels and resorts from the Caribbean to Hawaii across multiple brands. Gayle is now the Vice President Corporate Controller of Alena Hospitality, a new management and ownership group based in Orlando with assets in multiple states. Her third start-up, Gayle is actively implementing and managing the financial processes in the various assets. She is looking forward to the continued successful growth of this company.

Board Member Christine Cipar presents Gayle with the coveted HFTP-Mid Florida padfolio and welcomes her to the chapter.



## WHY JOIN The Hospitality Financial and Technology Professionals?

HFTP provides members with invaluable benefits and opportunities, equipping individuals with extraordinary tools and resources needed for success. Your success is our goal.

### Access the HFTP Global Network

**Chapters:** Get involved with your local HFTP chapter. Attend meetings to connect with other professionals in your area and invest in yourself with education opportunities.

**ProLinks Webinars:** Get free education online and continuing education credit by attending HFTP webinars held twice per month.

**Marketing Opportunities:** With HFTP's exclusive advertising and sponsorship opportunities, your company can increase awareness and exposure among your finance and technology customers.

### Utilize Resources

**HFTP Publications:** From the award-winning newsletter The Bottomline to e-newsletter Infoline, HFTP publications deliver the latest in hospitality industry news and trends.

**Industry News and Information:** HFTP.org keeps members up to the minute with the most current information and news that affect the hospitality finance and technology industry.

**Career Center:** HFTP brings together employers and job seekers with a central career center for the entire industry.

**Industry Research:** With the HFTP Research Institute, members have free access to a wealth of knowledge and information from graduate studies and experts with years of experience in hospitality.

### Advance Your Career

**HFTP Certification Programs:** HFTP awards the only hospitality-specific industry certifications for accounting and technology. The CHAE and CHTP designations can take your career to the next level.

**Professional Development Seminars:** Throughout the year, HFTP offers smaller conferences designed to focus on a specific area of education for hospitality finance and technology.

### Attend Industry-Leading Events

**HITEC:** HFTP provides the world's source for hospitality technology, with an unbeatable education program and exposition that connect professionals with the latest high-tech innovations.

**HFTP Annual Convention & Tradeshow:** Catch up on the latest topics in the industry through your tailor-made education program and build relationships with vendors on the tradeshow floor.

**Join your peers in the Hospitality Industry.  
Have some fun and meet people!**

### COMMITTEE ASSIGNMENTS 2014

We need you !!! If you are interested in contributing to any of the committees, please contact any Board Member. \* Denotes Chair

#### Education – Mini Ed Conf.

\*Susan Ferguson 407-506-2222  
Lori Schefstad 407-238-8445

#### Job Bank/Legislative/By-Laws

\*Judy Holcomb 352-588-8005

#### Membership Relations/Recruitment

\*Gregory Wilhelm 407-923-5962 or  
[gregorywilhelm@mindspring.com](mailto:gregorywilhelm@mindspring.com)

#### Communications

Webmaster:[www.midfloridahftp.org](http://www.midfloridahftp.org)

\* Ken Wear 407-463-3895

Lori Schefstad 407-238-8445

#### Social Media

\* Ken Wear 407-463-3895

#### Newsletter Ed.

\*Bill Parrish 407-876-8038

#### Admin/Program/Speakers

\* Arthur Kasper 407-626-6760

Christine Cipar 407-816-5188

#### Admin. Locations

\* Christina Finch 407-478-1956

#### Scholarship Awards

\* Michael Dryden 407-597-4068

Nasir Naseer 407-387-0242

Terri Nobles 407-319-1031

#### Nominations

\* Terri Nobles 407-319-1031

Chad Curtis 407-996-6143

Michael Dryden 407-597-4068

Kris Shoemaker 407-685-9827

Bill Parrish 407-876-8038

Larry McCloskey 407-239-3962

#### Chapter of the Year and Regional Conference

\* The Board

#### Hospitality Committee

\* Greg Wilhelm 407-923-5962

Christine Cipar 407-816-5188

Nasir Naseer 407-387-0242

#### Community Services

[CFH&LA Ex-Officio Board Member](#)

Judy Holcomb 352-588-8005

#### Bacchus Bash

\* Larry McCloskey 407-239-3962

\* Michael Dryden 407-597-4068

Gordon LeBlanc 386-235-3875

Arthur Kasper 407-626-6760

#### Charity Golf Event

**It's all for the kids!**

\* Jack Griffith 407-685-7520

Jeff Fernandez 407-685-7521

Kris Shoemaker 407-685-9827

Gordon LeBlanc 386-235-3875

Arthur Kasper 407-626-6760

#### Cattle Baron's Ball

\* Chad Curtis 407-996-6143

#### Publications /Publicity

\* Gordon LeBlanc 386-235-3875

Lori Schefstad 407-238-8445

Arthur Kasper 407-626-6760

#### Chapter Calendar

Lori Schefstad 407-238-8445

#### Fun Committee

Dr. Judy Holcomb 352-588-8005

#### Chapter Historian

Michael Dryden 407-597-4068

Sharpen your pencils, pack your note books and get ready for some

**FREE STUFF!**



*Learn, Connect, Succeed*

**HFTP Mid-Florida Chapter 2014 Summer Mini-Ed CHAE & CHTP Schedule**

**Date: June 16th, 2014, Nickelodeon Suites Resort**

CHAE Review 12:00 pm to 4:00 pm, FREE

CHTP Review 5:00 pm to 9:00 pm, FREE

**Date: June 17th, 2014, Nickelodeon Suites Resort**

CHAE & CHTP Exams 8:00 am to 12:00 pm, HFTP fees apply

**Afternoon Presentations:**

Registration 12:30 pm to 1:00 pm

**Four great afternoon Seminars and the Cost is ....**

**.....\$ FREE for 4 CPE credits**

**Reception Cash Bar:**

6:00 pm – 6:45 pm

Dinner: Regular Pricing

6:45 pm – 8:00 pm, standard prices

8:00pm - 9:00pm, Seminar 1 CPE

9:00 pm – 9:15pm Chapter Business

There will be excellent speakers on a wide variety of subjects. We will kick off the event at 1:00 pm, so plan to be there for a great afternoon and evening of informative speakers, good food and excellent company.

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MID-FLORIDA CHAPTER

P.O. Box 692004

Orlando, FL 32869-2004

**2014 HFTP Mid-Florida CALENDAR**

Note: Meeting fees for 2014 are \$45 Regular member, \$25 Student, \$55 all guests, Non-Members and failed to RSVP.

**Prepay your meeting fee on the web-site with PayPal**

April 12th American Cancer Society Cattle Baron's Ball, Rosen Shingle Creek

April 29th, General Meeting, 6 pm, All new Castle Hotel

May 6th, Board Meeting, 6 pm, TBD

May 17th, SATURDAY, SOCIAL Orlando Improv Comedy Club & Dinner Theater- Point Orlando

June 3rd, Board Meeting, TBD

June 17th, Mini-Ed, 1 pm, Nickelodeon Suites Resort

June 23-26 HITEC 2014 La La Land

July 8th, Board Meeting, 6 pm, TBD

July 24-26 Florida Regional, Hyatt Coconut Point, Bonita Springs FL

July 29th, General Meeting, 6 pm, Wyndham Orlando Resort I-Drive

Aug 5th, Board Meeting, 6 pm, TBD

Aug 26th, General Meeting, 6 pm, The B Resort @ WDW

For more Chapter news visit the Universally acclaimed Chapter Web Site at:

[www.midfloridahftp.org](http://www.midfloridahftp.org)

The opinions expressed in the Mid-Florida Chapter newsletter and web-site are solely those of the editor, web master or author of the article and have nothing to do with HFTP Global and/or in some cases reality, political correctness or good hygiene.



**A CALL FOR CERTIFICATION**

**Be the best that you can be!**



**HFTP MID-FLORIDA CHAPTER**  
**Mini-Educational Conference**  
**Tuesday, June 17, 2014**

*Nickelodeon Suites Resort*  
*14500 Continental Gateway, Orlando, Florida,*  
*32821*

**Directions:** From Orlando, take I-4 westbound towards Tampa and get off at Exit 67 toward Epcot/ Downtown Disney.  
**Bear left at the fork, follow signs for Florida 536 Toll E/Florida 417 Toll N.**  
**Bear right and follow signs for FL 536 E and merge onto FL 536 E/ World Center Drive**  
**Turn right onto Continental Gateway Drive. The resort is on your right.**

**Schedule of Events**

- 12:30pm – 1:00pm    Registration
- 1:00pm – 2:00pm    Dan Stephens, Sun Rail
- 2:15pm – 3:15pm    Rich Rabazinaki, Sales Tax
- 3:15pm – 3:45pm    Light snacks & beverages
- 3:45pm – 4:45pm    Kris Shoemaker, Ethics
- 5:00pm – 6:00pm    TBD
- 6:00pm – 6:45pm    Cash Bar Reception
- 6:45pm – 8:00pm    Dinner
- 8:00pm – 9:00pm    Glenn Miller VP of Technology, Macquarie Equipment Finance  
Client –facing Technology developments and usage trends,  
“Changes in the Mirror are closer then they appear!”
- 9:00pm – 9:30pm    Chapter Business

**Free Reviews** on Monday June 16<sup>th</sup> 2014 Nickelodeon Suites Resort  
CHAE review will be from 12:00 pm-4:00 pm.  
CHTP review will be from 5:00 pm-9:00 pm.

Kris Shoemaker CFO of the Orange County Convention Center who is also, an Adjunct Professor at the Rosen School of Hospitality will be giving the reviews.

**We will do the testing** on Tuesday June 17<sup>th</sup> from 8:00 am-12:00 pm.

For the testing HFTP Global office charges \$295 for the electronic version and \$395 for paper

**You need to register and pay HFTP Global in advance and send your application to them 30 days in advance.**

We will have internet and electrical access. You will need to bring your own laptop.

HFTP Global requires you to down load a program to your laptop for testing.

Go to HFTP.org for the CHAE & CHTP Application and Check list <http://www.hftp.org/Content/Forms/Certification/CHTPApplication.pdf>

*A Preview of Upcoming Events, team building opportunities and other stuff*

**Spring Social - HFTP Mid-Florida Chapter Event**

**Let your hair down and join us for the 2014 HFTP Mid-Florida Chapter Spring Social.**

**When:** Saturday May 17th , 2014 from 5:00 pm to 10:30 pm  
 Dinner and Cash bar will begin a 5:00 pm.  
 The show begins promptly at 7:30 pm.

**Where:** Orlando Improv at Point Orlando, 9101 International Drive Orlando FL 32819. Cost is \$45 member and \$55 guest and includes dinner and the show.

The Comedian that evening is Cory Holcomb. A native of inner city Chicago, Corey's distinctive voice of what it means to be "ghetto" and what it takes to be a player makes him one the most engaging and appealing acts in comedy. No matter how cold his stories of poverty, street life, and women may be, he always warms you with his charming smile, and he certainly leaves you rolling with laughter.

Corey hit his first open mic in 1992 when Adele Givens called him to the stage. He was a smashing success and has been a full-time comedian ever since. He has taken top honors at the Miller Genuine Draft Comedy Search, Budweiser Comedy Competition, Chicago Home Jam, and Laffapalooza. He has appeared at the Montreal Just for Laughs Festival and the Chicago Comedy Festival.

Corey's film and television credits include 20th Century Fox's "Like Mike," a recurring role on UPN's "Half & Half," NBC's "The Tonight Show" and "Late Friday," Fox's "Mad TV," Comedy Central's "Premium Blend," HBO's "Def Comedy Jam," "It's Showtime at the Apollo," and BET's "Comic View."

Contact: Lori Schefstad, HFTP Mid-Florida Chapter  
[it@cariberoyale.com](mailto:lori@cariberoyale.com) or answer the personal e-vite you received.

**Duh Budget**

**HFTP Mid-Florida Chapter  
 BOARD APPROVED CHAPTER BUDGET  
 For the Year Ended 10/31/14**

	<b>2014</b>
<b>PROGRAM REVENUE</b>	
Regular Membership Meetings-Educational	23,400
Regular Membership Meetings-Social	4,800
Charity Fund Raiser	24,750
Educational Seminars	2,730
Newsletter/Website	1,500
Other Program Services	960
Total program revenue	58,140
<b>PROGRAM EXPENSES</b>	
Regular Membership Meetings-Educational	22,700
Regular Membership Meetings-Social	8,450
Charity Fund Raiser	24,750
Educational Seminars	4,900
Newsletter/Website	3,372
Other Program Services	2,095
Total program expenses	66,267
<b>Excess (deficiency) of program revenues over program expenses before other revenues and</b>	<b>(8,127)</b>
<b>OTHER GENERAL REVENUES AND</b>	
International subsidy	8,000
International stipend	6,500
Interest income	12
Governance and Administration	(7,041)
Membership Marketing	(550)
Taxes	(61)
Total other	6,860
<b>Results of operations before other changes in fund</b>	<b>(1,268)</b>
<b>FUND BALANCE(DEFICIT)</b>	
Beginning 10/31/13	20,848
Ending 10/31/14	19,581

\*\*\*\*\*

**And finally, the 12th Annual Chapter Golf Event to benefit  
 Camp Boggy Creek  
 Friday September 19th Rosen Shingle Creek.**



**It's all for the kids!**

**Gather your work comrades and shine up the clubs.  
 I hear the Hyatt gang has thrown out a challenge to all the local hotels and resorts.  
 "See you at the Rosen and bring some Game"!**

**For information contact Jack Griffith 407-685-7520  
 Or [jack.griffith@centerplate.com](mailto:jack.griffith@centerplate.com)**