



# Inn-Sight



Newsletter of the Mid-Florida Chapter, Hospitality Financial & Technology Professionals

*The HFTP 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)

July 2015



2015

## Officers & Directors Officers

### President

**Lori Schefstad, CHTP**

Caribe Royale Orlando

407-238-8445

[lschefstad@cariberoyale.com](mailto:lschefstad@cariberoyale.com)

### Vice-President

**Kelly Montgomery**

Loews Hotels at Universal

Orlando

407-503-9215

[kmontgomery@loewshotels.com](mailto:kmontgomery@loewshotels.com)

### Treasurer

**Nasir Naseer**

Nickelodeon Suites Resort

407-387-0242

[nasirnaseer@nickhotel.com](mailto:nasirnaseer@nickhotel.com)

### Secretary

**Christine Cipar**

Florida Hotel & Conference

Center

407-816-5188

[Ccipar@thefloridahotelorlando.com](mailto:Ccipar@thefloridahotelorlando.com)

### Chairman of the Board

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

Saint Leo University

352-588-8005

[judy.holcomb@saintleo.edu](mailto:judy.holcomb@saintleo.edu)

## Directors

### Christina Finch

Smart Professional Resources

407-478-1956

[Cfinch@smartprosource.com](mailto:Cfinch@smartprosource.com)

### Ken Wear

[kwear@clf.rr.com](mailto:kwear@clf.rr.com)

### Jack Griffith

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### Gordon LeBlanc

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### Arthur Kasper

[arthurkasper@earthlink.net](mailto:arthurkasper@earthlink.net)

*HFTP Mid-Florida, Over 42 Years of: Leadership, Scholarship, Participation, Service*

## The 22nd HFTP Florida Regional Conference, July 23rd and 24th, 2015 Hospitality Financial and Technology Professionals

*Embassy Suites Orlando, Lake Buena Vista South*

*4955 Kyngs Heath Road, Kissimmee, Florida*

*Directions: Traveling I-4 Westbound (From Daytona Beach, Downtown Orlando, Colonial Drive)*

*Take exit #68 and turn left onto S.R. 535 (S. Apopka/Vineland Road).*

*Travel approx. 5 miles then turn right onto Kyngs Heath Road. The hotel is on the right and visible from S.R. 535.*

## Speakers and Program

### Thursday, July 23, 2015:

**6:00P - 7:30P, Keynote Opening Session (General) Magnolia A&B - Becoming Remember-able: Patrick Henry - As a professional speaker, Patrick has spoken to more than one thousand audiences, entertaining, inspiring and showing how to turn customers into fans. He can be heard daily alongside Jeff Foxworthy, Bill Cosby, and Larry the Cable guy on the SiriusXM radio Family Comedy Channel and Blue Collar Radio. His book *The Pancake Principle: seventeen sticky ways to make your customers flip for you* was released in 2013 and is available on Amazon.com. He is a musician....a songwriter...an author... a speaker and a firm believer that "if you do what you love to do for a living, you'll never work a day in your life".**

**7:30P - 9:30P, Cocktail Reception with Exhibitors**

### Friday, July 24, 2015:

**7:00A - 8:00A, General Session Magnolia A&B - HFTP Update: Daniel Conti - Global HFTP President**

**8:10A - 9:10A, #1 (Technology) Magnolia A&B - The Future of your guest room TV: Gordon LeBlanc - Bright House**

**#2 (General) Cypress 1 - Florida Tax Law and Misconceptions: Louis Breeding - Lodge Tax**

**#3 (Accounting) Cypress 2 - IFRS- International Financial Reporting Standards: Pasard Dean, St. Leo University**

**9:30A - 10:30A, #1 (Accounting) Magnolia A&B - EMV Chip & Pin: Juli Barter and Christian McMahon - Post Integrations**

**#2 (Technology) Cypress 1 - How much internet is enough?: Perry Correll - Xirrus**

**#3 (General) Cypress 2 - Wage and Hour Hotspots and Headaches: Keith Hammond Esq. - Jackson Lewis, PC**

**10:40A - 11:40A, #1 (General) Magnolia A&B - Staying Calm under pressure: Betsy Barbieux - Pro Development Coach**

**#2 (Club) Cypress 1 - How to Measure Your Club's IT Effectiveness: Bill Boothe - The Boothe Group**

**#3 (General) Cypress 2 - Affordable Care Act Misconceptions: Beth Baerman - Attendance on Demand -**

**11:45A - 1:30P, Lunch in Exhibit Hall**

**1:45P - 2:45P, #1 (Accounting) Magnolia A&B - Sales & Federal Tax Credits: Frank Lucas and Dave Elder - McGladry**

**#2 (Club) Cypress 1 - Executive Leadership Trends for Clubs: Kurt D. Kuebler -**

**#3 (General) Cypress 2 - Labor Unions Targeting Hospitality in Florida: Tom Smith -**

**3:00P - 4:00P, #1 (Accounting) Magnolia A&B - Excel Tips & Tricks: Sherry Marek - Data Vision**

**#2 (General) Cypress 1 - How not to become a victim of cyber crime: Kevin Gilpin -**

**#3 (General) Cypress 2 - IT Controls on a Financial Audit: Caryn Reiker - MSL Technologies**

**4:15P—5:15P, Keynote Session (General) Magnolia A&B - How to motivate you and your team: Mary Gardner - MG Inspired**

**5:15P - 5:30P, Closing Remarks (General) Magnolia A&B - Frank Wolfe - HFTP Global CEO**

**Early registration has been extended until July 17th, so don't miss out. For more information please go to our web-site: [www.midfloridahftp.org](http://www.midfloridahftp.org).**

Like us on Facebook

**President's Corner**  
**By: Lori Schefstad, CHTP**

Fellow HFTP Mid-Florida Chapter Members,

Thank you to the Omni Resort at ChampionsGate, for the excellent meal and venue for our June member's meeting.

The Florida Regional Conference is rapidly approaching. We have a great line-up of speakers. Early registration has been extended until July 17th, so don't miss out. More information can be obtained via our website, [www.midfloridahftp.org](http://www.midfloridahftp.org). Keep checking back for details.

Thank you to Judy Holcomb for presenting our slate of potential officers and board of directors at last month's member meeting. Ballots will be mailed soon, so be sure to return them as soon as possible, so your vote is counted!

Our annual golf tournament will be held at the Single Creek Golf Club, on Friday, September 11, 2015. Golf sign-up sheets, sponsorship details and event schedules are included in this version of the electronic news. We are looking forward to another fun event to benefit our friends at Camp Boggy Creek, "Where children coping with chronic and life threatening illnesses can just be kids!"

Hope to see you all on July 23<sup>rd</sup> and 24<sup>th</sup> at the Embassy Suites Orlando, Lake Buena Vista South, for the HFTP Florida Regional Conference!

Thank you again for your continued support and involvement in the Greatest Chapter in the HFTP Universe!

Respectfully,

*Lori*

Lori Schefstad, MCSE, CHTP  
 HFTP Mid-Florida Chapter President

**Welcome New Members**

**Tim Beijer, Manager Accounting**  
**Sonasta Resorts Sint Maarten**  
**Sponsor: Unknown**

**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 2015 Membership Contest, IT'S HUGE!!!**

**You only need to sponsor one new member to win. Contest ends on August 31, 2015. Drawing will be held at our September 2015 General Membership meeting. You need not be present to win.**

**Everyone that sponsored a new member last year won a great prize, so can YOU! See page 4.**

**\* Officers & Board of Directors\***  
**Mid-Florida Chapter, HFTP**  
**2015-2016 Election Slate**

The Mid-Florida Chapter of HFTP announces the slate for the 2015-2016 chapter election. The Nominating Committee is charged with presenting to the Board of Directors and the general membership a slate of officers and directors for the 2015-2016 year.

The committee is chaired by the most recent Past President. Our current Board Chairperson is Dr. Judy Holcomb. Chapter members appointed by the Chairperson to serve on the Nominating Committee were Chad Curtis, E. Lawrence McCloskey, William Parrish, Terri Nobles, and Michael Dryden.

At the June Board of Directors meeting the slate of officers and the nominees for the vacant director positions were presented to the board. This list was updated at the June General Meeting requesting nominations from the floor.

The slate is as follows:

**OFFICERS:**

President, Kelly Montgomery

Vice President, Nasir Naseer

Treasurer, Christine Cipar

Secretary, Jack Griffith

Chairperson of the Board, Lori Schefstad, CHTP

**DIRECTORS:**

Director, Gregory Wilhelm, CHTP, IT Consultant,  
 Current Chair Membership Committee

Director, Ken Wear, IT, Tavistock Restaurants, LLC  
 Current Webmaster

Director, Jose Aybar, CHAE, Asst. Controller, Boykin  
 Management Company

Director, Dawn Shovelstull, Controller, Florida Lodging  
 Development

**There are three two year director positions open. That is, we vote for three (3) directors.**

The Secretary will send out ballots to the membership before 25 days of the August membership meeting. They must be returned no later than 10 days of the August membership meeting where the Election Committee will announce the results.

**MEMBERSHIP RECRUIT NOW**



## POST Integrations, Inc.

*Hospitality's Only Solution for Credit Card Processing*



Since 1991 POST Integrations has been providing comprehensive, integrated credit card processing solutions exclusively to the hospitality industry. POST Integrations' forte is full-service, multi-faceted hotels and resort properties. POST Integrations is unique in that we are 100% focused on the hospitality industry and the majority of our staff is hired from the hospitality industry.

POST Integrations serves several premier hotel management companies including Hilton Worldwide, Driftwood Hospitality Management, The Dow Hotel Company, Great Wolf Resorts and many others. POST Integrations also serves many premier luxury operators including The Peninsula Hotels, Mandarin Oriental Hotel Group, The Trump Hotel Collection, Conrad Hotels & Resorts and The Waldorf Astoria Collection.

Sighting a need for a true hospitality-based credit card processing solution, POST Integrations developed its unique multi-tiered system specifically around the complex needs of the hospitality industry. POST Integrations' system allows hospitality operators to process multiple profit centers under one merchant account – while simultaneously maintaining multiple merchant category codes and industry types, resulting in optimal interchange performance and lower interchange fees. Each profit center can be assigned a unique doing business as (DBA) name without having to set each profit center up under its own merchant account. Each profit center's DBA name can then be passed all the way through the processing cycle onto the cardholder's statement, minimizing customer inquiries and disputes saving our clients both time and money.

POST Integrations' innovative technology solutions are extremely flexible and our PMS/POS interface capabilities are virtually endless. POST Integrations offers pro-active chargeback defense, aggressive interchange management, extensive property level and corporate reporting, exceptional internal/employee fraud control and online access to all data and reports. Most importantly, POST Integrations' personalized relationship management is second to none!

POST has been an active member of the Electronic Transactions Association (ETA), an international association that represents the credit card acquiring industry, since 1991. POST's CEO served on the ETA Board of Directors for 10 years and served as ETA's national President from 2002-2003. POST has been a member of the Hospitality Financial & Technology Professionals (HFTP) since 1990 and several of POST's management team members have served as past Presidents of HFTP chapters around the country. POST is also a Platinum member of Hotel Technology Next Generation (HTNG).

[www.postint.com](http://www.postint.com) 800.921.9444



## Bright House Networks

**Your Hotel's Voice Platform – Time to Switch to Newer Technologies?**



Hosted Voice for Hospitality is a new property-wide communications solution from Bright House Networks Enterprise Solutions. Designed for hotels large and small, it brings the best technology in telecommunications to your doorstep in a cost-effective way. Hosted Voice for Hospitality provides a best-in-class virtual private branch exchange (PBX) hosted in the Bright House cloud with full integration to your existing property management system (PMS). The solution allows you to avoid the responsibilities, maintenance, upkeep, upgrades, and burdensome costs of a premise PBX in your hotel. And because it's in the cloud it provides your property with private, secure connectivity and 100% accountability.

### Cloud-Based Benefits

With Hosted Voice, your platform technology is future-proofed in the cloud while our locally-based professionals handle system management tasks. This minimizes initial investment as well as maintenance costs and makes the ROI very attractive.

### Property-Wide Integration

The Bright House Networks Enterprise Solutions Hosted Voice platform includes a middleware technology that provides a single unified interface into diverse property management systems, which can be shared across multiple properties. The benefits to each property include accelerated guest check-in and check-out process, the leveraging of in-room phones by housekeeping staff to log and track tasks, synchronized hotel operations, and call accounting and guest folio billing.

### Cost Control

Hosted Voice helps the hospitality industry control costs by reducing capital investment requirements inherent with the traditional, premise-based PBX system. Migrating to a cloud-based service replaces the existing on-site PBX and all the expenditures associated with it, transitioning the voice system from a burdensome capital expense to an affordable operating expense.

### Improved Efficiency | Positive Guest Experience

Hosted Voice includes mobility features for hotel staff, so no matter where they are on property, calls can find them on their mobile devices or at extensions away from their desktop. This level of accessibility enhances the guest experience by limiting delays between a guest request and its fulfillment.

### The Time Is Right

With technology continuously improving and cloud-based efficiencies growing, the time has never been better to switch to the newer technology of a cloud-based voice system. Simplified, centralized, high quality Hosted Voice fits the bill. Stay on top of change and discover new cost efficiencies with Hosted Voice from Bright House Networks Enterprise Solutions.

Bright House Networks Enterprise Solutions is a leader in advanced communications and networking services, offering a comprehensive portfolio of video, voice, data, cloud, and managed services for the hospitality industry.

1.877.900.5246 | [brighthouse.com/hospitality](http://brighthouse.com/hospitality)

## Current Membership Contest Prize List

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

\$100.00 Big Fin Restaurant (located in Doctor Philips) gift certificate.  
Donated by Colin Findley, VP Business Development, ProfitSword

Dinner for 2 at the Hyatt Regency Orlando International Airport  
Donated by: Patricia Geer, CHAE, Director of Finance

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

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 in Marcelo's Bistro or Crickets Bar & Grill at The Florida Hotel and Conference Center valued at \$75.  
Donated by Christine Cipar, Controller

A Toshiba Excite Go AT7-C8 tablet donated by Tamara Flores, Director of Information Technology, Millennium Technology Group

Dinner for 2 at A Land Remembered or Calla Bella in Rosen Shingle Creek valued at \$100  
Donated by James Bina, President, Millennium Technology Group / Corp Controller Rosen Hotels & Resorts, Inc.

Watch this space for Many more prizes to come.

POST Integrations is the *only* credit card processor *exclusively* serving the hospitality industry



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866.377.2649  
[www.postint.com](http://www.postint.com)

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*fast, focused, and flexible*

## HFTP MID-FLORIDA CHAPTER

P.O. Box 692004

Orlando, FL 32869-2004

### 2015 HFTP Mid-Florida CALENDAR

Note: Meeting fees for 2015 are \$45 Regular member, \$25 Student, \$55 all guests, Non-Members and failed to RSVP. **No Shows are invoiced.**

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

July 7th, Board Meeting, 6pm, Jack's Place.

July 23rd & 24th, The Florida Regional, Embassy Suites LBVS

August 4th, Board Meeting, 6pm, TBD.

August 25th, General Meeting 6pm, Rosen Centre.

September 8th, Board Meeting, 6pm, a Loews Hotel, TBD.

September 29th, Annual Chapter Meeting 6pm, a Loews Hotel

## THE 2015 FLORIDA REGIONAL

*Learn, Connect, Succeed*



Hosted by The HFTP 1st Coast and Mid-Florida Chapters

July 23 and 24th

### Embassy Suites Orlando, Lake Buena Vista South

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  
13th Annual Charity Golf Tournament  
Friday, September 11, 2015 1:00 pm, Check-in 11:30 am**



To Benefit: **Camp Boggy Creek**

"Where children coping with chronic and life threatening illnesses can just be kids!"

At:

**Rosen Shingle Creek Golf Club**

For tournament reservation, please complete this form and return it with payment **made payable to HFTP Mid-Florida** no later than **Friday, August 28, 2015** to HFTP Mid-Florida Chapter, PO Box 692004, Orlando, FL 32869-2004.

**Golf Registration Form**

Full Name		Daytime Phone	
Address		Cell Phone	
Address		State / Zip	
City		E-Mail Address	

Please provide the names of the other players in your party. Use a separate form for five or more players.

Player #2		Player #4	
Player #3			

Each \$110 Single Entry Fee or \$400 for a foursome (inclusive of applicable taxes and fees) for the HFTP Charity Golf Tournament includes 18 holes of golf, a box lunch before, an awards ceremony dinner afterwards and free beverages on the course (limited to donated product), and \$39 plus tax return to play voucher.

Number of Single Entrants		x \$110 =	\$
Number of Foursomes		x \$400 =	\$
Number of Boggy Packages *		x \$30 =	\$
Number of Raffle Packages **		x \$35 =	\$
<b>TOTAL PAYMENT</b>			<b>\$</b>

\* Includes two "Boggys", one Sand Throw & entry in the Hole-in-One, Putting, Closest-To-The-Pin, and Longest Drive competitions, **Per Person**. Limit one Boggy Package per player.

\*\* Includes one of each color raffle tickets Red, White and Blue.

Proper golf attire is required at all times and only recognized golf apparel will be permitted on the golf course. Only soft spikes are permitted on the golf course, practice green and range.

**For more information, please call: Jack Griffith at 321.303.0307**

[Jack.griffth@centerplate.com](mailto:Jack.griffth@centerplate.com)

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

The mission of Camp Boggy Creek is to enrich the lives of children who have chronic or life-threatening illnesses by creating camping experiences that are memorable, exciting, fun, empowering, physically safe and medically sound. Since opening their doors on June 23, 1996, more than 40,000 children with chronic illnesses and their moms, dads, brothers and sisters have experienced the magic of Camp Boggy Creek, all at no cost to their families. Camp Boggy Creek is a magical place where creativity is inspired, spirits are uplifted and lives are changed forever.

The HFTP Mid-Florida chapter is a 501 (c) 6 organization. Contributions are tax deductible if they qualify as a business expense. Please contact your tax advisor if you need more information. All net proceeds will directly benefit Camp Boggy Creek, a not-for-profit organization, where children coping with chronic illness can just be kids!

Visit [www.boggycreek.org](http://www.boggycreek.org) to see the great work they are doing.





## HFTP Mid-Florida Chapter 13th Annual Charity Golf Tournament Friday, September 11, 2015 1:00 pm



To Benefit:

### Camp Boggy Creek

"Where children coping with chronic and life threatening illnesses can just be kids!"

At:

### Rosen Shingle Creek Golf Club

#### YOU CAN BE A CORPORATE SPONSOR:

##### Platinum Sponsor \$2,000

- Includes one complimentary foursome golf entry.
- Company logo prominently displayed at registration, on the golf course's GPS system and throughout the tournament literature (must send logo in jpg format).
- Custom sign – with company name – displayed on the course.
- 1/2 page ad in the HFTP Mid-Florida Newsletter and listing on the HFTP Mid-Florida website.

##### Gold Sponsor \$1,500

- Includes one complimentary foursome golf entry.
- Custom sign – with company name – displayed on the course and company logo on the golf course's GPS system (must send logo in jpg format).
- 1/4 page ad in the HFTP Mid-Florida Newsletter and on the HFTP Mid-Florida website.

##### Silver Sponsor \$1,000

- Includes two complimentary golf entries.
- Custom sign – with company name – displayed on the course and company logo on the golf course's GPS system (must send logo in jpg format).
- Company name listing in the HFTP Mid-Florida Newsletter and on the HFTP Mid-Florida website.

##### Beverage Cart Sponsor \$750 – LIMITED AVAILABILITY

- Company name on beverage cart
- Company name listing in the HFTP Mid-Florida Newsletter and on the HFTP Mid-Florida website.

##### Golf Hole Sponsor \$300

- Custom sign – with company name – displayed on the course and company logo on the golf course's GPS system ( must send logo in jpg format ).
- Company name listing in the HFTP Mid-Florida Newsletter and on the HFTP Mid-Florida website.

To secure your corporate sponsorship in the tournament, please complete this form and return it with payment made payable to HFTP Mid-Florida no later than **Friday, August 28, 2015** to HFTP Mid-Florida Chapter, PO Box 692004, Orlando, FL 32869-2004.

Company Name	Company Contact	
Daytime Phone	E-Mail Address	
Level of Sponsorship	<input type="checkbox"/> Platinum <input type="checkbox"/> Gold <input type="checkbox"/> Silver <input type="checkbox"/> Golf Hole <input type="checkbox"/> Beverage Cart	\$

**For more information, please call:**

**Jack Griffith at 321.303.0307**

**e-mail: [Jack.griffith@centerplate.com](mailto:Jack.griffith@centerplate.com) Or visit [www.midfloridahftp.org](http://www.midfloridahftp.org)**

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Visit [www.boggycreek.org/](http://www.boggycreek.org/) to see the great work they are doing.





# HFTP Mid-Florida Chapter 13<sup>th</sup> Annual Charity Golf Tournament Friday, September 11, 2015



To Benefit:

## Camp Boggy Creek

"Where children coping with chronic and life threatening illnesses can just be kids!"

At:

## Rosen Shingle Creek Golf Club

- 11:30 AM      Check-In  
Raffle Tickets On Sale  
Putting Contest  
Driving Range  
Box Lunch
- 1:00 PM      Golf Tournament Begins
- 6:00 PM      Dinner  
Awards & Acknowledgments  
Raffle Prize Distribution and Special Item Auction.

### Tournament Format: 18 - Hole Shotgun Four Person Scramble

Awards will be given for:

- 1st Place Team      • Accurate Drive (Men/Women)
- 2nd Place Team    • Closest to the Pin (Men/Women)
- 3rd Place Team    • Highest Gross Score (Foursome)
- • Putting Contest

**For more information, please call:  
Jack Griffith at 321.303.0307**

**e-mail: [Jack.griffith@centerplate.com](mailto:Jack.griffith@centerplate.com) Or visit [www.midfloridahftp.org](http://www.midfloridahftp.org)**

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