



### 2022—2023 Officers & Directors

#### Officers

##### President

Luis Martinez, CHAE, CPA  
Tavistock Restaurant Collection  
[Luis.Martinez@Tavistock.com](mailto:Luis.Martinez@Tavistock.com)  
(407) 480-3055

##### Vice President

Gayle Edwards  
Professional Accounting Solutions  
[GEwards@ProfAct.com](mailto:GEwards@ProfAct.com)  
(386) 223-5478

##### Secretary

Ashley Matthews  
Sonesta Hotels & Resorts  
[Ashley.Matthews@Sonesta.com](mailto:Ashley.Matthews@Sonesta.com)  
(689) 206-9849

##### Treasurer

Dennis Villegas, CHAE  
Rosen Hotels & Resorts  
[DVillegas@RosenHotels.com](mailto:DVillegas@RosenHotels.com)  
(407) 996-1783

##### Chairman

Daron Sandberg, CHAE  
Rosen Hotels & Resorts  
[DSandberg@RosenHotels.com](mailto:DSandberg@RosenHotels.com)  
(407) 966-1782

#### Directors

Kjell Olsson, CHTP  
[Kjell@OlssonUSA.net](mailto:Kjell@OlssonUSA.net)  
(407) 739-9621

Dawn Shovestull, CHAE  
1405 Hospitality Group  
[Accounting@StayDH.com](mailto:Accounting@StayDH.com)  
(407) 422-4282

Randy Andersen, CHAE  
Professional Accounting Solutions  
[RAndersen@Profact.com](mailto:RAndersen@Profact.com)  
(407) 461-2816

Justin McCann, CHTP  
Millennium Technology Group  
[JMcCann@MTG-FL.com](mailto:JMcCann@MTG-FL.com)  
(407) 996-1783

Irina Pabis, CHAE  
Loews Hotels & Resorts  
(407) 503-3331

**Social Media**  
Facebook.com/MidHFTP  
LinkedIn.com/groups/13575981  
Twitter.com/MHFTP  
Instagram.com/MFLHFTP

### HFTP Mid-Florida: Leadership, Scholarship, Participation, Service

Our Mission: To lead and advance the hospitality profession by providing a forum for continuous learning and knowledge sharing

The HFTP Mid-Florida Chapter Presents

## Mini Educational and General Membership Meeting

Tuesday, November 15, 2022



#### Mini Educational

1PM

*Gaining Traction: How SME's  
Succeed in Making Management  
Control Systems Stick*  
presented by Jeff Reinking



2:15PM

*Leading with Empathy*  
presented by Judy Holcomb



3:30PM

*Ethics: Do I really Need It?*  
presented by Judy Holcomb



See: Bios for our presenters  
on Page 7

#### General Membership Meeting

6PM

#### Networking

Passed hors D'oeuvres

Cash Bar— two Beverages

★ included ★

in the Dinner price

7PM

#### Dinner & Presentation

*EDR, XDR, MDR – what are  
they, and why you need  
one. Ways to protect your organ-  
ization from Cyber Hackers*

Presented by Tim Taylor

#### Menu

**PREMIUM BUFFET SET:**

*Caesar Salad  
Entrée Choice*

#### Filet Medallions

*or Eggplant Parmesan (v)*

*Assorted Mini Cheesecakes*

#### Additional Information

RSVP is **required**. Please respond to your personal e-vite from the chapter Secretary no later than 5:01 PM, Friday, November 11. Unfortunately, we cannot accept walk-ins. Any no-shows or late cancellations will be billed.

#### Location & Parking

**UCF Rosen School of  
Hospitality**



#### Also in this Issue:

- Letter from the President pg 2
- Golf Tournament: in Pictures pg 5
- Upcoming Events pg 4
- Hind Site 1994 pg 8
- New Member Promotional Piece pg 9

*\*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 are not associated with HFTP Global. Additionally, all works and publications are created entirely through volunteer time. Please excuse any mistakes or errors. Please consider volunteering content to be shared with your fellow members by emailing the Newsletter editor.*

## President's Letter

"Alexa, how did HFTP Mid-Florida kick off the 2022-2023 Year?"...

"...Your 2022-2023 year is off to a great start!..."

Greetings Friends!

Last month, we hosted our monthly membership meeting at the Hyatt Regency Orlando, wherein 31 of our friends and colleagues learned more on hotel technology trends. Our speaker, Michael Velasquez, shared tech insights on the implementation of the hardware and software being leveraged today in our industry to provide our guests convenient and personalized services. Need towels? Your in-room Alexa has you covered!

Additionally, Jack Griffith, Golf Committee Chair, provided a golf tournament recap and presented Camp Boggy Creek with a check for net proceeds of \$23,375.00. By our count, this now puts us over the \$300,000 mark in total funds raised for Camp Boggy Creek! Heroic efforts by our Golf Committee and all golf volunteers. I invite you to visit the charity link on our website, [www.midfloridahftp.org](http://www.midfloridahftp.org), to learn more on Camp Boggy Creek. Jack and his team are already hard at work planning next year's Golf Tournament, and welcome all members to participate in this annual event. As Jack would say, "Its for the Kids!"

For November, your Board of Directors have organized a Mini-Educational event being hosted on November 15th at the Rosen College of Hospitality. We're incredibly excited about the speaker lineup, offering an opportunity for a total of 3 CPE's, Free!. The Mini-Ed will be followed by our traditional membership meeting in the evening. Looking ahead to the holidays, our hospitality committee is also actively planning a December social for us.

Lastly, I share with all members recent open positions in our market. Two of our leaders have reached out, noting an open Assistant Controller position as well as an open Director of Finance position. For additional information, I invite you to contact me at [president@midfloridahftp.org](mailto:president@midfloridahftp.org).

Looking forward to seeing all of you at our upcoming meeting!

Respectfully Yours,

*Luis Martinez* CPA, CHAE



## OCTOBER'S GENERAL MEMBERSHIP MEETING: IN PICTURES



Dennis Villegas presents to speaker Michael Velasquez



Luis Martinez, Catherine Tobin, Randy Andersen, Dennis Villegas man the registration table



Jack Griffith presents the proceeds of HFTP Mid FL annual fund-raising to Wendy Proctor of Camp Boggy Creek \$23,375.00!



Dennis Villegas presents to Member of the Month John Stein

## 2022-23 Committee Assignments

### Legislative/ By-Laws

Luis Martinez\* - [Luis.Martinez@tavistock.com](mailto:Luis.Martinez@tavistock.com)

### Membership Relations/ Recruitment

Christina Finch\* - [Christina@FinchSearchPartners.com](mailto:Christina@FinchSearchPartners.com)

### Communications/ Social Media/ Webmaster

Ashley Matthews\* - [Ashley.Matthews@Sonesta.com](mailto:Ashley.Matthews@Sonesta.com)

Lori Schefstad - [LSchefstad@ProfAct.com](mailto:LSchefstad@ProfAct.com)

Randy Andersen - [RAndersen@Profact.com](mailto:RAndersen@Profact.com)

### Newsletter Editor

Daron Sandberg\* - [DSandberg@RosenHotels.com](mailto:DSandberg@RosenHotels.com)

### Admin/ Programs/ Speakers/ Education

Dawn Shovestull\* - [Accounting@StayDH.com](mailto:Accounting@StayDH.com)

Kjell Olsson - [Kjell@OlssonUSA.net](mailto:Kjell@OlssonUSA.net)

### Locations

Ashley Matthews\* - [Ashley.Matthews@Sonesta.com](mailto:Ashley.Matthews@Sonesta.com)

### Job Board

Luis Martinez\* - [Luis.Martinez@tavistock.com](mailto:Luis.Martinez@tavistock.com)

### Scholarship/ Awards

Michael Dryden\* - [Michael.Dryden@Hilton.com](mailto:Michael.Dryden@Hilton.com)

### Nominations

Daron Sandberg\* - [DSandberg@RosenHotels.com](mailto:DSandberg@RosenHotels.com)

Chad Curtis - Election Tally

### Chapter of the Year & Regional Conference The Board\*

### Global Liaison

Kjell Olsson\* - [Kjell@OlssonUSA.net](mailto:Kjell@OlssonUSA.net)

### Hospitality Committee

Terri Nobles\* - [Nobles.terri@gmail.com](mailto:Nobles.terri@gmail.com)

Irina Pabis\* - [IrinaPabis@loewshotels.com](mailto:IrinaPabis@loewshotels.com)

Kjell Olsson - Nametags - [Kjell@OlssonUSA.net](mailto:Kjell@OlssonUSA.net)

Justin McCann - Member of the Month - [JMcCann@MTG-FL](mailto:JMcCann@MTG-FL)

Randy Andersen - Networking - [RAndersen@Profact.com](mailto:RAndersen@Profact.com)

The Pas Team - Registration Table/ 50/50

### Community Service

Daron Sandberg\* - [DSandberg@RosenHotels.com](mailto:DSandberg@RosenHotels.com)

Central Florida Hotel & Lodging Association Ex-Officio Board Member

### Charity Golf Event

Jack Griffith\* - [Jack.Griffith@CenterPlate.com](mailto:Jack.Griffith@CenterPlate.com)

Jeff Fernandez - [Jeff.fernandez@centerplate.com](mailto:Jeff.fernandez@centerplate.com)

Gayle Edwards - [GEDwards@ProfAct.com](mailto:GEDwards@ProfAct.com)

*Camp Boggy Creek - It's all for the kids!*

### Calendar

Ashley Matthews - Secretary

### Historian/ Photography

Michael Dryden\* - [Michael.Dryden@Hilton.com](mailto:Michael.Dryden@Hilton.com)

Randy Andersen - Networking - [RAndersen@Profact.com](mailto:RAndersen@Profact.com)

Irina Pabis - [irina.pabis@loewshotels.com](mailto:irina.pabis@loewshotels.com)

### Call for Volunteers

*Chapter Members, please consider volunteering your time to the various committees. Your input is valuable in ensuring this chapter can continue to be the undisputed Chapter of the Year and produce unparalleled value to its members. If you are willing to assist in any way, please contact any board member, or committee chair.*

\* Committee Chair or Co-Chair



### HFTP Mid-Florida and You Leadership

Your chapter provides you a vehicle to grow in your personal and professional life through serving on chapter committees and the Board of Directors. Learn how to run a small business and lead the greatest HFTP chapter in the Universe. You will learn public speaking skills and gain confidence in your expertise. You can get the opportunity to develop and execute chapter programs developing valuable leadership skills.

### Scholarship

Your chapter provides the HFTP CHAE and CHTP reviews and the testing for those two HFTP certifications in accounting and technology. We need you to help yourself and get certified. This should be a normal progression in your professional career. Your Chapter also provides Continuing Professional Education seminars at the General Meetings and Mini-Education events.

### Participation

Your chapter provides a chance for you to give back to your community by assisting at the chapter golf event to benefit the kids at Camp Boggy Creek. Don't shy away, the chapter needs your time and talent. It also gives you the unique opportunity for chapter leadership at these events being part of the solution.

### Service

Your chapter provides the avenue for you to give of yourself in serving your fellow members and your community. We encourage you to get involved in your Mid-Florida HFTP Chapter. We need places to hold the monthly general membership meetings. We need our members to support the chapter events by supplying prizes and helping make these events successful. We need speakers for the General Meetings and the Mini-Educational.

Your chapter needs you to join the fun in serving others and gaining the satisfaction of personal growth through leadership, scholarship, participation and service.

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### HFTP YOUNG PROFESSIONAL MEMBERSHIP OPTION



After students have graduated or when professionals have gained employment within the hospitality industry, HFTP can become a great resource for career success. To assist young professionals in the early part of their career, hospitality financial and technology professionals who are 30 years of age and under may join for just \$200 USD.

### New This Year: Refer A Friend for Complimentary Young Professional Membership

Any Young Professional who joins HFTP will be able refer a friend to receive a complimentary one year HFTP Young Professional membership.

This cost-effective membership allows your organization sponsor, engage and educate your young professionals in Leadership, Scholarship, Participation & Service.

For further information or justification information, please reach out to the chair of the membership committee, Larry McCloskey at [elmorl@icloud.com](mailto:elmorl@icloud.com).

### 2022-2023 Board of Directors



Top left: Justin McCann, Kjell Olssen, Randy Andersen, Irina Pabis, Dawn Shovestull, Daron Sandberg  
Seated, left: Luis Martinez, Gayle Edwards, Dennis Villegas, Ashley Matthews



**LEE ROUSE**

**Mid-FL MEMBER-OF-THE-MONTH**

*Lee Rouse, Director of Finance and Accounting  
– Gaylord Palms Resort & Convention Center*

Lee is a finance and accounting executive with 20 years in the hospitality industry. Lee started her career as a freshman in college working front desk where she was studying education. Her passion led her to continue in the hospitality industry and she completed her MBA in accounting. Lee has been with Marriott International for over 10 years and serves as the current market finance lead for Central Florida.



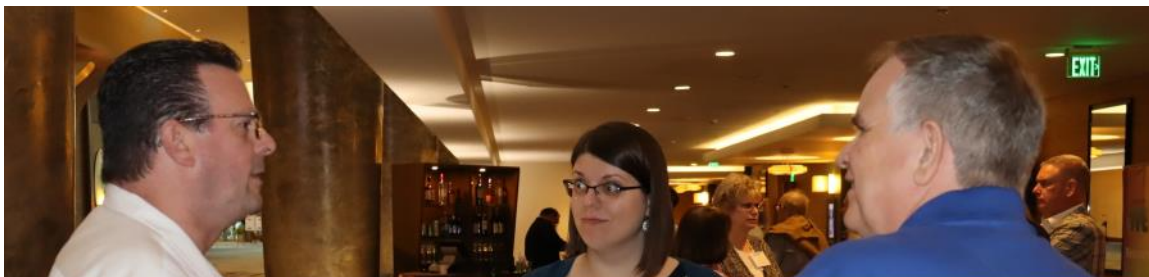
**HFTP Global Events & Calendar**

Date Event

June 26-29 2023 HITEC TORONTO

2022 HFTP Mid-Florida Calendar

Date	Time	Event	Location
Thu, Nov 1	6:00 pm	Board Meeting	Rosen Board Room
Tue, Nov 15	1:00 PM	Mini-Educational & General Meeting	UCF Rosen School of Hospitality
Tue, Dec 6	5:00 pm	Board Meeting	Rosen Board Room
Tue, Dec 6	6:00 pm	December Networking/ Social Rum Tasting and tapas	Strong Water Tavern





**20th ANNIVERSARY HFTP MID-FL GOLF  
TOURNAMENT: A FABULOUS FRIDAY ON  
THE LINKS AT CELEBRATION GOLF CLUB!**





## 20th ANNIVERSARY HFTP MID-FL GOLF TOURNAMENT: THE WINNER'S CIRCLE



Closest To The Pin, Ladies: Amy Robl



Longest Drive– Ladies: Lauren Lamb

Closest To The Pin, Men: Andrew Childress



First Place: Eddy Aspiri, Jeff Fernandez, Jack Griffith



Second Place: Jimmy Valentine,  
Ben Hall, Alex Hall, Matt  
Hutchinson



Third Place: John Classe Danny Barrios and  
Michael Marmie

## Meet Our Presenters 2022 Mini Educational November 15,2022

### Tim Taylor



Tim Taylor is the Founder and President of TaylorWorks, Inc., a leading Managed Service provider in Central Florida. For over 22 years, TaylorWorks has provided companies and medical offices with proactive IT consulting and support services. TaylorWorks is also a Cybersecurity company that helps protect your data and network.

### Dr. Judy Holcomb, ACC, CEC, CHAE



Dr. Holcomb works with emerging and accomplished professionals who want to improve their leadership skills so that they can reach their full personal and professional potential. She has a Ph.D. in Education from the University of Central Florida. After over 25 years in the hospitality industry, Dr. Holcomb decided to give back to the industry by teaching, she is currently a Professor of Hospitality Management at Saint Leo University. In addition, she has her own company called D Gravity Coaching, supporting individuals as an Executive/Leadership Coach and Trainer.

### Jeff Reinking, Ph.D.



I earned my Ph.D. in Accounting from UCF in 2013 after gaining extensive experience in industry in the areas of finance, accounting, and operations. Ever since I completed my undergraduate studies many years ago, I had always wanted to return to College as a professor. I enjoy using my experience in business to help teach you in a manner that is relevant and allows you to actually find your new knowledge applicable in today's business environment.

My career began with SunTrust Bank in the commercial credit and residential lending areas. I then went on to become a partner and the Chief Financial Officer for KHSS Construction, a national construction firm; where one of my main passions was being able to provide executives and managers with timely and relevant information to support strategy and decision-making. In addition, after serving as CFO at KHSS, I oversaw the operations of 7 business units as the Senior Vice President of Operations. Consequently, my research interests include management control systems, strategy, technology, and budgeting.

In addition to my teaching and research activities, I endeavor to stay grounded in the current practices of businesses through being an Advisory Board Council volunteer for the Small Business Development Centers at both UCF and Seminole State College. I also provide financial accounting consulting services to

local businesses as well as enjoying boating, camping, and outdoor activities with my family.



# Hind-Sight.....The Year was 1994



Known then as the International Association of Hospitality Accountants

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A nice way to start the new year: Congratulations to Steve LeBruto for graduating from UCF with a "Doctor of Education" degree. Congrats "Dr." Steve LeBruto. Also let's not forget to congratulate Audra Slavin for being chosen "Manager of the Year 1993". Audra was the Accounting Manager at the Orlando Airport Marriott property.

A "Professional Development Seminar" sponsored by IAHA was held at the Clarion Plaza Hotel on February 18<sup>th</sup>.

Who says accountants and IT people are all work and no play? At the February General Business Meeting, held at the Buena Vista Palace, Roberta "Bobbe" Lyon M.A. (Humorologist and Mirth Dispenser) provided an evening of laughs just for the hospitality troupe.

While discussing the upcoming Bacchus Bash at the February board meeting, it was noted that "Russ was appointed as the Hooters coordinator." Who is Russ and what happened to Hooters and the Bacchus Bash? The Bacchus Bash was held on April 29<sup>th</sup> at the Mercado Shopping Plaza.

At the June BOD meeting, it was decided to raise the dinner dues in January 1995 from \$16.00 to \$20.00 and from \$20.00 to \$25.00 for non-members. Prepaids will still be a deal at \$135.00 per year. Chapter dues were set at \$40.00 per year.

The cost of mailing the monthly newsletter was \$0.29

When opportunity knocks.....with a chance to advance her career, Olive Brubaker-Barth had to resign as President of our chapter in June as her new position was outside of the Central Florida area – Jim Bina stepped up from VP and assumed the duties as President for the remainder of the 1993/1994 term.

HITEC was held in Dallas from June 21<sup>st</sup> thru 23<sup>rd</sup>. The Annual Florida Regional was held from August 11<sup>th</sup> thru 14<sup>th</sup> at the Harmonious Sheraton Inn Tampa & Conference Center by the Suncoast Chapter. The Annual Conference was held in San Antonio, Texas from September 24<sup>th</sup> – 28<sup>th</sup>.

In a never-ending quest to provide our membership with the much needed knowledge to be beneficial in the office, Dr. Steve LeBruto, CPA, CHAE offered a "Managerial Accounting for the Hospitality Industry" starting on January 18, 1995. The only cost to the IAHA members would be for the books and materials – about \$75.00. For non-members, the charge would be \$195.00 – which not only includes the course fee and books & materials, but you would also receive membership for one year in the Mid Florida Chapter.

The following Officers and Board of Directors were installed at the Clarion Plaza Hotel on August 30, 1994. The installation was complemented by a fantastic dinner and *magical entertainment*.

## Officers for the 1994/1995 year:

Chairman of the Board: Ken Kruse Buena Vista Palace

President: Jim Bina Tamar Inns (now Rosen Hotels & Resorts)

Vice President: Linda Elerick Linda Elerick & Company

Treasurer: Jeff Weinland Night Auditors of America

Secretary: Bob Slappey KPMG Peat Marwick

## Board of Directors:

Steve LeBruto 2-year term University of Central Florida

Russ Finton 2-year term Nationwide Insurance

Larry McCloskey 2-year term Hyatt Regency Grand Cypress

German Plazas 1-year term Sheraton World Resort

Desmond Lee Hue 1-year term Peabody Hotel

Sylvia Sebrowski 2<sup>nd</sup> yr of 2yr term NSJ Corporation

The December Social was held on the 13<sup>th</sup> at Sleuth's Mystery Dinner Theater, the cost was set at \$25.00 per person, which included unlimited soda, beer, and wine.

*Michael Dryden, CHAE*







Mid-Florida Chapter

INVITES YOU TO...

Take advantage of a

**SPECIAL OFFER**

when you join our chapter today.



with professional development opportunities you cannot get anywhere else.



**Grow your connections.**

### HFTP Regional Chapters and Events

Get to know local hospitality professionals like you.

HFTP has over 80 chapters across the globe which gather regularly for industry educational programming and networking events.

**VALUE** FREE for members to join one local chapter.

### HFTP Member Directory

Locate industry advisors and contacts.

The HFTP member directory provides a valuable source for interaction and queries.

**VALUE** FREE to members.

### HFTP National and Regional Events

Participate with peers in conferences across the U.S.

At the Club Summit, Annual Convention and HFTP regional conferences, members can expand their network, boost their expertise and build strong face-to-face connections.

**VALUE** Members save up to \$200 on full conference registration over the standard rate (savings vary by event).

Check out more member benefits  
on the next page.



**Grow your career.**

### HFTP Academy

Elevate your professionalism and enhance your career.

The HFTP Academy offers two globally recognized professional certifications that set the standards for hospitality finance and technology — the CHAE® and CHTP® — as well as three certificate programs that provide valuable instruction, training and recognition of a specific practice or skillset.

**VALUE** Members save \$200 off the nonmember application fee.

### HFTP Leadership Excellence Series

Cultivate leadership skills in this members-only program.

The HFTP Leadership Excellence Series is an annual program that helps members build leadership knowledge and skills through a series of learning components, providing opportunities to access models of leadership within the association and industry.

**VALUE** FREE and exclusive to members.

### HFTP Job Board

Make your next career move.

The HFTP Job Board helps members seeking positions specific to hospitality technology and finance, as well as members looking for qualified candidates.

**VALUE** FREE to members.

Note: All currency is in U.S. dollars.



Grow, learn and connect with the

# THOUSANDS

of hospitality professionals like you  
who are already part of HFTP.

Now join them.



## Grow your knowledge base.

### HFTP Webinars

**Access quality education online.**

Members get leading hospitality education through online webinars presented by professionals on topics impacting hospitality finance and technology, as well as earn CEU credit.

**VALUE** New offerings presented monthly, with archives available year-round.

### HITEC®

**An international brand offering world-class education.**

HFTP's HITEC events in North America and Dubai provide members with access to the world's largest exhibition of hospitality technology products and services and unparalleled education sessions presented by industry experts.

**VALUE** Members save up to **\$300** on full conference registration at HITEC North America.

### HFTP Research Center

**Analyze valuable market data.**

The HFTP Research Center assists in developing customized research, reports and studies based on member requests. The information provides important data for members to make informed decisions on market trends and identify opportunities for growth.

**VALUE** Members receive **complimentary** access to HFTP-produced research reports.

### HFTP Members Exclusive Content

**Acquire industry insights.**

Members are kept up-to-date with insights into the hospitality industry with original content published by HFTP on current topics such as new technology, security, accounting practices and more.

**VALUE** **FREE** to members.

### USALI

**Maintain hospitality financial standards.**

The reference presents operating statements formatted to provide hotel owners, managers and other interested parties with operational information pertinent to the lodging industry.

**VALUE** Members are given a discount off the retail price.

Join HFTP

Receive a special rate of **\$275\***

when you join HFTP and the HFTP Mid-Florida chapter by January 31, 2023  
use code: **MEMBERSPECIAL**

\*Must be a new HFTP member to receive this discount.

# JOIN HFTP TODAY!

Contact your local HFTP chapter to get started.

Membership Chairperson Christina Finch

Phone: 407 478-1956

| Email: [Christina@FinchSearchPartners.com](mailto:Christina@FinchSearchPartners.com)