



# Inn-Sight



JANUARY 2023 | Newsletter of the HFTP Mid-Florida Chapter | Since 1973 | Chapter of the Year 2022 | [www.hftp.org](http://www.hftp.org) | [www.midfloridahftp.org](http://www.midfloridahftp.org)

## 2022—2023 Officers & Directors

### Officers

#### President

Luis Martinez, CHAE, CPA  
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#### Chairman

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Kjell Olsson, CHTP  
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(407) 503-3331

## 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

GENERAL MEMBERSHIP MEETING | Tuesday, January 24, 2023 at 6:00PM



### Speaker & Program

#### Menu

##### Salad

*Florida Molded Quinoa Salad  
with Tropical Dressing*

##### Entrée

*Chicken Roulade - with a light  
white truffle velouté Pommes  
Anna*

*Roasted Balsamic Glazed Brussel  
Sprouts*

##### Dessert

*Mexican Coffee Eclair - with a  
Mexican hot chocolate topped  
with Kahlua spiked whipped  
cream*



*Building a Culture of Success*  
presented by Mark Waltrip, COO  
of Westgate Resorts

Mark's bio can be found on page 4

#### Location

**Westgate Lakes Resort & Spa**  
9500 Turkey Lake Road, Orlando  
FL 32819

Versailles Ballroom

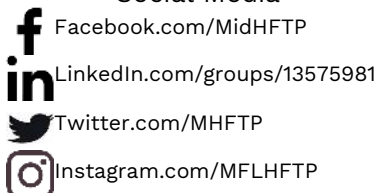
#### Costs

Members with RSVP \$50  
Non-Members & Guests \$65  
Student Chapter Members \$35  
Self Parking is Complimentary

#### Additional Information

R.S.V.P. is **required**. Please visit our website [midfloridahftp.org](http://midfloridahftp.org) or respond to your personal e-vite from the chapter Secretary. Please RSVP or cancel no later than 5:01 PM, Friday, January 19th. Unfortunately, we cannot accept walk-ins, or credit any no-shows or late cancellations.

### Social Media



Facebook.com/MidHFTP

LinkedIn.com/groups/13575981

Twitter.com/MHFTP

Instagram.com/MFLHFTP

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- Hind Site 2006 pg 5
- New Member Promotional Piece pg 6

*\*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

Dear Members,

I hope this letter finds you well and that you had a wonderful holiday season. As we begin a new year, I wanted to reach out and let you know about some exciting things coming up for our membership.

First, I wanted to take a moment to reflect on our December social event, which was a resounding success. It was such a pleasure to see so many members come out and enjoy each other's company at Loew's Sapphire Falls with its incredible terrace view at Strong Water Tavern. It was a great opportunity for us to relax, have some fun, and get to know one another better outside of the usual business setting. Thank you to everyone who was able to join us at the December social event. I hope you had as much fun as I did, and I look forward to seeing you at future events.

Speaking of future events, I wanted to let you know about our upcoming membership meeting, which will feature David Waltrip, COO of Westgate Resort. Our speaker will be sharing his insights and expertise on a topic that is sure to be of interest to all of us – *"Building a Culture of Success"*. This is a great way to kick off the year and get ourselves geared up for all that is to come. I encourage you to mark your calendars and make plans to attend this meeting. It is an excellent opportunity to connect with your fellow members, learn from an industry leader, and start the year off on the right foot.

I look forward to seeing you at the membership meeting and to all the great things we will accomplish together in the year ahead.

Warm Regards, *Luis Martinez* CPA, CHAE



### 2022 WINTER SOCIAL: IN PICTURES

Past presidents  
Jack Griffith CPA ,  
Daron Sandberg,  
CHAE and Scott  
Evans



### 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\*



## 2022 WINTER SOCIAL: IN PICTURES *(continued)*



*Top left:* **Tyler Villegas** and Secretary **Ashley Matthews** *Top Right:* HFTP Global Secretary **James Bina**, CHAE\*, CHTP\* with past president **Dr. Judy Holcomb**

*Middle left:* Director **Kjell Olsson** CHTP with **Jay Stoffel** *Middle right:* Current Chapter president **Luis Martinez**, CPA, CHAE, past presidents **Terri Nobles**, CHAE and **Kelly Montgomery**, CHAE

*Lower right:* past presidents **Chad Curtis**, CHAE, **Christina Finch**, **Terri Nobles**, CHAE, Director **Irina Pabis**, CHAE and current Chapter president **Luis Martinez** CPA CHAE enjoy a fire-side chat at the Strong Water Tavern Loews Sapphire Falls [3](#)



## 2022-23 Committee Assignments, *continued*

### *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.*

## January General Membership Meeting Speaker Bio: Mark Waltrip

### Mark Waltrip

*Chief Operating Officer*

#### Responsibilities

As Chief Operating Officer, Mark is responsible for the continued growth and evolution of the Westgate brand as the industry leader in experience-based, destination resorts. Mark is responsible for all acquisition, resort operations, restaurants, retail, and resort marketing for Westgate Resort properties. He is also responsible for the Westgate corporate divisions of procurement, corporate security, asset management, team member services, aviation services, community affairs and the Westgate Resorts Foundation. Mark has a very diverse background, including the development of over 50 restaurants ranging from fast casual to fine dining, and a variety of retail shops and destination health spas under the brand, SerenitySpa by Westgate. Mark also leads the development and operation of all Westgate non-resort projects, including commercial office space, apartment complexes, and real estate land development.

#### Background

Mark has a remarkable and diverse career that includes working in the space launch industry where he helped develop the launch facilities for the commercial space program and was an engineer on the launch team for 12 Atlas-Centaur space launches. He served 20 years in the United States Air Force, where he specialized in program management and business re-engineering. Prior to joining Westgate, Mark was with Computer Sciences Raytheon, where he supported the development of the space launch infrastructure for the Kennedy Space Center. Mark joined Westgate Resorts in June of 1996.

#### Education

Graduating with special honors, Mark completed his Bachelor and Master of Science degree in Aerospace Engineering from the University of Colorado. He was elected to the National Honor Society for Engineers and the National Honor Society for Aerospace Engineers.

#### Community Service

Recognized as an inspirational and tireless leader in the community, Mark serves on the Board of Directors for the Westgate Resorts Foundation and the Victoria Siegel Foundation and is a past board member of the Central Florida Regional Commission for Homelessness, Mission United, and Florida Special Olympics with which he is still actively involved. He is also a member of the Urban Land Institute (ULI) and the American Resort Developers Association (ARDA).

#### Personal Interest

Mark is an accomplished musician, author, inventor and has been a guest speaker at hospitality, real estate and leadership conferences across the country. Mark is the author of "Recipes for Success: A Cookbook with a Recipe for Life" based on the idea that life is a lot like cooking - the difference between success and failure are the ingredients you chose and the recipe you follow. The book also includes over 100 of Mark's recipes with simple step-by-step instructions. His most recent book, "Building a Culture of Success", identifies the leadership skills that entrepreneurs need to learn to grow a sustainable business. Mark also wrote and published the song, "A Hero's Walk" that was recently released by six-time Grammy Award winning artist Lee Greenwood.

Mark is married and has two adult children.



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





STEPHAN LUDWIG

## Mid-FL JANUARY MEMBER-OF-THE-MONTH

Stephan got an undergrad from the University of Houston College of Hotel and Restaurant Management and a graduate degree at DePaul University in Chicago. While in college, Stephan worked as a banquet server at the Hilton Chicago along with other roles that included front office agent. He also did his internship in Finance and Sales at the Palmer House Hilton and the Hilton Chicago.

In 1998, Stephan started full time as Assistant Director of Finance at the Hilton Capital in Washington DC before transferring to Hilton Anaheim in Anaheim, CA.

In 2000, he was promoted to Director of Finance at the Hilton Burbank before transferring in 2002 to the Hilton Lake Buena Vista. Stephan took on the Complex Director of Finance role with the complex of Buena Vista Palace in 2015, before transferring in the same role to the Bonnet Creek Resort complex in 2017 which has 2 hotels (Signia by Hilton Orlando Bonnet Creek and the Waldorf Astoria Orlando), a Spa and a Golf course.



HFTP Global Events &amp; Calendar

Date

Event

June 26-29

HITEC TORONTO

TBA

FLORIDA REGIONAL SOUTH FL

October 18-20 2023 ANNUAL CONVENTION Indianapolis, IN

**21st Annual Charity Golf Tournament**

To Benefit: Camp Boggy Creek  
Friday, September 22, 2023

Location TBA

**It is never too early to make a donation!****Mid-Florida HFTP Job Board**

As provided by Mid-Florida chapter members, there are links to a range of openings both in the Orlando market as well as nation-wide. Access postings updated monthly:

[Click Here for the Mid-FL Job Board](#)

To submit jobs or updates, please email Luis Martinez at

Luis.Martinez@tavistock.com

**Special Announcement**

Earl Enterprises (Planet Hollywood, Brio, Bravo, et al) is currently seeking to fill two senior level accounting positions (\$70-\$80K) and one staff level position (\$55-\$60K). Please reach out to Daron Sandberg for more information.

LOEWS  
HOTELS

ROSEN HOTELS &amp; RESORTS

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THE *Kesler* COLLECTION®**2022-23 HFTP Mid-Florida Calendar**

Date	Time	Event	Location
Tue Jan 24	6:00 PM	General Membership Meeting	Westgate Lakes
Tue, Feb 07	6:00 PM	Board Meeting	Rosen Board Room
Tue, Feb 28	6:00 PM	General Membership Meeting	TBD
Tue, Mar 7	6:00 PM	Board Meeting	Rosen Board Room
Tue Mar 28	7:30 AM	Joint Membership breakfast with	Orange County Convention Center (tent.)
Tue, Apr 4	6:00 PM	Board Meeting	Rosen Board Room



# Hind-Sight.....The Year was 1999



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Bringing our chapter into 1999 was the team of Brenda Penrod, Joe Romano, Larry McCloskey, and Bill Parrish.

Meeting locations and presentations for the year were as follows:

**January 26<sup>th</sup>** - Sheraton Orlando North, presentation was a Tour of the HFTP website by Dr. Stephen LeBruto.

**February 23<sup>rd</sup>** - Radisson Plaza Hotel in conjunction with the Mid-Florida IMA chapter, in addition to two earlier presentations on "Food Cost Controls" by Dr. Stephen LeBruto, the evening presentation was by Abe Pizam speaking on International Tourism.

**March 30<sup>th</sup>** - the "traditional Spring Social" was at the Hyatt Regency Grand Cypress Resort.

**April 27<sup>th</sup>** - Double Tree Orlando Resort, the presentation was on Fraud and the speaker was US Secret Service Special Agent Rick Johnson (was that his real name or an alias?)

**May 25<sup>th</sup>** - Adams Mark Hotel (Florida Mall) was the sight of the Educational Conference that included 4 educational sessions.

**June 29<sup>th</sup>** - The Bay Hill Club & Lodge, with Bill Galbreath giving a presentation on "Web Site Design"

**July 27<sup>th</sup>** - The Omni Rosen Hotel, the speaker was Robert Thwaites and he gave a presentation on "Estate Planning"

**August 11<sup>th</sup>** (Wednesday) - at the Radisson Twin Towers, members were invited to attend the CFHMA Hospitality Conference & Expo being held that day.

**September 28<sup>th</sup>** - The installation of the newly elected officers was held at The Caribe Royale Resort Suites & Villas.

**October 26<sup>th</sup>** - The UCF campus was the sight of this month's meeting.

**November 30<sup>th</sup>** - Holiday Inn Orlando, I Drive

**December 28<sup>th</sup>** - our December Social was at the Solar Bears Game, and no, I do not remember who won the game that night.

Our Members of the Month were: **January**— Rob Conners, **February**— Norman Kuntz, **March**— James Bina, **April**— Steve Lankford, **May**— Steve D'Erasmus, **June**— Haydee Vazquez, **July**— Tom Hull, **August**— Art Wawrzynuak, **September**— Judy Holcomb, **October**— German Plazas, and **December**— Glenn Shaller

- The March Social held at the Hyatt Grand Cypress included a BBQ and an opportunity to anyone to "Play a Round" at the Hyatt's Pitch-n-Putt course.
- One of the sessions at the May Educational Conference was "Y2K Hysteria – Is it for Real?" (Why were we worried!)
- Bacchus Bash was held at Downtown Disney on April 17<sup>th</sup>. We also volunteered to assist with the JDRF Walk cash count on November 13<sup>th</sup> at Jay Blanchard Park.
- HITEC took place on June 22<sup>nd</sup> – 24<sup>th</sup> in Atlanta, GA. The Florida Regional was at the beautiful Ocean Reef Club in Key Largo August 12<sup>th</sup> – 14<sup>th</sup>. The Annual Conference was in San Antonio, TX October 20<sup>th</sup> – 23<sup>rd</sup>.
- The Scholarship committee awarded two scholarships in June to Nakera Simms and Elizabeth LeBruto.
- The following officers were elected for the 1999-2000 term and were sworn in on September 28<sup>th</sup>: **President**: Joe Romano, **Vice President**: E. Lawrence McCloskey, **Treasurer**: William Parrish, **Secretary**: Randall Rickmann and the **Directors** were: Diana Hull, Steve D'Erasmus, Desmond Lee Hue, David McKim, Gregory Wilhelm, and Nancy Lapara.
- The dinner meeting dues were \$20 for Members and \$25.00 for non-members, Student Chapter Members meeting dues were \$10.
- As of September 30<sup>th</sup> there were 142 active members in our chapter.

*Michael Dryden, CHAE*







Mid-Florida Chapter

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### HFTP Leadership Excellence Series

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

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