



# Inn-Sight



FEBRUARY 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  
Tavistock Restaurant Collection  
[Luis.Martinez@Tavistock.com](mailto:Luis.Martinez@Tavistock.com)  
(407) 605-5954

#### 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  
[Irina.Pabis@Loewshotels.com](mailto:Irina.Pabis@Loewshotels.com)

**Social Media**  
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## 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 Proudly Presents

## GENERAL MEMBERSHIP MEETING | Tuesday, February 28, 2023 at 6:00PM



### Menu

#### **Salad**

*Heirloom Tomato Salad & Compressed Watermelon*  
*Burrata Spread, Baby Arugula, Pickled Radishes, & Broken Oregano*  
*Vinaigrette*

#### **Entrée**

*Pan-Seared Crispy Chicken Breast*  
*Roasted Okinawa Sweet Potato,*  
*Wild Mushrooms, Baby Sunburst,*  
*& Black Garlic Butter Sauce*

#### **Dessert**

*Chocolate Torte with Toasted Coconut Crackers*  
*Hazelnut Spread & Huckleberry Marmalade*

### Speaker & Program

#### *Annual Tax Update*

presented by Peter Hilera, CPA  
and Russell Goldberg, CPA of  
Withum+



Peter and Russell's bios can be found on  
page 4

Additional Information: R.S.V.P. is **required**. Please visit our website [mid-floridahftp.org](http://mid-floridahftp.org) or respond to your personal e-vite from the chapter Secretary. Please RSVP or cancel no later than 5:01 PM, Friday, February 24th. Unfortunately, we cannot accept walk-ins, or credit any no-shows or late cancellations.

### Location

#### **Gaylord Palms**

6000 W Osceola Pkwy.  
Kissimmee, FL 34746

### Costs

Members with RSVP \$50  
Non-Members & Guests \$65  
Student Chapter Members \$35  
Self Parking validation provided during dinner

### Also in this Issue:

- Letter from our President pg 2
- Upcoming Events pg 4
- Hind Site 2004 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,

At our last meeting, Westgate Resort's very own COO, Mark Waltrip, quoted the famous American humorist, Mark Twain, who once said, "It ain't what you don't know that gets you into trouble, it's what you know for sure that just ain't so." Thinking deeper on our discussion with Mark, I realize this quote is particularly relevant in today's rapidly changing business environment; a powerful reminder that our assumptions and biases can often be more dangerous than our lack of knowledge.

In the hospitality industry, the landscape is constantly evolving, with new technologies and market trends emerging every day. We must be willing to challenge our assumptions, and constantly re-evaluate our strategies to stay competitive and up to date.

At HFTP Mid-Florida, we understand the importance of creating a strong industry that fosters continuous learning and growth. That's why we offer a range of educational opportunities to help our members stay up-to-date with the latest hospitality trends and best practices.

Our next meeting affords us all an invaluable educational opportunity on tax updates specific to our hospitality industry. Staying informed about updates and changes in tax regulations is particularly important for businesses in the hospitality industry, as tax legislation can have a significant impact on the bottom line. Are you up to date on the subject matter? Attending the upcoming meeting on tax updates is an excellent opportunity for members to expand their knowledge and stay up-to-date on the latest developments in this area.

So, let's embrace the spirit of learning and growth, and work together to build a stronger, more resilient hospitality industry. See you all at our next meeting!

Sincerely,

*Luis Martinez* CPA, CHAE



## **January General Membership Meeting: IN PICTURES**

Clockwise, from right:  
Chapter President Luis Martinez, CPA CHAE chats it up with presenter Mark Waltrip; Past President Christina Finch and Mark Waltrip; Chapter Board Director Justin McCann presents Member of the month Stephan Ludwig to the chapter.



## **2022-23 Committee Assignments**

### *Legislative/ By-Laws*

Luis Martinez\* - Luis.Martinez@tavistock.com

### *Membership Relations/ Recruitment*

Christina Finch\* - Christina@FinchSearchPartners.com

Lee Rouse - Lee.Rouse@Gaylordhotels.com

### *Communications/ Social Media/ Webmaster*

Ashley Matthews\* - Ashley.Matthews@Sonesta.com

Lori Schefstad - LSchefstad@ProfAct.com

Randy Andersen - RAndersen@Profact.com

### *Newsletter*

Daron Sandberg\* - DSandberg@RosenHotels.com

### *Admin/ Programs/ Speakers/ Education*

Dawn Shovestull\* - Accounting@StayDH.com

Kjell Olsson - Kjell@OlssonUSA.net

### *Locations*

Ashley Matthews\* - Ashley.Matthews@Sonesta.com

### *Job Board*

Luis Martinez\* - Luis.Martinez@tavistock.com

### *Scholarship/ Awards*

Michael Dryden\* - Michael.Dryden@Hilton.com

### *Nominations*

Daron Sandberg\* - DSandberg@RosenHotels.com

Chad Curtis - Election Tally

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

### *Global Liaison*

Daron Sandberg DSandberg@Rosenhotels.com

### *Hospitality Committee*

Terri Nobles\* - Nobles.terri@gmail.com

Irina Pabis\* - IrinaPabis@loewshotels.com

Open - Nametags -

Justin McCann - Member of the Month - JMcCann@MTG-FL

Randy Andersen - Networking - RAndersen@Profact.com

The Pas Team - Registration Table/ 50/50

### *Community Service*

Daron Sandberg\* - DSandberg@RosenHotels.com

Central Florida Hotel & Lodging Association Ex-Officio Board Member

### *Charity Golf Event*

Jack Griffith\* - Jack.Griffith@CenterPlate.com

Jeff Fernandez - Jeff.fernandez@centerplate.com

Gayle Edwards - GEdwards@Profact.com

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

### *Calendar*

Ashley Matthews - Secretary

### *Historian/ Photography*

Michael Dryden\* - Michael.Dryden@Hilton.com

Randy Andersen - RAndersen@Profact.com

Irina Pabis - 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.





**AMANDA MASILUNIS**

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

Amanda started working at the age of 15 at the San Diego County Fair as a cashier in a fried chicken stand. That first three-week job at the county fair turned into a career in the Hospitality industry. The following summer, Amanda went to work at SeaWorld San Diego. She continued at SeaWorld while attending the University of California San Diego. Upon completion of her Bachelors' degree in Psychology, Amanda joined the grand opening team at Legoland California as a Food and Beverage Manager. She later returned to SeaWorld San Diego and found her niche as the Manager of Profitability in the Food and Beverage department where she was able to blend her passion for leadership, operations, and analysis. She transitioned to Marketing as an Analyst and led projects surrounding market segments and the spending behaviors of those guests. Fast forward to 2007, Amanda packed up her worldly belongings and moved with SeaWorld from San Diego to Orlando. She later transitioned into a role in the Finance department as their Manager of Labor and Scheduling where she oversaw labor budgeting and guided implementation of a major timekeeping and scheduling software project for the three Orlando theme parks. After 21 years with SeaWorld, Amanda discovered an opportunity with Rosen Hotels & Resorts, and she joined the team in 2015. Today, Amanda wears many hats, and her official job title is Manager of the Labor Management and Payroll teams. She also serves as the point person for application support of Human Resources, Scheduling, and Payroll software.

Amanda lives in Minneola, Florida (near downtown Clermont) with her husband Aaron and their 16-year-old cat Oakley. Her husband Aaron has had a 29 year career in operations with Publix, currently serving as a District Manager. When they are not working, Amanda and Aaron enjoy time on the water. That may be on the lake, at the beach, or in the pool. And they love to travel. Favorite destinations so far include Saint Martin, Rome, and Santorini.

Amanda set a goal to move more in 2021. She started walking for exercise and each year she sets a more difficult goal. This year she plans to go 720 miles by the end of 2023.

Amanda has been a member of HFTP for 3 years. She looks forward to the great conversations with incredible leaders and the education topics at our monthly meetings.

### 2022-23 HFTP Mid-Florida Calendar

Date	Time	Event	Location
Tue, Feb 28	6:00 PM	General Membership Meeting	Gaylord Palms
Tue, Mar 7	6:00 PM	Board Meeting	Rosen Board Room
Tue Mar 28	7:30 AM	Joint Membership breakfast with HHRA	Orange County Convention Center
Tue, Apr 4	6:00 PM	Board Meeting	Rosen Board Room
Tue, Apr 25		General Membership Meeting	TBA
Tue, May 5		Board Meeting	Rosen Board Room

### 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.

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### HFTP Global Events & Calendar

Date	Event
June 26-29	HITEC TORONTO
CANCELLED	FLORIDA REGIONAL
October 18-20	2023 ANNUAL CONVENTION Indianapolis, IN

ENJOY THE PREPAID OPTION FOR YOUR GENERAL MEMBERSHIP MEETING ATTENDANCE— GET 12 EVENTS FOR THE PRICE OF 10. \$500 gets admission for the entire year. Calendar year basis only.

## Our February General Membership

### Meeting Presenter BIOs:

#### Peter Hilera, CPA Partner

##### Professional Experience

More than 25 years of professional experience providing tax, business and accounting compliance and advisory services.

Specializes in IRS representation, multi-state tax compliance, sales tax consulting, flow-through entities and works closely with private equity groups on mergers and acquisitions for corporate and business clients. Clients include taxpayers in the construction and real estate industry, including general contractors, subcontractors and specialty contractors. Providing tax and consulting advice to real estate owners, including retail, commercial and special purpose real estate. Worked with both cost segregation studies and 1031 tax free exchanges.

##### Credentials/Education

- Licensed Certified Public Accountant in Florida
- BS, Accounting, University of Central Florida

##### Memberships

- American Institute of Certified Public Accountants (AICPA)
- Florida Institute of Certified Public Accountants (FICPA)

##### Published

- "Company Transition and Succession Planning for the Construction Industry"
- "Cost Segregation Studies – The IRS' View"
- "Tax Relief to Hurricane Victims in Florida Counties"
- "State Sales Tax Rate for Rental, Lease, or License to Use Real Property to Decrease"

#### Russell Goldberg, CPA, CITP Partner

##### Professional Experience

- More than 25 years of professional accounting experience serving businesses in a variety of industries.
- Partner-in-Charge of the Orlando office.
- Broad range of experience as an advisor in income taxes, business planning and mergers and acquisitions, process and control improvements, and multistate tax compliance.
- Experienced with private and high-net-worth individual services, providing financial
- planning and family office services.
- Technical tax expertise includes:
  - Individual taxation
  - State and local taxation
  - Partnership and corporation taxation
  - International taxation
  - Tax controversies

##### Credentials/Education

- Licensed Certified Public Accountant in Florida and New Jersey
- Bachelor's degree in Accounting, University of Central Florida

##### Memberships

- American Institute of Certified Public Accountants (AICPA)
- Florida Institute of Certified Public Accountants (FICPA)



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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



# Hind-Sight.....The Year was 2004



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In **January** our meeting was held at the Radisson Barcel'o Hotel Orlando and the speaker was Ross Federgreen from CSRIS and the topic was "Credit Card Security, Compliance and Fraud".

**February's** meeting was held in conjunction with the Central Florida IMA chapter at the Sheraton World Resort. Two sessions were held in the afternoon: Frank Appuzzo and Tim Raftis spoke about "Content Management Systems and Search Engine Marketing Ideas". Followed by Gene Romagna speaking about "Leveraging Your Human Capital". And who in attendance that night can forget Victor Ragucci from BarrierMed who's topic was "Building an Empire & How to get the Capital", but will be remembered for "latex gloves" (ask someone who was there to elaborate).

**March** was a mini-educational that was held at the Rosen School of Hospitality Management, which not only included four great speakers, but we were also given a tour of the school by some of the students. Opening remarks were delivered by our very own Tina Samson, then the current HFTP International President.

In **April** we traveled up the road to Hotel Orlando North in Maitland. Craig Dorris was our speaker and addressed us on "Loss Prevention and Control".

**May** was our Second Annual Charity Golf Tournament at Rosen's Shingle Creek Golf Club during the day and our dinner meeting was held immediately afterwards – no speaker, just good food, drinks, prizes and fun.

**June's** meeting was at the Portofino Bay Hotel and we learned about "Pay Cards and Payroll Processing".

In **July** we met on a Thursday night at "The University Club of Orlando". Our speaker was Michael T. David from Allied National speaking to us on how to "Keep the Customer and Collect the Money".

Our **August** meeting was at The Hilton in the Walt Disney World Resort, Greg Larson from Shred-It Company spoke to us about "Record Retention and Proper Document Destruction".

**September's** meeting at the Orange County Convention Center—the Officer's Installation, originally scheduled for September 28<sup>th</sup> was postponed until October 12<sup>th</sup>, due to the arrival of our 4<sup>th</sup> Florida hurricane.

**October's** meeting at the Peabody was also postponed so we could all recover from the hurricanes.

In **November** we got back on track at the Rosen College of Hospitality Management. Steve D'Erasmus conducted a CHTP review in the afternoon, and our dinner speaker was Lex Veech giving us an update on "2005 Convention Business".

**December's** Holiday Social was held at the Fulton Crab House in Lake Buena Vista with 60 attendees enjoying the evening's festivities while braving the cold.

Dinner dues were \$25 for members and \$35 for non-members.

Some of the volunteer activities our chapter and members helped with during the year were Bacchus Bash held at the Orlando Premium Outlets on Friday April 2<sup>nd</sup>, and The Cattle Baron's Ball on May 15<sup>th</sup>. Unfortunately due to the back to back to back to back hurricanes, the JDRF walks scheduled for October 2<sup>nd</sup> (Orlando) and October 9<sup>th</sup> (Cocoa Beach) were postponed until March of 2005.

The 2<sup>nd</sup> Annual Golf Tournament was held on May 21<sup>st</sup> at the Rosen's Shingle Creek Golf Club. There were 122 golfers, 26 sponsors, and 17 Allied sponsors. We raised \$17,900 for Camp Boggly Creek.

HITEC was held in Dallas, TX at the Dallas Convention Center from June 21<sup>st</sup> - 24<sup>th</sup>.

The Florida Regional Educational Conference, from July 22<sup>nd</sup> - 24<sup>th</sup>, was held at the Hutchinson Island Marriott and sponsored by the Treasure Coast Chapter.

Annual Conference was held in Anaheim California at the Hyatt Regency from October 27<sup>th</sup> - 30<sup>th</sup>. We were awarded the Chapter Choice Award for our Charity Golf Event as well as the 2004 Recruitment Award.

Member spotlights for the year were: **January** – Donald Hay of Digital Alchemy, in **February** we announced Greg Wilhelm as the Member of the Year 2003, **March** – Ross Lobrutto of Nortel Networks, **April** was **Kjell Olsson** from Wyndham Palace Resort & Spa, **May** – Steven Doherty of Post Integrations, **July** – Richard Benoit of Gaylord Palms Resort, and **August** – Ian Cole of Starwood Vacation Ownership. The remainder of the year we focused on staying dry!

Scholarship winners were announced at the June meeting, they were I-Chieh (Lucy) Yang and Lori Graham, both were students at the UCF Rosen College of Hospitality.

Elections were held in August and the following were elected for the 2004-2005 term: President-Kristopher Shoemaker, VP-Davis Branson, Treasurer-**Chad Curtis**, and Secretary-Michael Dryden. New to the board were Patricia Geer, Wendy Knippel, Michelle Murphy, and Mark Roland. Returning to complete their terms on the board were Gregory Wilhelm and Susan Ferguson. Joseph Romano was the Chairman of the Board.

As of December we had 157 members – 52 holding either CHAE and/or CHTP designations.

*Michael Dryden, CHAE*







Mid-Florida Chapter

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