

NFH&LA
NORTH FLORIDA HOTEL & LODGING ASSOCIATION
External Affairs Bulletin
September 2009

8/27 NFHLA External Affairs: BusinessSafe Update

Distributed to: all members- allied and hotel

The DHS Hotel & Lodging Advisory Poster is a tool that provides the U.S. Lodging Industry with an increased awareness of the following:

- A property's potential to be used for illicit purposes.
- Suspicious behavior and items.
- The appropriate actions to take if employees notice suspicious activity. The intended audience is all hospitality staff at a property, from housekeeping to security, and is intended to be displayed in those areas of the hotel restricted to the public where employees congregate, commonly referred to in the hospitality industry as the "back of the house."

To learn how your facility can obtain the DHS Hotel & Lodging Advisory Poster, please contact the Commercial Facilities Sector-Specific Agency representatives at CFSTeam@hq.dhs.gov.

9/21 NFHLA Survey

Distributed to: Hotel members only

A letter and survey was distributed to all NFHLA hotel members asking them to participate in a survey from the NAACP. If you did not receive this survey, please contact Nicole Trueblood, NFHLA Administrator, nfhla@northfloralodging.com or (904) 421-9176.

9/22 NFHLA External Affairs: Visit Jacksonville Cash for Contracts

Distributed to: Hotel members only

NFHLA assisted in securing an additional \$875,000 from the Duval County Tourist Development Council for Visit Jacksonville's marketing efforts. Here is a promotion Visit Jacksonville is doing with some of those funds.

The Visit Jacksonville Sales & Marketing team is thinking outside of the box and working hard to get you more business opportunities during this difficult time. One of our strategies will be to use a portion of the additional TDC funding we received to conduct a special promotion called "Cash for Contracts."

What is "Cash for Contracts?" Visit Jacksonville will offer meeting planners an additional incentive to bring their business to Jacksonville in this competitive environment. You can use this incentive as a CLOSING TOOL. This in no way will affect your bottom line. Visit Jacksonville will pay the incentive directly to the meeting planner once meeting pickups are received.

Visit Jacksonville will offer groups with new business to our destination a \$5.00 per room rebate with a minimum of 100 room nights booked and contracted by September 30, 2010. Qualified RFPs to be considered for this promotion must be submitted at www.visitjacksonville.com/rfp/. For more information and to learn how you can participate please contact, Chris Bracken at 904-421-9167 or cbracken@visitjacksonville.com or Kim Ritten at 904-421-9163 or kritten@visitjacksonville.com.



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9/22 NFHLA External Affairs Bulletin: H1N1 Webinar

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The American Hotel & Lodging Association (AH&LA) will be hosting "H1N1 101" Webinar on September 29 from 2-3:30 p.m. Sponsored by EcoLab, the Webinar is free to the first 300 AH&LA members who register; nonmember price is \$99. Registration deadline is September 25.

With the lingering threat of H1N1, make sure you're prepared to minimize occurrences, address crisis communications, and handle personnel issues according to HIPPA regulations. Join us for a 90-minute Webinar to learn practical tactics and tips to effectively combat flu season. Visit the AH&LA Web site to register.

9/28 NFHLA External Affairs: Terrorist interest in public targets include hotel

Distributed to: Hotel members only

Federal law enforcement officials released Sept. 21 a security bulletin to police urging them to be vigilant about possible terrorist interest in attacking stadiums, entertainment complexes, and hotels. This warning comes from investigations into possible bomb plots in Denver and New York.

While there are no specific targets mentioned, hotel security managers should remain alert and review their security procedures. AH&LA encourages its members to be informed of the appropriate actions that can be taken to safeguard your properties.

What is going on?

The FBI and U.S. Dept. of Homeland Security are investigating two groups in New York and Denver who may have been plotting attacks on mass transit systems and other unspecified targets. Arrests have been made of some suspects, but law enforcement is unsure of the size of the groups. Law enforcement officials still have a "deep concern" the government may have only partially disrupted a terror plot, according to news reports.

A half-dozen alerts have been issued to police nationwide about these arrests, the possible plots, and warnings to remain vigilant. While law enforcement issues these kinds of alerts monthly, the recent investigations in New York and Denver are uncovering more information every day.

No specific hotel targets have been named. However, in light of past terrorist attacks in this country and overseas, law enforcement has been taking precautions, including increased security patrols on New York City subway systems.

What you can do?

- Take inventory of what you're already doing for your hotel's security:
- Review your current security and crises management programs
- Work with local law enforcement agencies to ensure your programs are in line with the community's plan to address possible terrorist activities
- Incorporate relevant aspects of the community's plans into your own
- Make sure local law enforcement agencies have current blueprints of your property.
- [AH&LA's Emergency Preparedness online resources](#), designed to assist in developing prevention and recovery strategies, crisis communication planning, and employee training, can help you develop and update your emergency plans.

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9/28 NFHLA External Affairs: Duval County Special TDC meeting

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A special Duval County Tourist Development Council (TDC) is scheduled for Thursday, October 1, 2009, at 10:00 a.m. The meeting will be held at City Hall at the St. James Building, 117 W. Duval Street, City Council Conference Room A, Suite 425, Fourth Floor. The purpose of the meeting is to discuss the application for TDC funding of the Senior Bowl. All interested parties are welcome to attend.

9/28 NFHLA External Affairs: September is Food Safety Month

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September is Food Safety Month: The Florida Restaurant and Lodging Association is promoting Food Safety Month in a BIG way. Our 2009 Food Safety Special is available both in hard copy by request through the Education and Training Department at the phone numbers and on-line. The special is filled with food safety articles written by guest authors and staff. Take a look!

In addition, FRLA participated as part of Florida's Food Safety and Food Defense Advisory Council in a video.