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# Success Magazine

in seminole county florida

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## Community Banks

How they avoided the credit crisis

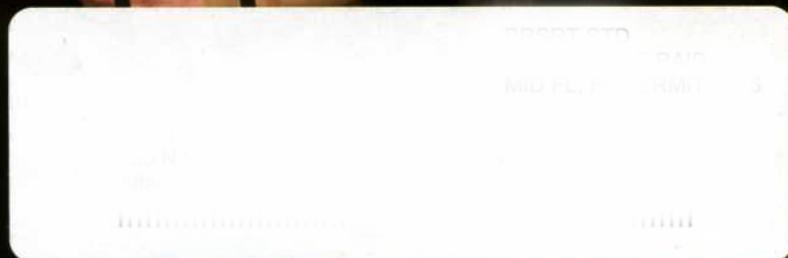
SPECIAL REPORT

# 2009 Economic Outlook

Seminole County business leaders discuss the recent challenges and what they think of the new year

## CBC of Seminole

Helping abused and neglected kids



# AROUND SEMINOLE

Ribbon-Cutting

## Hyatt Place Opens Doors



With champagne toasts and the cutting of a ribbon, the Hyatt Place Orlando/Lake Mary opened its doors for business. The first and only hotel to be completed in Seminole County in 2008, the Hyatt Place Orlando/Lake Mary is also the first new construction Hyatt Place.

As such, unlike other Hyatt Place locations, the 75,000 sq.-ft. Lake Mary version is only four stories instead of six, with Mediterranean style architecture to fit with surrounding buildings.

"It took us 14 months to build it, but it feels great being here," said Andreas Meinhold of the hotel's ownership company, Sunshine Hotel Group, LLC. "This is a prime location and a jewel of land with a product that compliments the existing inventory beautifully. Building the Hyatt Place Orlando/Lake Mary from the ground up has truly served as an exciting and monumental venture. This property will further Sunshine Hotel Group's dedication to offering superior products, providing memorable experiences and achieving the highest level of guest satisfaction while upholding our commitment and social responsibility to the communities in which we operate."

The latest hotel in the chain, the Hyatt Place Orlando/Lake Mary represents a new brand concept that combines contemporary design with innovative services and amenities to create an atmosphere of casual hospitality. Located at the southwest

intersection of Interstate 4 and Lake Mary Boulevard, the Hyatt Place, 1255 South International Parkway, offers 128 guest rooms.

Hotel features include more than 2,000 sq.-ft. of flexible meeting and social event space and a state-of-the-art fitness center with the latest cardio equipment, each machine equipped with a 17-inch viewing screens so that guests can tune into personal fitness advisers via TV, watch hotel programming or listen to their iPods, all while working out.

"This is a new hotel style that will be very successful here in Lake Mary," Meinhold said. "It features everything that the modern business traveler expects. It's different, because it puts style and innovation at our guests' fingertips."

"I'm happy to see this kind of growth happen in Lake Mary," said Al Sandoval, a BarterFirst International representative and business ambassador for the Seminole County Regional Chamber of Commerce. "It's a compliment to the area, because of the development and growth of the business infrastructure.

"The economy will definitely have an impact," Meinhold said. "Our start up will no doubt be slower than initially planned, but because we're offering a different, new product, we will still draw a sizable portion of the market. The people that like technology and everything that comes with the Hyatt product."

**CONTACT US:** Do you have news about Seminole County businesses you would like other businesspeople in Seminole County to know? If so, please send info to: [editor@speedpub.com](mailto:editor@speedpub.com) or by regular mail to: IDC Building, 999 Douglas Ave., Suite 3317, Altamonte Springs FL 32714.

Newest Products & Services

## SCC Green Trade Show

The Emerging Green Builders of Seminole Community College gave students a chance to see some of the sustainable products and services that are available at a Green Trade Show recently at SCC's Center for Economic Development at Heathrow.

The EGB of SCC is a student chapter of the U.S. Green Building Council (USGBC), a national professional organization for architects, general contractors, engineers and interior designers. The USGBC is responsible for educating professionals about sustainable design and administering an exam for accreditation in Leadership in Energy and Environmental Design, or LEED.

"In construction companies, as well as architecture and interior design firms, many of their employees are LEED-accredited," says SCC Interior Design Professor Cheryl Knodel. "If they have two resumes come in, and one person has even a little bit of knowledge about sustainability and the other doesn't, they'll lean toward the one candidate with the sustainability knowledge. Students are picking up on that; they understand the need to have that education."



Ross Taylor (left), a representative from Greenblock, explains his company's products to Rachelle Howard, SCC Interior Design student.

In addition to the trade show, the EGB of SCC sponsored a free seminar on the Life Cycle Assessment of products. The seminar, developed for working professionals to earn continuing education credits, was taught by Carey Johnson of Forbo Flooring.

Johnson discussed the 2015 Imperative, which requires a 60 percent reduction in climate change pollution, and explained how to evaluate products based on their life cycles and other unbiased criteria.

To educate students on green design practices and technologies, and to meet the demand, SCC will offer two sections of Sustainable Design for Interiors (IND 2608) this spring. The course, taught by Knodel, addresses environmentally friendly building materials; design concepts that promote healthy interior spaces, such as the addition of natural light; and energy and water conservation.

## Orlando Health expands Air Care to South Seminole



Orlando Health expanded its Air Care program with the dedication of a third air ambulance helicopter that will be based at its South Seminole Hospital. It is the first hospital-based EMS helicopter in Seminole County. The addition of the aircraft to the Air Care fleet will give residents in Seminole County and throughout Central Florida faster access to specialized care.