

Dear Friends,

For the past 11 years HSMAI Central Florida has been given the opportunity to give back to our community by hosting our amazing Chinese Auction charity event. With your help we've raised over \$100,000 all benefitting our community and its special causes.

For the 12th Anniversary of the Central Florida Chinese Auction we are challenging the hospitality industry to support a uniquely less fortunate community that struggles from day to day and sometimes hour to hour. The 12th Annual Hospitality Sales & Marketing Association (HSMAI) Central Florida Chinese Auction address addresses a community in need by supporting children's education, drug prevention issues, and parent education programs that assist parents to find jobs and enhance their parenting skills, by supporting **The Parramore Foundation**, as one of our beneficiaries.

The Parramore Foundation enriches a neighborhood in downtown Orlando, with housing projects and a more transient population, and support students in the community and better their lives through education. After the success of the Tangelo Park Program that was launched in the mid-1990s, similar programs, including the 2-3-4-Year-Old Program, Family Service Center, and Parent Leadership Training Program, were adapted for the Parramore community. These programs provide Parramore students with a valuable education and assist families in matters such as health care, counseling and parenting skills. Since the inception of The Parramore Foundation, high school and college graduation rates are higher; students' grade point averages have increased, as have life time earnings. Crime rates are down and real estate values have steadily increased. With the doors opening in August 2017, OCPS Academic Center for Excellence is an education and healthcare hub that will be in the forefront of revitalizing Parramore. The unique school will also be home to a medical and dental clinic, and will have the small-school feel of a K-8 facility.

It would be an honor if you would help support this fantastic event by getting involved and giving back to our community. Your attendance and donations will go towards supporting the success of the 12th Annual Chinese Auction and help in the cause towards enriching the Parramore community. In addition to supporting The Parramore Foundation, HSMAI Central Florida supports UCF Rosen Collegiate Scholarship fund and The HSMAI Education Foundation.

It is a privilege for us to be able to write to you on behalf of HSMAI Central Florida in support of the 12th Annual Chinese Auction. Please join us in improving our community while enjoying a night you won't forget.

Best Regards,



Darline Dondl  
Chapter President, HSMAI Central Florida

**Benefiting** Parramore Foundation, HSMAI Education Foundation & HSMAI Central Florida Collegiate Chapter