

AGM elects new chairman of FEDHASA Cape

The Federated Hospitality Association of Southern Africa for the Western and Northern Cape (FEDHASA Cape) held its AGM recently, at which it said goodbye to its current chairman, Michelè de Witt, and elected The Westin, Cape Town's GM, Rob Kucera, as FEDHASA Cape's new chairman.



With 21 years experience in the hospitality and tourism industry, Kucera is highly respected and trusted by the Industry to utilise the more positive financial results for the 2013/14 financial year, in order to position FEDHASA Cape strategically as the association embraces its next chapter.

Outgoing chairman Michelè de Witt highlighted some of the issues the new chairman will have to grapple with as FEDHASA Cape enters its second chapter, the next decade.

"The new chairman will have to ensure that the association remains relevant in an era in which information is more accessible than in the past and at a time when the industry is constantly evaluating whether they should be spending their budgets on membership fees," said De Witt.

She added: "the new chairman will have to communicate the benefits of being a FEDHASA Cape member in such a way that both new and current members see the true value of being part of an esteemed association like FEDHASA."

A small team and a limited budget

The new chairman, Kucera, will be servicing both the Western and Northern Capes hospitality industries under his chairmanship. This is a large geographic area to service with a small team and a limited budget. Each year the industry becomes more regulated and is faced with ever-increasing operating expenses. As reinforced by the guest speaker, Chris Whelan, CEO of Accelerate Cape Town, in his presentation on Thinking Strategically, Living purposefully: Prospects for the Cape to 2015: "Herein lies an opportunity for FEDHASA Cape (under the leadership of Kucera) to shape how the industry navigates the current and future operating landscape."

Newly elected board members include:

- FEDHASA Cape chairman: Rob Kucera;
- Small Accommodation segment chairman: Sissel Tellefsen;
- Small Accommodation segment alternate: Mat Pae; and
- Restaurant and Catering segment chairman: Terence Lategan.

FEDHASA Cape board members for the 2014/15 financial year:

- FEDHASA Cape chairman: Rob Kucera;
- FEDHASA Cape immediate past chairman: Michelè de Witt;
- Hotels segment chairman: Jeff Rosenberg;
- Hotels segment alternate: Chris Godenir;
- Small Accommodation segment chairman: Sissel Tellefsen;
- Small Accommodation segment alternate: Mat Pae;
- Restaurant and Catering segment chairman: Terence Lategan;
- Allied segment (Suppliers and Providers) chairman: Mark Hulley;
- Allied segment (Suppliers and Providers) alternate: Klaus Becker; and
- Youth segment chairman: Jamie Pieters

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