

FEDHASA CAPE 2018 – BOARD NOMINEE INTRODUCTIONS:

CHAIRPERSON:

Jeff Rosenberg



After 43 years in the Hotel business – the **PASSION** is still there!

Jeff began his career in February 1975 as a trainee with Holiday Inn and completed the 3 year In-house traineeship by graduating as the top student of the year and was awarded a working holiday to Germany.

On returning to SA and a short stint at the Holiday Inn Eastern Boulevard – it was off to Swaziland in 1981 for a period of 11 years.

- His 1st GM's position in 1984 at Nhlangano Sun Hotel & Casino
- Returning to the Ezulwini Sun in 1988 for a further 4 years.
- In 1992, he moved to Sun City to assist with the co-ordination of the opening events of the Palace and the Lost City.
- The next port of call was to be the Sabi River Sun in the Lowveld for a 7 year period until 2003. This also included a 3 year term as Chairman of the Hazyview Tourism Association as well as winning the RCI Resort of the Year in 2002.
- On moving to manage the iconic Beacon Island in Plettenberg Bay, Jeff also was co-opted on to a Tourism advisory committee to assist the Mayoral committee to map out the policies & procedures for Bitou Tourism, as well as winning the Southern Sun Hotel of the Year and the RCI GM of the Year in 2006.
- Jeff then moved to Cape Town where he managed the 537 bedroom, Southern Sun Waterfront from June 2008 until his recent retirement in March 2018

In June 2011 Jeff became a member of the FEDHASA Cape Board of Directors, as Chairperson of the Hotels segment. He was also the Vice Chairperson of the Board.

In January 2017, he took over as Chairperson of the FEDHASA Cape Board when Rob Kucera left for overseas.

Through the FEDHASA Cape Board, Jeff became very involved with the LOC (Local Organizing Committee) for Tourism in Cape Town and the Western Cape, looking at curbing Seasonality in the Western Cape. He was also very instrumental in the signage of the FEDHASA Cape Water Wise Pledge and a very big advocate for water savings in the City.

Jeff has also served the Chairman of the Hotel School Management Board of the Granger Bay Hotel School since 2012.

SMALL ACCOMMODATION SEGMENT:

Ruth Kamau



Ruth has a breadth of experience in business and as an entrepreneur.

Throughout her over 20 years of professional activity she has covered the hospitality industry, food related and health care industries. She has worked in Kenya, Uganda, Tanzania, South Africa, Nigeria and New Zealand.

Ruth is the Managing Director and Owner of Ikhaya Lodge & Conference Centre, a boutique guest house and conference venue in the heart of Cape Town City Bowl. She has managed this enterprise for over 9 years, turning it around by driving occupancy up from 40% to over 70% in 2014.

She revitalized the human resources, introduced a new conferencing model for the Business and created systems and processes to ensure professionalism and consistency.

Prior to her achievements in the hospitality industry, between 1992 and 2006, Ruth developed a career in the Fast Moving Consumer Goods (FMCG) and in the Health Care industry. She managed key brands for Healtheries of New Zealand, Pfizer New Zealand as well as The NutraSweet Company in South Africa, and Sub-Saharan Africa. Ruth also led the brand Kiwi Brands Kenya Limited. Her managing roles covered market development, joint ventures, recruitment and management of sales teams, as well as liaising with regulatory agencies. Her branding as a manager was recognized around results.

Ruth also holds a Masters in Business Administration from Oxford Brookes University (UK) and a Bachelors Degree in Business and Education from Kenyatta University (Kenya).

Ruth is also a playwright, having commercially produced five of her own plays. She is fluent in English, Kikuyu, Kiswahili and speaks conversational French. She is an active member of

	<p>her community and as a volunteer, managing a programme for the homeless.</p> <p>Ruth was born in Kenya, is a mother of two children and lives in Cape Town. She enjoys road running, swimming, yoga and script writing.</p> <p>Ruth served on the FEDHASA Cape Board as Chairperson for the Small Accommodation segment since June 2016.</p>
<p>Friedrich Schaefer</p> 	<p>Friedrich joined the hotel business at the very young age of 15, starting as an Apprentice Waiter at the Dom Hotel in Cologne, he then moved on to a Management training programme before being moved to London and New York with the same company.</p> <p>Now, almost four decades, several countries and a number of positions later, Friedrich owns and operates two Boutique Hotels in Cape Town; Villa Zest, and the Tree House Boutique Hotel.</p> <p>Prior to taking the big decision to 'burn his pinstripes' in 2015, Friedrich had held the position of Regional Director with Hilton in Ireland, Starwood in South Africa and Rezidor for the Sub-Saharan region. And as much as he loved his previous corporate life, he is delighted to be back doing what he loves; talking to guests, delivering memorable experiences and creating excellence. He is passionate about, and fully committed to Cape Town as a world leading destination.</p> <p>Friedrich has an MBA from University College Dublin, and an Executive Management Diploma from the same institution. He also attended the Summer school at Cornell University prior to taking up his transfer to New York.</p> <p>He has served on the Fedhasa Board as Alternate Director for the Small Accommodation segment since 2017.</p> <p>Friedrich is a native German and has been married to his Irish wife since 1990, they have three children. He is a passionate sailor and skier and recently took up scuba diving. He loves travelling and experiencing new and exciting perspectives of the hospitality business.</p>

RESTAURANT & CATERING SEGMENT:

<p>Carl van Rooyen</p> 	<p>After matriculating from Muizenberg High School in 1993, Carl went straight to the SA Navy for a year, despite the fact that conscription had ended.</p> <p>Four years later, in 1998, after gaining valuable practical training at local and overseas establishments ranging from The Bay Hotel in Camps Bay to the Springbok Café in the UK, Carl graduated from the former Cape Technicon Hotel School with a National Diploma in Hotel Management. During his studies, his focus on wine – including Cape Wine Academy 'Preliminary' and 'Wines of the World' courses, set the stage for his first position at the Vineyard Hotel as food and beverage supervisor. 'Vineyard Hotel has a wine culture, where the chefs get to enjoy and taste a great variety of different wines, but craft beer also has a place with food and I'm also enjoying exploring that space at the moment.'</p> <p>Almost a year later, Carl had risen from a chef de partie position at Clovelly Country Club to a junior sous chef at Blunsdon House Hotel in the UK, a Best Western 160 seater & 70 seater fine dining restaurant. A move back to South Africa in July of that year saw Carl taken on as the sous chef at the prestigious Ellerman House, a purple graded Relais & Chateaux hotel, on the Cape's Atlantic seaboard.</p> <p>A benefit of the Relais & Chateaux group was the option of working overseas at one of their other premises. Carl chose to take his two-month sabbatical at Blantyre House Hotel in Massachusetts, US, where their gold grading meant he was exposed to standards of service beyond the pale.</p> <p>Three positions then stood in the way of Carl's current executive chef position, which is a pinnacle of any cheffing journey. They were stints as head chef at Café Allee Bleu and Sante Hotel, Franschhoek, and an eight-year stretch as executive sous chef at the prestigious Westin Grand on the Cape Town foreshore.</p> <p>"For me, the Vineyard Hotel is simple sophistication. It has a loyal local and international following that has been coming here for years. At the same time, we are attracting a younger business market that enjoys our relaxed yet efficient nature. It is finding harmony</p>
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	<p>between the different clientele that forms my greatest challenge, along with increased business volume that has to be catered for from the existing infrastructure,” says Carl.</p> <p>Carl is passionate about the development of young chefs and has an MBA degree behind his name, which he completed in 2012/2013, showing how an organised business brain becomes increasingly important as one progresses up the service-industry ladder.</p> <p>In his occasional leisure time, Carl enjoys outdoors activities like running and hiking, keeps fit at the gym, listens to music and ... wait for it ... cooks some more!</p> <p>2015 – Carl served on the FEDHASA Cape Board as Alternate for the Restaurant & Catering segments and as Chairperson of the segment since June 2016.</p>
<p>Dawn Smith</p> 	<p>Matriculated in Pretoria in 1987, went straight into in house training at Protea Hof Hotel in Pretoria with the legendary Mr. Arthur Honey. Waitressed at La Madelein owned by Daniel Leusch for 4 years.</p> <p>Moved to CapeTown in 1993 to open a restaurant at The Josephine Mill. Sold the business in 1996 and became Executive Chef and manager at Bayfront Blu restaurant for Fitchen Restaurants.</p> <p>Opened my own restaurant with a business partner again in April 1998 – Fusion Cafe in Observatory, second branch opened in Stellenbosch in 2000. Opened a 3rd venue in 2001 at the BMW Pavilion – V & A Waterfront. Sold all 3 businesses in 2002.</p> <p>Went into retail space as a Regional manager for Global Village Leisure Retail up to October 2005. Was offered a position as manager for a Fresh Flower and events distribution company, took over the distribution to major retails stores, coordinating of all functions and events.</p> <p>In October 2008, was approached by the Kristensen group to take over the operations at Spier Deck & Deli and The Jonkershuis on Spier Wine Estate.</p> <p>Ran the restaurants on Spier and Boschendal Wine Estates from 2008 to 2013. Relocated to Simon’s Restaurant on Groot Constantia Wine Estate in 2014 to date.</p> <p>Member of Skäl International Cape Town since 2016. Active committee member for the Cape Town Skäl club for the past 2 years. Currently Junior Vice President.</p>