

## Caribbean Society Of Hotel Association Executives Agree On Six Point Plan For National Associations

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New Officers and Board Elected, Susan Springer Re-Elected President

The Caribbean Society of Hotel Association Executives (CSHAE) gathered for its annual Leadership Conference May 4-6 in Trinidad and agreed on a number of issues designed to strengthen the national associations and benefit the Caribbean Hotel Association (CHA) membership throughout the region and re-elected Susan Springer, executive director of the Barbados Hotel & Tourism Association as president of CSHAE for another year.

The two-day meeting and educational symposium concluded with the group of association executives from across the region agreeing upon a six point action plan including:

Helping to facilitate a reduction in energy costs throughout each destination

Creating a greater environmental sensitivity in all areas of the destinations

Broadening the agenda on education and training by both the public and private sectors

Helping to ensure a safe environment in the destination

Fostering professional development throughout the hotel sector

Assisting in the creation of an expanded and improved workforce of Caribbean nationals working in the hospitality industry

'We intend to assist our members throughout the CHA community across the region as well as strengthen the operation of our local national hotel and tourism associations through education and training support of both the association executives and elected officials,' said Susan Springer, CSHAE President.

'We also want to build a world class Caribbean tourism workforce as human resource development has become one of the primary concerns throughout the hospitality industry and the Caribbean is no different,' she added.

The annual Leadership Conference, sponsored by the CHA, included a full-day symposium by Glenn Tecker, noted expert on association management, as well as a full-day of exchanging ideas that allowed both large and small associations to share successes and pitfalls of operating a national hotel association in the Caribbean.

The annual gathering also afforded CHA the opportunity to share changes in programs as well as get input from the national associations to further strengthen the relationships with the membership of both the national associations and CHA.

Executives from the national associations across the Caribbean elected a new slate of officers and directors for CSHAE including:

President: Sue Springer, Barbados Hotel & Tourism Association

Vice President: Caesar Campbell, Turks & Caicos Hotel & Tourism Association

Treasurer: Marion Wilson, Bonaire Hotel & Tourism Association

Directors:

Trudy Nixon, Anguilla Hotel & Tourism Association

Neil Forrester, Antigua Hotels & Tourist Association

Frank Comito, Bahamas Hotel Association

Dee Smith, Bermuda Hotel Association

Donald Werdekker, Curacao Hospitality and Tourism Association

Clarisa Jimenez, Puerto Rico Hotel & Tourism Association

Two of the national associations were honored at the Leadership Conference with the annual Newsworthy Newsletter Awards. These awards recognize the associations for communications by both print and online means based on criteria including:

1. A consistent means of communication to the membership
2. Always keeping members aware of CHA activities and initiatives

3. A reader friendly format
4. Providing facts and research about tourism related topics
5. Encouraging members to support their local association
6. Allowing members to contribute and participate in the newsletter
7. Assisting with community outreach and support

The winning newsletter in the print category for 2007 is the Curacao Hospitality and Tourism Association. The award was accepted by Donald Werdekker, executive director. The award for the 2007 online electronic newsletter went to the Bonaire Hotel and Tourism Association and was accepted by Marion Wilson, executive director.

Sponsors of the Leadership Conference for the association executives were American Express, Travelscream and Google.

### **Caribbean Hotel Association**

The Caribbean Hotel Association aims to optimize the full potential of the Caribbean hotel and tourism industry by serving member needs and building partnerships. CHA was founded in 1962, it is the voice of the Caribbean hospitality industry for the development of the region in the highly competitive and sophisticated environment of international tourism. Today, tourism is widely recognized as a pivotal industry in the economy of the region - and CHA functions as the common denominator for this industry in a region of diverse nationalities, languages and styles, identifying mutual problems and marshalling the resources of the active and allied members to devise solutions. CHA represents all facets of the hospitality industry with more than 800 member hotels and 750 allied members.

For more information, visit [www.caribbeanhotelassociation.com](http://www.caribbeanhotelassociation.com).

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