

# HAWKS CAY



# PRESS KIT 2010



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MARKETING COMMUNICATIONS

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## FACT SHEET

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<b>ADDRESS</b>	Hawks Cay Resort 61 Hawks Cay Boulevard Duck Key, FL 33050
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<b>WEBSITE ADDRESS</b>	<a href="http://www.HawksCay.com">www.HawksCay.com</a>
<b>EXECUTIVE TEAM</b>	Sheldon Suga, general manager Shay Onorio, director of marketing Joni Dooley Barkley, director of sales
<b>DESCRIPTION</b>	Part of Preferred Hotels & Resorts, Hawks Cay Resort is located on the island of Duck Key, midway down the Florida Keys. Hawks Cay Resort is a 60-acre luxury Florida Keys resort that offers some of the world's best fishing, water sports, unforgettable dolphin interaction, a saltwater lagoon, five gorgeous swimming pools, accommodations, exquisite restaurants, kids and teen clubs and a full-service spa, all in the casual, relaxed pace of the Keys.
<b>LOCATION</b>	At mile marker 61, located in the Middle Keys, Hawks Cay is approximately two hours south of the Miami International Airport and an hour north of Key West. Marathon is just 15 minutes south and Islamorada is 15 minutes north, both offering shopping, dining and Florida Keys attractions.
<b>ACCOMMODATIONS</b>	<p>Hotel guestrooms and suites feature classic West Indies island décor, wireless or wired Internet access, large flat-panel LCD televisions and oversize tumbled marble showers and baths. Most luxury accommodations offer balconies with far reaching ocean views or direct access to the swimming pools.</p> <p>Hawks Cay is highlighted by a collection of Preferred Villas, which offer visitors a choice of more than 100 two-, three- or four-bedroom villas on Duck Key. The Villas feature stylish décor, complete kitchens with granite countertops and stainless steel appliances and oversize decks – most with water views.</p>
<b>ACTIVITIES</b>	Hawks Cay Resort is notably the most active resort in the Florida Keys. Activities include world-class fishing, popular segway tours, the latest most thrilling water sports including diving, snorkeling and kiteboarding. A favorite by all is the Dolphin Connection which allows guests to encounter, interact or train dolphins.

**DINING**

Hawks Cay offers something for every palate with five unique restaurants. Signature restaurant Alma features Nuevo Latino cuisine and its bar features a selection of the world's finest rums, The Terrace offers classic breakfast and brunch, Beach Grill serves fresh seafood, sandwiches and salads with a stunning oceanfront view and classic Keys-style dining is at Tom's Harbor House which also offers daily happy hour from 4:00 – 6:00 p.m.

**SPA**

Named 2009's #1 spa in all of the U.S. and Canada in *Travel + Leisure's* 2009 "World's Best Awards," the Calm Waters Spa at Hawks Cay Resort enhances guests' level of relaxation with head-to-toe rejuvenation in a gracious unpretentious atmosphere. The spa offers five Signature treatments including the Key Lime Mojito body treatment. Additionally, the spa includes a state-of-the-art fitness room with complete schedule of group exercise classes, relaxation room, candlelit whirlpool, eucalyptus steam room and dry sauna.

**FOR THE KIDS**

Walking the plank has never been so much fun, check out the Pirate Ship Pool and water playground. Hawks Cay offers an adventurous experience for all ages with Camp Hawk (5 – 12) The Cove for "tweens" (9 – 12) and Aqua Jam (12 – 17). Aqua Jam is a three-day camp for teens offering a wet-and-wild adventure where campers explore the waters of the Florida Keys by kayaking, snorkeling, sailing, and fishing.

**STORY ANGLES**

Adventure, destination weddings, full-service meetings, family reunions, family travel, romance, spa, fitness, multi-generation travel, fishing, kiteboarding, food and more.

## EXECUTIVE BIOGRAPHIES

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### **Sheldon Suga, Managing Director**

With more than 30 years of experience in the hospitality industry, Suga oversees the day-to-day efforts of the hotel and is involved with all departments and work flow to assure management of the property is seamless and service surpasses all expectations. Suga joins Hawks Cay from Realizing Visions, LLC, a management-consulting firm in Orlando, which he founded. Previously, Suga spent four years with Gaylord Entertainment Company, holding positions as Senior Vice president/general manager of the Gaylord National Resort and Convention Center resort in Harbor, Maryland and as vice president/hotel manager at Gaylord Palms Resort and Convention Center in Kissimmee, Florida. Prior to Gaylord, Suga was with Wyndham International and was with ITT Sheraton Corporation for 24 years. He enjoyed management positions at locations including Sheraton Halifax Hotel, Sheraton Grande

Torrey Pines, Sheraton Gateway Hotel L.A. Airport, and Sheraton Grande Tokyo Bay Hotel. An active and engaged professional, Suga has been involved with numerous organizations including Osceola YMCA, the Maryland Tourism Development Board and the Children's Ministry Board of the Community Church of Vero Beach. Suga earned a degree in hotel, restaurant and institutional administration from Ryerson Polytechnic Institute in Toronto, Ontario.



### **Shay Onorio, Director of Marketing**

An integrated marketing professional with both advertising and public relations experience, Onorio assumes Hawks Cay director of marketing responsibilities effective January 2010. Onorio manages the internal and external marketing communications of the resort and marina. Additionally Onorio is responsible for assuring the brand is consistent across all platforms and that Hawks Cay continues to be a leader in experiential resort offerings. Previously, she spent almost 10 years with the Alexandria, Virginia based Williams Whittle Advertising where she supervised the account services department and managed multiple accounts in various industries. Prior to Williams Whittle Advertising, Onorio was a marketing manager with Phase Zero Productions and an account executive with Kerwin Communications. A graduate of Radford University, Onorio holds a Bachelor of Science double major in media studies and speech communication.



### **Joni Dooley Barkley, Director of Sales**

A 20 year veteran of the hospitality industry, Barkley leads the sales team to provide small, midsize and large groups an experience that goes beyond the meeting or leisure time expectations. Barkley previously served as the director of sales and marketing with the Casa Monica Hotel in St. Augustine for more than eight years. Prior to that, Barkley was National Sales Manager for Ritz Carlton, Palm Beach and Four Seasons, Palm Beach. She is a graduate of the University of Florida, College of Communications with a major in journalism and also a Certified Hospitality Sales Professional (CHSP).