

Hakins Briefing Book



PAUL M. SMITH

President



Paul M. Smith assumed executive control and responsibilities of Hakins Meetings and Incentives in 2003, following twelve years in partnership.

A 1982 cum laude graduate of Niagara University's Institute of Transportation, Travel and Tourism with a B.S. in Travel and Tourism and a certificate in French studies, Paul is a career professional in group travel management

His credentials include passenger service representative with Capitol Airways, Travel Director with Sperry & Hutchinson, Group specialist with Air France's tour operator Jet Vacations and Account Executive with Group Travel International.

In 1987, he joined David Hakins at Performance Associates to coordinate and manage travel and hospitality programs for a variety of international corporations at the Calgary Olympics. The success of this endeavor led to their forming Hakins Meetings & Incentives three years later.



Kevin Dunn

Director, Marketing & Creative Services



Kevin Dunn began his twelve-year career with American Airlines in 1990, working the gamut of customer service positions in both Los Angeles and Orange County, CA. He was repeatedly awarded for professionalism and customer service and received the *Alabaster Eagle* for heroism in the line of duty, recognizing the first-ever in-flight commercial aviation resuscitation and defibrillation. Dunn went on to speak around the country before state legislatures and governors on behalf of *Good Samaritan* laws releasing non-critical care providers from liability when engaging in lifesaving measures.

Dunn started his service with **Hakins Meetings & Incentives** in 1999 as a freelance Travel Director. He now serves as Director, Marketing & Creative Services, and supports new business development, client communications, and program operations from Hakins' west coast Sacramento, CA office.

Dunn earned a B.A. in Communications from Pepperdine University in Malibu, and a Business Writing Certificate and M.A. in Business Communications from Northern Arizona University in Flagstaff, AZ.



Chef David Starace

Director, Client Relations & Culinary Services



Chef David Starace is a 1979 graduate of the world-renowned Culinary Institute of America in Hyde Park, NY. He has worked as both an Executive Chef and a Food and Beverage Director in restaurants, hotels, catering houses, and country clubs, and has served Hakins Meetings & Incentives' corporate clients since 1990.

Chef DS loves the challenge of the meeting and incentive industry because it keeps him fresh with the latest in food and beverage around the world, and it allows him the opportunity to use his hospitality management degree to produce win-win meetings and incentives for clients, suppliers, and Hakins.

Chef DS supports clients with menu pre-planning, Banquet Event Order review, and on-site F&B management to ensure quality, value, and wholesomeness.



SERVICES



SUPPORTING

- ✦ Branded special event design, operations, management
- ✦ Memorable domestic/international incentive travel
- ✦ Customized sports/entertainment client hospitality events
- ✦ Corporate gift/amenity sourcing

PLANNING

- ✦ Full-service corporate meeting planning
- ✦ Hotel, cruise, and destination site analysis and strategizing
- ✦ Preliminary budget creation and on-going management
- ✦ Food and Beverage planning and on-site support and management

COMMUNICATING

- ✦ Contract negotiations with vendors, hoteliers
- ✦ Creative travel fulfillment of marketing promotions
- ✦ Website creation and operation of online registration and reporting
- ✦ Effective attendee web/print communications

IMPLEMENTING

- ✦ Budget reconciliation and cost saving analysis
- ✦ Airline ticketing
- ✦ On-site event management



SOLUTIONS



eHAKINS SERVICES ®: Data management/technology solutions

WEB REGISTRATION and 24/7 secure online client reporting

EXPERIENCE: Supporting success since 1990, with accumulated hands-on Leadership Team experience of over 120 years in the industry

EVENT DIFFERENTIATION: We recognize and support unique event visions by operating according to your mission standards. Cookie-cutter solutions don't cut it!

COMMUNICATIONS: Utilizing creative media, advancing one message

INTEGRITY & COST MANAGEMENT: Open book pricing - no hidden commissions and you view/approve line item budgets

PERSONALIZED ATTENTION: A partnership approach recognizing the importance of relationships. Our size is our strength - it allows us to provide unparalleled flexibility and individualized service in support of your goals

HANDS-ON EVENT OPERATION by Hakins managers

ON-SITE TRAVEL DIRECTORS: Professional, brand-loyal, client-focused

ATTENDEE WEB SURVEYING and budget reconciliation



MEETINGS/EVENTS TO REMEMBER



AN EVENING UNDER THE STARS



- ★ Bowe Bell + Howell needed to make their customers feel like stars at the Print Show, the world's largest convention for the package printing industry.
- ★ Hakins spotted the famed Adler Planetarium, celebrating 75 years, on the venue horizon and sent Chicago skyline invitations to invitees, positioned telescopes on the Planetarium's terrace, had professional astronomers narrate the evening view for star-gazers, themed linens and napkins with heavenly touches, and ran a logo-branded planetary extravaganza in the Sky Theatre – while a jazz quartet played favorites like “Stardust,” “When You Wish Upon a Star,” “Starry, Starry Night,” and “You Are My Lucky Star.”
- ★ Bowe Bell + Howell event attendance increased 32% during a hectic week of competing customer events. Executives saw not only an increase in the quantity of attendees, but also in the quality of customers!

DENNIS THE MENACE



- ★ As a Caribbean tropical storm spiraled into a hurricane, President's Club winners gathering in Jamaica turned a wary eye toward the sky.
- ★ With conditions worsening, Hakins staff moved quickly to hold departing attendees at northeastern airports, turn back arrivals at Montego Bay, and charter home guests already in-house at the Ritz-Carlton.
- ★ Weichert, Realtors President's Club, 475 winners strong, avoided the glaring eye of Hurricane Dennis as the storm roared through the Caribbean.

HARRY POTTER AND THE WIZARDS OF HAKINS



- ★ Challenge: design a travel award for 800 sweepstakes winners and captivate them in the magical aura surrounding the first Harry Potter movie, *Sorcerer's Stone*.
- ★ Hakins helped plan a Great Britain dream trip - making movie magic come alive!
- ★ This successful adventure caught the attention of Coca-Cola corporate executives and led to program renewal for another 200 family trip to both London and Scotland.

THE COMPANY WE KEEP

American Urological
Association

Accredited
Home Lenders

Böwe Bell + Howell

Clear Channel

Coca Cola



Dove

Lean Cuisine

PGA Tour Tournament
Association

Roman Meal

Ryan Partnership

Unipro
Foodservice Inc.

Verizon

Weichert, Realtors

◇ Wyckoff, NJ ◇ New York, NY ◇ Atlanta, GA ◇ San Diego, CA ◇ Sacramento, CA ◇