



HAWKS CAY®

ISLAND RESORT · MARINA · VILLAS

# PRESS KIT

## 2011



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MARKETING COMMUNICATIONS  
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## FACT SHEET

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**EXECUTIVE TEAM**

Sheldon Suga, managing director  
Joni Dooley Barkley, director of sales  
Jennifer Dinan, director of marketing  
Wolfgang Birk, director of restaurant operations

**DESCRIPTION**

A member of Preferred Hotels & Resorts, Preferred Family Certified and an AAA Four-Diamond Award-winning resort, the tropical 60-acre Hawks Cay Resort is located midway down the Florida Keys on the island of Duck Key. The resort is owned and operated by Northview Hotel Group, which completed a \$35 million resort renovation in 2008. The revamped resort has a total of 402 villas and hotel rooms. The resort is complemented by five restaurants, each unique in their culinary style. A beautiful saltwater lagoon and five lavish swimming pools are ideal for soaking in the Florida sunshine. In *Travel + Leisure's* "World's Best Awards," the Calm Waters Spa ranked in the top 25 in North America for 2009 and 2010. From the full-service marina, Hawks Cay Resort has some of the world's finest diving, snorkeling and fishing. A highlight and favorite by all is the Dolphin Connection program, the only one of its kind in North America. Popular water sports include kiteboarding and standup paddleboarding. Jet skis are available for rent, Segway tours provide an elevated perspective resort tour and parasailing offers a bird's eye view of Duck Key. The Indies Club for kids, tweens and teens is regularly ranked as one of Florida's premier kids' programs. The sprawling resort is ideal for large groups and delivers seamless meetings, weddings and family reunions. All of this in the casual, relaxed pace of the Florida Keys.

**LOCATION**

Located at mile marker 61, Hawks Cay Resort 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.

## ACCOMMODATIONS

The main hotel has 177 guestrooms and suites featuring classic West Indies island décor and provides guests with wireless or wired Internet access, large flat-panel LCD televisions and oversized tumbled marble showers and baths. Select rooms have Bose Wave radios with iPod docking stations. Most luxury accommodations have balconies with ocean views or direct access to the adult only tranquility pool or the main resort pool. Hotel rooms come in six categories: Standard, Island View, Water View, Premium Lanai, Junior Suites or the Presidential Suite.

A collection of 225 two-, three- or four-bedroom villas are perfect for groups or families. There are 140 Preferred Villas, which feature stylish décor, complete kitchens with granite countertops and stainless steel appliances and oversize decks – most with water views.

## DINING

Hawks Cay Resort has 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 and cigars
- **The Terrace** offers classic breakfast and brunch
- **Beach Grill** serves fresh seafood, sandwiches and salads with a stunning oceanfront view
- **Tom's Harbor House** overlooking the Atlantic is classic Keys-style seafood at its finest and freshest. Along with a full menu of fish, shrimp, oysters, conch fritters and steaks, Tom's Harbor House will even prepare guests' catch: it's called the "Hook & Cook." Located adjacent to the marina, happy hour is every day from 4:00 – 6:00 p.m. and features one dollar draft beers and discounted appetizers
- **Indies Grill** located next to the Indies Club and is perfect for quick snacks and drinks

## ACTIVITIES

Activities include basketball, tennis (eight courts) and the Cliff Drysdale Tennis Program, world-class offshore and backcountry fishing, Segway tours, parasailing, jet ski rentals, sunset cruises, diving, SNUBA®, snorkeling, kiteboarding and standup paddleboarding.



## DOLPHIN CONNECTION

Hawks Cay Resort is the only resort in the continental U.S. with an onsite Dolphin Connection program. Five Atlantic Bottlenose Dolphins make Hawks Cay home: Lucky, Sebastian, Balla, Nemo and Hastings. Guests can enter the water, interact from the dock or spend the entire day and get an up-close perspective and understanding of the dolphin and trainer relationship.

## MARINA/FISHING

Hawks Cay Resort is an ideal destination for anglers of any skill level and home of:

- Versus' "The Saltwater Experience," one of the highest-rated television shows for outdoor and fishing enthusiasts
- The Sailfish Open, a weekend-long tournament in the Sailfish Pro Series

The resort offers five offshore or two shallow drafter charter boats or guests can bring their own boat and dock at one of 85 full-service slips. The marina can accommodate boats up to 110 feet with drafts up to five feet and beams up to 20 feet. The Hawks Cay Marina Dockside Store helps boaters stay fully stocked with everything needed for a long day on the water.

## SPA

In *Travel + Leisure's* "World's Best Awards," the Calm Waters Spa has ranked in the top 25 in U.S. and Canada the passed two years. The Calm Waters Spa at Hawks Cay Resort enhances guests' level of relaxation with head-to-toe rejuvenation in a gracious, unpretentious atmosphere. The 7,000 square foot spa has eight treatment rooms including two couples suites, three facial rooms and a Vichy room for body treatments. The spa menu is highlighted by five signature treatments that feature local ingredients including the popular Key Lime Mojito body treatment. Additionally, the spa has a state-of-the-art fitness room with a complete schedule of group exercise classes, relaxation room, candlelit whirlpool, eucalyptus steam room and dry sauna.

## FOR THE KIDS

The centerpiece of the Indies Club is the pirate ship pool complete with slides, tunnels and water shooting canons. Camp Hawk (ages 5 – 12), The Cove for "tweens" (ages 9 – 12), Aqua Jam (ages 12 – 17) and babysitting for infants and up ensures fun for the entire family. Camp activities include nature trail hikes, swimming, snorkeling in the



lagoon, scavenger hunts or watching the dockside fish feeding frenzy. Arts and crafts projects, interactive games, stories and more are ideal for rainy days or more leisurely pursuits. For teens, Aqua Jam is a three-day wet-and-wild adventure camp where campers explore the waters of the Florida Keys by kayaking, snorkeling, sailing and fishing.

## **MEETINGS**

Hawks Cay Resort has the largest meeting space of any resort in the Florida Keys. Hawks Cay Resort can accommodate up to 1,000 guests with 25,000 square feet of meeting space and banquet space for sit-down dinners of up to 600. State-of-the-art audio, video and other technology capabilities are available and an onsite technology director ensures faultless operation.

## **STORY ANGLES**

Family travel, adventure, destination weddings, full-service meetings, family reunions, romance, spa, fitness, multi-generation travel, fishing, kiteboarding, standup paddleboarding, culinary 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 operations 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. Suga earned a degree in hotel, restaurant and institutional administration from Ryerson Polytechnic Institute in Toronto, Ontario.

### **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 and 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).

### **Wolfgang Birk, director of restaurant operations**



Wolfgang Birk relies on more than 20 years of experience to oversee culinary operations for all resort dining venues. Birk's wealth of culinary expertise was gathered from the best kitchens of Spain, Italy, Germany, North America and beyond. Most recently, he served as executive chef of Miami's five-star, five-diamond Casa Casuarina, formerly known as the Versace Mansion. Trained in Europe, Birk honed his craft in establishments such as Cologne's three-Michelin-star Rino Casati, New York's Colors and Dean & DeLuca, as well as the five-star Carenage Bay Beach & Golf Club in The Grenadines. Birk also taught at New York's illustrious New School and his many honors include the James Beard Foundation Award in 1998 and 2004 and a best chef nomination in Food & Wine magazine in 2001, 2002, and 2003.



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