



**HAWKS CAY RESORT DIRECTOR OF SALES JONI DOOLEY BARKLEY
APPOINTED TO
VISIT FLORIDA SALES COMMITTEE**

The Florida Keys resort honors team member's state-level appointment



DUCK KEY, Fla. – July 25, 2011 – Hawks Cay, a premier resort in the Florida Keys, announced today that Director of Sales Joni Dooley Barkley has been elected to serve on the Sales Committee of VISIT FLORIDA, the state's official tourism marketing organization. As a committee member, Barkley will provide strategic counsel on all matters related to VISIT FLORIDA's sales activities, from participating in trade and consumer shows to strengthening tour operator, travel agent and meeting planner relationships.

"We are confident that Joni will be an asset to the VISIT FLORIDA Sales Committee," said Sheldon Suga, Managing Director at Hawks Cay Resort. "She brings a great deal of hospitality experience, along with the drive and determination that will help the committee take sales to a new level in bringing attention to Florida and the Florida Keys."

A 20-year veteran of the hospitality industry, Barkley leads Hawks Cay's sales team to provide small, midsize and large groups with an experience that goes beyond the meeting and leisure time expectations. Prior to her tenure at Hawks Cay, Barkley was the Director of Sales and Marketing with the Casa Monica Hotel in St. Augustine and served as the National Sales Manager for The Ritz Carlton, Palm Beach and Four Seasons Resort Palm Beach. She is a graduate of the University of Florida's College of Communications with a major in journalism. She is also a Certified Hospitality Sales Professional (CHSP).

Two hours south of Miami on the 60-acre private island Duck Key, Hawks Cay is one of the largest resorts in the Florida Keys. With 25,000 square feet of meeting space accommodating receptions of up to 1,000 guests and sit-down banquets for up to 600 people, the resort is extremely comfortable for large groups. State-of-the-art audio, video

and other technology capabilities are available, and an onsite technology director will ensure everything operates without a snag.

Hawks Cay Resort on Duck Key in the Florida Keys is the premier destination in all of the Florida Keys for outdoor fun. Alongside the emerald water of the Atlantic Ocean, guests enjoy offshore, flats and backcountry fishing, a full-service marina, Dolphin Connection program, Calm Waters Spa, kiteboarding program, kids and teens clubs, diving, five signature restaurants, five swimming pools and more. All 177 guest rooms and 150-plus two-, three- and four bedroom villas were recently renovated during a \$35 million resort enhancement. Hawks Cay Resort is the title sponsor for the Saltwater Experience cable fishing show and hosts several amateur and professional fishing tournaments, including the Sailfish Open. Hawks Cay Resort is a member of Preferred Hotels & Resorts and an AAA Four-Diamond Award-winning resort.

****A high-res headshot of Hawks Cay Resort's Joni Barkley is available upon request.***

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