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Press Release

Corporate Meetings and Incentives Trim the Fat

Culinary Institute of America Chef Eyes Waistlines and Bottom Lines

Wyckoff, NJ; April 28, 2006

Reflecting corporate concerns about healthy eating at meetings while also managing costs, *Hakins Meetings and Incentives* – in an industry first – provides the services of a *Culinary Institute of America*-trained chef to develop menus and manage food and beverage costs for clients.

Paul Smith, president of Hakins Meetings & Incentives says this is a proactive move into the market to balance the need for trimming fat out of corporate budgets... and menus. “We’ve had numerous requests over the years to make menus healthier, but balancing that with the need to reduce the costs of meetings and incentives required new skill sets and perspective.”

Chef David Starace knows how to cut food and beverage *fat* on budget-conscious corporate events. Starace, a 1979 graduate of the world-renowned Hyde Park, NY *Culinary Institute of America* with 25 years experience as an Executive Chef and Food & Beverage Director, also understands the pressure hotel kitchens are under to contain costs. That concern competes directly with a meeting planners need to increase food wholesomeness while reducing the costs of feeding the troops at a meeting. “It’s all about balance – helping clients understand the importance of working with a chef to make every meal work. I help balance the realities of both sides of the discussion so everyone wins.”

Hakins Meetings & Incentives has supported the meeting and incentive program objectives of America’s most progressive corporations since 1990. With full-service meeting and incentive planning – from site selection to attendee web registration, airline ticketing, and on-site program management through budget reconciliation – Hakins delivers results through:

- Open Book Pricing
- Smart technology focused on cost containment
- Industry experience, relationships, and knowledge

Read the full interview at www.Hakins.com

Hakins... You’ve got to start meeting this way!

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