



TOGETHER, WE LEAD.

Executive Recruiting | Business Consulting | Marketing Consulting



UNMATCHED EXPERTISE IN HOSPITALITY & WELLNESS

Hutchinson Consulting is proud to share more than 225 years of combined experience in staffing, launching and operating successful businesses. We have cultivated an impressive database of more than 20,000 qualified management candidates and possess the most up to date salary data available. Our partner clients include a wide variety of award-winning hotels, resorts, spas, and senior living communities. Additionally, we have client partners within the wellness arenas of health care, community development, real estate and more. With our guidance, we save our clients time and money while forging an innovative path forward.

We are industry innovators who provide all the needed tools for industry innovators.

Together with YOU, we lead.

▶ *“There is no idea too big for Michael to envision and execute. His impact on the ISPA board has been immeasurable and he continues to provide tireless contributions to help lead, coach and mentor our leaders of tomorrow. I am grateful to have had the opportunity to witness and be inspired by his tremendous vision and immensely generous nature. A man that does it right every time and does the right thing as well.” – Frank Pitsikalis, CEO ResortSuite*

EXECUTIVE RECRUITING

OUR MOST IMPORTANT ASSET

People are your most important business asset. This is true in every industry, but particularly in hospitality and wellness. With over a century of collective experience recruiting management for leading hotels, resorts, spas, and senior living communities, we have seen what an enormous difference each hire can make, not just to the experience of your business but directly to the bottom line. Hutchinson Consulting can save you time and money by presenting candidates who are highly qualified.

OVER 20,000 CANDIDATES

Our proprietary database contains thousands of top-level hotel, resort and spa leaders. We source, screen and reference check each candidate to make sure you are choosing the best in the business.

A REPUTATION FOR INTEGRITY

Our recruiters are widely known for simply telling the truth. We only present top talent. We are transparent to both clients and candidates. We take pride in what we do and you will benefit when working with us.

ESTATE MANAGEMENT

The quality of our hospitality candidates has proven to be beneficial for estate management and personal assistant positions. For high net worth clients who are seeking an estate manager or a chief of staff, we are available to conduct discreet, confidential searches.



EMPLOYERS

HOSPITALITY MANAGEMENT SEARCH

Hutchinson Consulting is a contingency, non-retained recruitment firm. We are confident that with our years of experience in the hotel, food and beverage, spa, and wellness industries, we will find you the perfect candidate—or we are not paid. Our robust database and our confidential business relationships make us a valued partner with leading hospitality organizations.

ESTATE MANAGEMENT SEARCH

For individuals and families of high net worth, the people you employ to manage your household and property staff are crucial hires. Especially for families with multiple homes, estates and vacation getaways, your Estate Manager/Chief of Staff has an immediate and tangible impact on your life...and on your family.

SENIOR LIVING MANAGEMENT SEARCH

In the current marketplace we know that attracting and retaining skilled and unskilled staff can be difficult. As the lifestyle that these communities offer becomes more vibrant and inviting, the ability to recruit from other industries that understand leisure and a proactive approach to health is paramount. We believe hospitality and wellness are the missing ingredients. The shift in the sector to become more mind-body-spirit-centric and more recreational is naturally pulling skilled workers from these industries into healthcare and senior living. Our recruiters have access to the best of the best wellness and hospitality-minded candidates who are seeking to help transform senior living spaces.

EMPLOYMENT TESTING & INTERNAL MANAGERIAL TESTING

Trusting your intuition to pick the best job candidate makes sense, but relevant information is just as important. Pre-employment testing provides objective data and insight into your candidates. We use state-of-the-art tools to provide a comprehensive profile so that you can make intuitive and informed decisions.

Testing tools include:

- DiSC®
- PI–Predictive Index

EXECUTIVE COACHING

High performance companies are undergoing constant transformation and executives must adapt to an ever-changing landscape. Together, with a coach and through the use of testing tools, we will set short and long-term goals, identify opportunities, and create a road map to move forward. Your coach is your lifeline to ensure you are successful in your growth as a leader.



▶ *"It is hard to put into words what Sheri Claflin and Hutchinson Consulting have done for me and my company. Not only was I a candidate, but after being placed at my company, I have had the opportunity and great pleasure to work with these great leaders and professionals as a client. Sheri knows what I want, and she gets the best candidates—without fail. Anyone who hires Sheri would be lucky to have this consummate professional on their side with a such stellar work ethic and vast knowledge of how to select just the right candidates to fit the position like a glove."* – **LELAND RAYMENT,**
Regional Director of Spas for THE NOW



CANDIDATES

CAREER COACHING

Help is only a phone call away– if you have the right number. If you or members of your management team need help making difficult decisions, we offer guidance. We focus on self-examination so that you can identify personal opportunities for growth. Our career coaching package includes skills and personality assessments, communication tools and self-care strategies to build the career of your dreams.

RESUME WRITING

Will your resumé land you an interview? More importantly, will your resumé land you an interview for the RIGHT job at the RIGHT level in the RIGHT company? A hiring manager or recruiter should be able to determine your goal and major accomplishments in 8 seconds or less. If you are not landing interviews or if the interviews you land aren't for the right type of job, we can help.

SOCIAL PROFILE REVIEW

Is your online profile up to date? You need to present complete information that properly communicates your professional history and current targets so that you will be found when recruiters search for someone to fill an opening. 85% of employers look for new employees on LinkedIn alone. We can help you create an optimized online profile to make you more credible as a candidate.



- ▶ *“Robin, is a true professional! She is extremely skilled at managing the delicate balance between representing her clients and looking after the interests of the candidates she is recruiting. Robin is also a great communicator and is very honest and timely in all discussions.”* – **MICHAEL EVANS, Chief Executive Officer, Apex Capital Ventures LLC**

BUSINESS CONSULTING

- ▶ *“Kristine’s ability to collate information, articulate pertinent details, and drive cooperation among all stakeholders involved enabled us to realize the vision of the project. She is a thought provoking, experienced wellness professional who’s integrity and strong communications skills proved invaluable.”*

— LAUREN MUNSCH DAL FARRA, MD/CEO



HOSPITALITY CONCEPTS

DESIGN + FUNCTION

Great hospitality design must not only look beautiful and inviting, but every detail must function flawlessly, as well. That's where we come in.

THE BUILD

To build or renovate your facility and fill it with the latest equipment and supplies, you'll need the right architect, interior designer, a great general contractor and someone to bring it all together and keep it on track. We will help you select and/or work with your team to help ensure that everything proceeds according to your budget and best interests. With our expert advice, the design will follow function so that service can flow and business can thrive.

THE INTERIOR

You want the 'wow factor' and we'll help you get it. We have long-standing relationships with top sources for the finest in hospitality furniture, furnishings and equipment to help you get the best vendors— and pricing— for your start-up and operating supplies. We will prepare critical path timelines to coordinate ordering and delivery so that everything you need will be in place on opening day. It's a process we have mastered, and yes, it ends with a 'wow'! We will also work with your interior designer to the assure form follows function.

SENIOR LIVING AND INTEGRATED WELLNESS COMMUNITIES

SPACES FOR ASPIRATIONAL LIVING

Senior Living communities don't need to be synonymous with bad, boring, or bland. Our forward-leaning design ideas blend intergenerational places and spaces with the finest wellness and hospitality services. This unique approach will help you create the communities that people want to live in, rather than try to avoid. We can work with your development team to create a successful business and work plan that will launch you towards the future of community development.

5 DIAMOND SERVICE AT HOME

If you want the best of the best service for your residents, Hutchinson Consulting can help you redefine your standards and create new operating procedures for your team. Our seasoned hospitality experts will work with your team to deliver the kind of service that your residents deserve—and demand.



▶ *“Carol has done amazing work in setting up our company’s new brand platform and logo. The creativity and vision she brought was outstanding. She has provided our marketing team with a solid platform to move our brand forward. She has the ability to interact and adjust to different personalities from ownership to team members of various levels. Carol is someone that takes her profession very seriously, but definitely knows how to have fun as well. That quality has made our working relationship very enjoyable.”* — **DAVE STEVENSON, VP of Sales & Marketing, Catalina Island Company**

TURN KEY HOSPITALITY

Unlike most industries, hospitality is a combination of many disciplines. Very few people have expertise in all aspects of our industry, but we do. From five star resorts and award winning spas to nationally acclaimed dining establishments, we have over 50 years combined experience in launching and operating successful businesses. Don't waste your time reinventing the wheel when you can save time and money by getting it right the first time.

IN TOTAL OR INDEPENDENTLY, OUR OPERATIONAL SERVICES INCLUDE

- Crafting your Standard Operating Procedures, Employee Handbook and Human Resource Guidelines
- Setting up Financial Operations including selecting and configuring your IT Operations and Electronic Medical Records System
- Assisting with selecting and training your team
- Developing Spa and Wellness Menu and Pricing Strategies
- Setting up Retail and Inventory Controls
- Designing programming for Fitness, Wellness, Adventure and Cultural Activities
- Developing Food and Beverage Operations
- Launching your property and providing on-going Marketing Support
- Mentoring your Management Team
- Integrated Medicine & Wellness

LET BUILDERS BUILD, AND HEALERS HEAL

Leading edge spa operators know that the wave of the future is individualized service, innovative programming and combining recent innovations in personalized medicine with the best of spa

and wellness services. If you are an entrepreneurial healer and want to ride this wave, let us help you avoid a wipe-out. Take advantage of our unique start-up and operating experience at award-winning wellness resorts, integrative medical spas and lifestyle programs, so that you can do what you do best—focus on helping your clients on the path to wellness.

SIMPLIFYING THE COMPLEXITIES

The legal and operational intricacies of this business can seem overwhelming to someone new to the industry. Each state and municipality has regulations dictating how you can operate your business, and it's easy to get mired in the licensing maze. We know that all you want to do is help people get access to the best complementary and alternative healing services. We can help you navigate the chaos and help steer you to success.

FEASIBILITY AND WAGE STUDIES

If you are considering a new hospitality project or are wondering how your business compares, you need to know your numbers. Our expert analyst will help you examine the marketplace so that you know the competitive context for better pricing, payroll and productivity.

FINANCIAL GUIDANCE

So you have a great idea, but will it be financially successful? With our expert guidance, we help you prepare pro-forma projections. We base these projections on current market data combined with revenue and expense assumptions developed over years of experience. We can help you set up your books according to industry standards and create management tools to help you stay on a successful path to profitability.

MARKETING CONSULTING

MARKETING AND PUBLIC RELATIONS STRATEGY

Building your business is one thing. Building a brand is another. Let our marketing experts show you how to forge a strategic brand that reflects the vision you have for your business and resonates with your market.

CREATING OR REFRESHING YOUR BRAND

It takes more than a good business idea to be successful. Communicating that idea to the audience you want is sometimes the hardest part. If it's a new venture, we will help you through the process of branding. This means honing your message, vision and values to create your quick-to-the-point pitch to potential investors, partners and clients. If it's time for a refresh, we'll help you decide what it is about your brand that's important to keep and what needs retooling. Protecting your brand equity is imperative and often overlooked when implementing crucial updates.

Your complete Brand Platform acts as the strategic guiding light to lead you through the complex decisions necessary to move from dream to reality and will be a cornerstone of your business plan. From that platform flows the Brand Concept, which is the creative expression of your brand. This includes design, messaging and production.

MARKETING AND PUBLIC RELATIONS STRATEGY

Don't rely on a "if I build it; they will come" strategy. We will help you identify and select your target market to eliminate wasteful spending. Then we'll use our expertise in hospitality and wellness marketing to guide you in developing your on-line presence, rolling out your social media campaign, crafting your print media message and more.

We also know what works to get kudos from top influencers and entertainment and news media outlets.

Services offered:

- Branding & Creative Strategy
- Strategic Marketing Plan Development
- Digital & Social Media Strategy
- Website Development
- Public Relations Strategy

SALES & CUSTOMER SERVICE TRAINING

Whether it's a phone call with your customer service staff, a conversation at the desk, or a personal email from a sales representative, the messaging and manner of your employees makes an enormous difference in your customers' experience and to your bottom line. Hutchinson offers expertise in translating your marketing strategy across every touchpoint that your staff has with your customers, ensuring that you're getting the most effective engagement.

Services offered:

- Script Writing for Customer Service Staff
 - Phone
 - On-site
- On-site Personalized Training Sessions
- Email Messaging
 - Initial Outreach
 - Follow Up

MEET THE TEAM

The Hutchinson Consulting team is simply the most seasoned and sought-after team in the hospitality and wellness industry. Our partners alone offer almost a century of recruitment and consulting experience combined on some of the most well-known and respected names in business.

Kristine Huffman | PARTNER



Kristine brings over 30 years of experience in hospitality and human services, including providing award-winning leadership, staff training, program development, and brand direction for Canyon Ranch, Miraval, and Travaasa Resorts. As a member of the International Spa Association (ISPA) Board, she acts as a strategic thought-leader and

mentor for individuals seeking to expand programming into the wellness arena.

Carol Stratford | PARTNER



Carol's dynamic career in strategic marketing has allowed her to develop a widely recognized expertise in hospitality and wellness. She is known for analyzing trends and forecasting sales to develop long-term strategies and operational execution plans, as well as planning for maximum growth and profitability. Carol has used her unique vision to

help develop and deploy innovative marketing plans for some of the most successful brands in the industry, including Miraval Resorts, PALM Health, Casa de Campo and The Homestead.

Michael G. Tompkins | PARTNER



A visionary leader in the luxury hospitality, healthcare, wellness, and spa industries, Michael G. Tompkins has led celebrated teams to success for over twenty years. Combining industry knowledge with a vast rolodex of industry peers and former colleagues, Michael has a rare ability to source expert candidates globally. Having held CEO positions with

Miraval Resorts, Hilton Head Health, and PALM Health, Immediate Past Chairman of the International Spa Association (ISPA) and executive positions with Canyon Ranch Health Resorts, Michael credits his success in building executive management teams who excel in efficiency while building culture for guests and staff.

A SAMPLE OF OUR PARTNERS

1440 Multiversity

Babor

Blackberry Farm

Canyon Ranch

Capital Care Senior Living

Carneros Inn

Casa de Campo

Comfort Zone

Culinary Institute of America
at Greystone

ESPA

GOCO Hospitality

Hotel Bel Air

Kimpton

La Costa Resort & Spa

Loews Hotels

Mandarin Oriental

Grace Mayflower

PALM Health

Pebble Beach Resorts

Primland

Quince Pacific Avenue

Rancho La Puerta

Resort at PAWS Up

Resort at Pelican Hill

Shangri-La Hotels

Sofitel Hotels

Sonesta Hotels

St. Regis Hotels

The Edgewater

The Girl & The Fig

The New York Palace

The Point

The Ritz-Carlton Hotel Company

Westmoor Club

Zeel



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