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## **The Sacks Group *Yachting Professionals* Score a Touchdown By Arranging a Successful Superbowl Charter for an Experienced Client**

**FORT LAUDERDALE, FL – MARCH 3, 2010** – The role of a full-service luxury yacht charter agency goes far beyond merely booking a boat for a client, at least according to The Sacks Group *Yachting Professionals*. The Fort Lauderdale-based firm strives to match each client with the perfect yacht worldwide to fit their needs – and then to create a unique, custom-tailored charter experience that will fulfill their dreams.

A case in point was the recent week-long charter that The Sacks Group President and Charter Specialist Jennifer M. Saia arranged for client Thomas E. Hoshko, CEO and President of The Experts, Inc. – a rapidly growing provider of Information Technology, Telecommunications and Engineering professional services and solutions to the Fortune 500, Federal Government and Defense Contractors/DOD. Saia and her team helped to design a fun-filled charter to Miami aboard the 112-foot (34.1M) Westport Motor Yacht MILK MONEY centered around watching the Saints play the Colts in Superbowl XLIV on February 7, 2010. Hoshko's primary goal for the trip was to provide first-class corporate hospitality for his firm's top customers and producers in a memorable setting.



**Tom and Louellen Hoshko with MILK MONEY**

“We’ve been chartering for about a dozen years,” said Hoshko, who had worked with Saia and her team at The Sacks Group in the past to arrange both personal and corporate charters. “She had the right boat, the right captain and the right crew, which is all-important,” he said.

“This was the kind of challenge we love—creating a fantastic charter experience for a client that centers around a particular ‘theme’,” Saia said. “Finding the perfect boat was only the beginning. We also worked with Tom Hoshko to fill each day with exciting activities so he and his guests could enjoy their time aboard to the fullest.”

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**The Experts EVP, Tim McLean at the Blast Bar**

Home port for the start of the Superbowl Charter was the Diplomat Resort on the Intracoastal Waterway, which was very convenient for shopping, restaurants and attending VIP parties on South Beach. The festivities kicked off on Friday, February 5<sup>th</sup> with a welcome cocktail reception. A “Blast Bar” decked out with The Experts logo and the Superbowl XLIV insignia was set up on the dock next to MILK MONEY so overflow guests could join the party in addition to those enjoying the luxurious accommodations on board.

Saturday was dedicated to water-sports fun using the yacht’s fleet of tenders and toys, which includes a 26-foot Regulator fishing boat and an 18-foot Novurania RIB, plus a six-man towable banana, water skis and wakeboard. MILK MONEY’s crew later put on a barbecue for the guests.

“Sunday we had tickets for the customers and top producers to go to the Game,” Hoshko said. “I’ve been to a lot of Superbowls ... so we stayed back on the boat and had a Superbowl party.” The crew set up a large plasma TV on MILK MONEY’s aft deck and opened up the doors to the salon, so guests could watch the action in both places, as well as on the flybridge. “They did a Superbowl cake and all that kind of stuff. It was perfect,” he added.

For the remainder of the charter, the yacht docked at the exclusive Fisher Island enclave where Hoshko and The Experts principals conducted corporate board meetings, mixed with R&R on the property, including visiting the spa and taking the dinghy over to “Jimbo’s” on Virginia Key. They also dined in style on board MILK MONEY, thanks to the culinary stylings of Chef Raffie. “He is really good; he is actually a Cordon Blue chef, and prepared everything on our preference sheet to perfection!” Hoshko said.



**MILK MONEY’s Attentive Crew**

He and his wife, Louellen, appreciated MILK MONEY’s spacious amidships master suite, which features a comfortable California king bed, walk-in cedar closets and his-and-her heads. “I’ve been on a lot of yachts ...

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and I really enjoyed the Westport,” he said. “But what makes it always is the captain and the chef and the crew. They were impeccable. We had a good time.”

Hoshko added, “We are already looking forward to another charter on M/Y MILK MONEY with the family.”

MILK MONEY, is available for charter in Florida and The Bahamas year-round at a rate of U.S. \$44,500 per week, including towed tender. *While the yacht welcomes occasional corporate clients, it typically hosts private charter parties of eight persons or fewer.*



*In keeping with their motto, Around The World in 80 Ways®, The Sacks Group Yachting Professionals (TSGYP) specialize in international Luxury Charter Yacht Vacations, Yacht Charter Marketing, Yacht Brokerage and New Construction. TSGYP’s charter and yacht sales agents travel the globe to inspect and represent the world’s finest yachts available for charter and sale, in order to ensure a custom-tailored fit for all of their clients. TSGYP are also known for their unique Try Before You Buy® Program, which allows clients to experience the size and type of yacht they are interested in firsthand, prior to purchase. Through its strategic alliance with IMA Yachts, TSGYP also offers full operational, management and compliancy services to yacht owners and captains, supporting clients through every stage of yacht ownership. Headquartered in Fort Lauderdale, Florida, The Sacks Group Yachting Professionals also have offices in Sint Maarten and in Newport Beach, California. For more information, please contact The Sacks Group at (954) 764-7742, fax: (954) 523-3769, e-mail: [info@sacksyachts.com](mailto:info@sacksyachts.com), or visit [www.sacksyachts.com](http://www.sacksyachts.com).*

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