



Alaskan Gold

A June incentive, produced by Harith Wickrema of Harith Productions, treated the members of King Pharmaceuticals' President's Club to a one-week Alaskan cruise. Each day, the Carnival cruise ship docked at a new and exciting historic port. The centerpiece of the week-long incentive was the awards recognition day Wickrema produced, with décor designed by Sean DeFreitas of Designs by Sean, Inc.

Departing from Skagway, Alaska, the guests boarded the White Pass and Yukon route train for the scenic narrow-gauge ride along the Upper Lynn Canal to Bennett Lake.

On arrival, they were greeted by Canadian Mounties and character actors costumed to set the stage for a genuine gold rush experience. Char McClelland of Alaska Destination Specialists and Chef Mark Linden created an epicurean fantasy — a gourmet array of Alaskan fish and game dishes.

Like the pioneers of the gold rush, Wickrema and DeFreitas used many locally available materials. However, 90 percent of materials not available in nature had to be transported by the narrow-gauge train! Those items that arrived by train were made as authentic as possible to enhance the theme.

"This is the most fabulous trip our attendees have been on," said Les Powell, vice president of sales for King's western division.

The client wasn't the only one who was impressed. Vince Alonzo, who is the editor in chief of industry trade magazine *Successful Meetings* and also attended the incentive, appreciated the creativity of this one-of-kind awards recognition celebration. It's a "perfect example of everything an incentive trip should be," he said.

1 Most of the wildflower arrangements and natural items utilized in the table décor were freshly picked in the Alaskan wilderness and in Whitehorse, Canada.

2 The red seaplane owned by Alpine Air transported a member of the parliament from Yukon Territory to welcome the attendees. The King Pharmaceuticals logo placed on the sides of the floats was part of the entertainment, as the plane performed a flyover for the guests.

3 In keeping with the natural theme, DeFreitas created elegant, pioneer-spirited décor, with all fabrics, including tablecloths

and table runners, made of burlap and similar natural fibers.

4 Standard chairs were available at the Bennett train station. DeFreitas enhanced them with custom eagle and totem pole designs on the chair covers. The canvas fabric and traditional totem patterns supported the destination-based theme.

5 Freshly cut vines from the local area provided innovative napkin ties. Placement of the forks outside of the napkin symbolized railway tracks, while the napkin represented the train that transported the guests to the awards event.

