



## executive message

Our Executive Leadership Strategy is to build a team of qualified people with a track record of success directly related to our core-business; that are willing to commit to operating their business and personal lives with the high-level of personal and professional ethics required to act as good role models for our employees; and that have the business acumen and the “stage-presence” to be a strong representative of our company to all stakeholders. It is important that we assemble an executive team that compliments the strengths and minimizes the impact of any weaknesses of the group. We must be willing to do what is right - even when that requires sacrifice and discomfort on the part of ourselves or other individuals within the company; and that we must always maintain a passion for winning, and an aversion to losing.

We expect 100% commitment from our Executive Leadership team. As such, in addition to the application of their skills and abilities, we also expect each individual to continually grow their base of professional contacts to the benefit of our clients and strategic partners.

Mick Hall, CEO and President





In 1991 Mick Hall founded Design Studio Las Vegas, a boutique media research and brand development firm focused on consumer research, brand development, corporate identity and product launches for the hospitality industry. Mick and his firm became known for an aggressive marketing style with solid research capabilities, with almost “instinctual insights into consumer behaviors.” Over the next 14 years, Mick opened offices in Los Angeles and Chicago; added clients from diverse business categories; and expanded into retail advertising, interactive marketing, event management, public relations, and multicultural marketing.

Mick believed in treating his own company as the agency’s most important client, constantly researching and analyzing the markets and the competition. Through strategic communication, growth and acquisitions, Hall Communications grew into a marketing network recognized as one of the largest independent firms in the country. In 1998, Lawlor Advertising (Hall Communications’ retail marketing division) was voted one of the top 25 agencies in LA, the 2nd largest ad market, and at age 31, Advertising Age recognized Mick Hall as one of the youngest national advertising agency owners. An ever-expanding list of national clients and a reputation for effective creative work kept Mick and his company in the limelight. For a partial list of client experience, please see “Attachment A: Hall Communications Experience.”

Business Magazine recognized Mick as 2001 Las Vegas Dealmaker of the Year, after buying his two largest competitors in the market and for the national recognition that came from winning hundreds of advertising awards. As Executive Creative Director, Mick was awarded over 500 advertising awards, including: National CLIO Awards, National Telly Awards, National Effie Awards, and Local, Regional and National Addy Awards. Hall Communications Group’s annual revenue approached \$120 million for a diverse list of clients. In early 2005, Mick finalized the sale of his marketing assets.



After Hall Communications, Mick spent several years developing and implementing the Smart-Media application with Claritas/Nielsen, a predictive behavior engine that he invented that categorizes stock buyers into clusters based on buying propensities and lifestyle characteristics. An Ad-Man at his core, Mick returned to the industry purchasing OnSite Media, a digital out-of-home network installed in 40 hotels. His vision, to transform the Company into a leading addressable (interactive) media network focused on the leisure and business traveler. In September of 2010, the assets of OnSite Media were sold OnSite Concierge, of which Mick Hall is current CEO and President.

