

CATEGORIES: media, public relations

OVERVIEW: HPDPR to provide magazine inclusion

THE *A* LIST

Harvey COHEN

Do cronuts make you swoon? Does the thought of a Krispy-Kreme cause your mouth to water? Admit it—you love donuts! So do we. We fell under the spell of Harvey's Gourmet Mini Donuts last year when Harvey brought his culinary magic to the Gentry Philanthropy Celebration. We've been obsessed with them ever since. Family owned and operated, Harvey's Gourmet Mini Donuts is a spectacular mobile food concession run by the unassuming Harvey Cohen.

People to Know

With clients such as Google and Pixar, clearly Harvey's creations are second to none. What is his secret? "We start with quality ingredients," he explains. "Everything is made fresh on the spot and always served hot." Whether you're looking for a unique way to toast your wedding, or an impressive donut bar at your next corporate event, you can rely on Harvey's Gourmet Mini Donuts to make the occasion sweeter.

Cohen, a native of San Francisco, had the idea for Harvey's back in 2008 when he was selling antique lithographs. He moved his family from San Francisco to Glen



Ellen, where he and his wife of 42 years have lived for more than 30 of them. Today, Harvey's is equipped to cater parties ranging from 100 guests to big corporate events and festivals of up to 10,000! "We strive to center each experience around the purpose of the event to help create a sweet memory that lasts," says Cohen.



Susan LUK

A native of Illinois, Susan was dreaming of becoming a doctor in travel medicine. Although her dream was trumped by a degree in electrical engineering, Susan is still very much a part of the aviation industry. She joined the U.S. Department of State as a Foreign Service Specialist Officer working with numerous consulates and embassies. Eventually she got into private aviation. Recently, she was responsible for developing new territories and key west coast accounts as Vice President of Sales for Chapman Freeborn, a global aircraft charter and aviation support company.

Her global experience and expertise in the private aviation arena made her an excellent candidate for her current position as the San Francisco-based Director of Business Development for TCS World Travel—a luxury private jet firm devoted to ensuring that the most sophisticated travelers experience the world with unparalleled local access and custom-made activities. "We are delighted to welcome Susan to our TCS World Travel family as she brings a diverse experience in aviation and global affairs and shares a passion for travel, cultural learning, and guest services," relates TCS World Travel President Shelley Cline. "We are committed to creating meaningful relationships with our partners and travelers, and we know Susan is the perfect fit for the continued advancement of our company."



A Minnesota native, Schoeb is a graduate of St. Cloud State University with an MBA and Masters of Sports Administration from Ohio University. He previously served as Director of Corporate Partnerships for the Indianapolis Motor Speedway and Manager of Corporate Partnerships for the NBA's Memphis Grizzlies. "These positions felt like play more than work," he admits. "It was there that I learned to sell and service corporate partnerships with a plethora of brands, along with working inter-departmentally to ensure partners saw a return on investment. I was hooked!"

This is Schoeb's second stint with the 49ers. His first was back in 2010 where he led the Corporate Partnership Sales team in new business development. Coming "home" to the 49ers, he felt the sense of a workplace family. "Returning to the Bay Area feels like a homecoming," he says. ♦

—CORRINE E. MEHIGAN