

# The 14th Annual FTA Spring Dinner in New York

A Call for Service Excellence as a Way of Life

Fred Tibbitts & Associates, the leading global wine, spirits and related services consulting organization for National Account chain hotels, restaurants and event management, held its 14th Annual FTA "A Spring Evening in New York with Very Special Friends" on March 3 at the Union League Club, New York City. A trade show style reception was followed by a banquet, superbly created by Exec. Chef Jacques Thiebeutt, with wines artfully paired by famed New York wine educator, Harriet Lembeck. Preceding the dinner were ecumenical prayers delivered by the most renowned clergy in America, after which Fred Tibbitts, Jr., President & CEO, Fred Tibbitts & Associates, Inc., called for the traditional 12 loyalty toasts by VIP guests of the evening. The event was attended by some 120 top brass of



(L - R) John Knorr, SVP, Phillips Seafood Restaurants; Robin Lee Allen, Exec. Editor, Nation's Restaurant News; Jay Treadwell, Managing Partner, The Optimum Group



(L - R) John Gorman, Director of Conference Center, Millennium Broadway Hotel; Mark Shuda, VP F & B, HEI Hotels & Resorts; Greg Ade, SVP Operations, Millennium Hotels & Resorts USA



(L - R) Fausto Barba, VP Finance, The West Paces Hotel Group; Michelle Fava Capitano, General Counsel, Bizzzi Partners; Fred Tibbitts, Jr.; Bob Warman, Pres. & COO, The West Paces Hotel Group



(R - L) Guenther Richter, Managing Director, The Setai Fifth Ave.; Suzanne Strassburger, Pres., Strassburger Meats; Steven Della Salla, Dir. of Development, Bizzzi Partners



(L-R) Christina Cacciato, Brand Development Manager, WineWave; Fred Tibbitts, Jr.; Jack Cacciato, Pres., WineWave



Eric Long, GM, The Waldorf Astoria proposes his "Loyalty Toast" at the FTA NYC Spring dinner at The Union League Club



Harriet Lembeck, Wine & Food Pairing, FTA Dinners



(L - R) Deborah Hutton, Director of National Accounts, Hotels & Restaurants, Moët Hennessy USA; Fred Tibbitts, Jr.; Mark Shuda, VP F&B, HEI Hotels & Resorts



(L - R) Sheryl McAndrew, National Sales Director, National Retail Sales, Anheuser - Busch; Fred Tibbitts, Jr., Pres. & CEO, FTA, Inc.; Brad Aldrich, VP - Business Development, American Hotel & Lodging Association



(L - R) Bruce McIntosh, Pres., McIntosh Alliance International, Hotel Development, Inc.; Fred Tibbitts, Jr.; Sam Haigh, Pres., Trybin Hospitality Corp.

the hospitality, restaurant, food and beverage sectors and proved to be another memorable night. Among the highlights of the event were the announcements of the recipients of the 2010 FT Hapospitality Awards: Paul Daly, VP–F&B, Hyatt Hotels, for Excellence as an Operator – North America and Martin Rinck, Pres.– Asia Pacific Hilton Worldwide, for Excellence as an Operator – Asia Pacific; Horst Schulze, Chairman & CEO, The West Paces Hotel Group, for Lifetime Excellence; Visa, Inc. for Excellence as an IT Innovator; Otto Weibei, Director of Kitchen, Swissotel The Stamford & Fairmont Singapore and Rudolf Muller, Executive Chef, Hong Kong Disneyland, for Excellence as a Humanitarian; and New Western Cuisine Magazine for Literary Excellence.



(L - R) Brian Pierce, Founding Partner, MyWine LLC; Fred Tibbitts, Jr.; Dave Lauinger, Founding Partner, MyWine LLC.



(L - R) John Battista, Marketing Promotions Manager, Italian Trade Commission; Fred Tibbitts, Jr.; Augusto Marchini, Assistant Trade Commissioner, Italian Trade Commission



(L - R) Pamela Caye, Regional Manager, Metro New York, Trincherio Family Estates; Fred Tibbitts, Jr.; Bill Barry, VP Hospitality & Foodservice, Trincherio Family Estates



(L - R) Ed Staros, VP & Managing Director, The Ritz - Carlton Naples; Olivia Brown, Interim GM, The Ritz - Carlton, Westchester; Greg Mendoza, GM, The Ritz - Carlton, New York, Battery Park; Scott Geraghty, Area VP/GM, The Ritz - Carlton New York, Central Park



(L - R) Desmond Docherty, Senior Business Leader, Cross Product Services, Visa, Inc. is recognized by Jerry Leeman, VP Marketing, Perk Dynamics, Inc. with Fred Tibbitts, at his side. Leeman announced that Visa, Inc. has been chosen as the recipient of the 2010 FTA Hospitality Award for IT Innovation. Docherty had requested that the \$5,000.00 scholarship that accompanies the Award benefit students at the Department of Hotel, Restaurant & Institutional Management, University of Delaware.



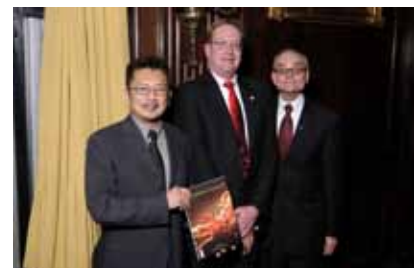
(L - R) Joe McInerney, Pres. & CEO, American Hotel & Lodging Association announces that the Recipient of the 2010 FTA Hospitality Award for Excellence as an Operator – Asia Pacific is Martin Rinck, Pres., Asia Pacific, Hilton Worldwide. On his behalf, Eric Long, GM, The Waldorf=Astoria, with Fred Tibbitts, Jr. on his side, accepted the recognition. Rinck had requested that the \$5,000.00 scholarship that accompanies his Award benefit students at The Chinese University of Hong Kong.



(L - R) Horst Schulze, Chairman & CEO, The West Paces Hotel Group is presented by Joe McInerney, Pres. & CEO, American Hotel & Lodging Association (center) as the Recipient of the 2010 FTA Hospitality Award for Lifetime Excellence. Schulze had requested that the \$5,000.00 scholarship that accompanies his Award benefit students at Johnson & Wales University, the Charlotte Campus. Fred Tibbitts, Jr. looks on.



(L - R) Joe McInerney, Pres. & CEO, American Hotel & Lodging Association announces that the Recipient of the 2010 FTA Hospitality Award for Excellence as an Operator – North America is Paul Daly, VP F&B, Hyatt Hotels North America. With Fred Tibbitts Jr., as his side, Daly had requested that the \$5,000.00 scholarship that accompanies his Award benefit students at the Dept. of Hospitality & Tourism Management at Virginia Tech.



(L - R) Richard Xu, Editor - in - Chief, New Western Cuisine Magazine is recognized by Bill Samenfink, Pres., ICHRIE, as recipient of the 2010 FTA Hospitality Award for Literary Excellence. Joined by Fred Tibbitts, Jr., Pres. & CEO, FTA, Inc., Xu had requested that the \$5,000.00 scholarship accompanying his Award benefit students at The Culinary Institute of America, Hyde Park.



The FTA U.S. Advisory Board Meeting was held at The Williams Club, New York City, on March 2, 2010 and was attended by 50 members. The meeting was presided by Dick Cattani, CEO, Premier Hospitality Group, Compass N.A. Fred Tibbitts, Jr., updated the body on FTA Globally and announced the 2010 FTA Award Recipients and Scholarships. Presenters at the meeting were: "The West Paces Story" by Horst Schulze, Chairman & CEO, The West Paces Hotel Group; "What's Hot in Coffees and How to Profit from It" by Tom Robinson, VP, National Accounts, S&D Coffee; "New Western Cuisine – Creative Culinary Cornucopia from China", by Richard Xu, Editor-in-Chief, New Western Cuisine Magazine.