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# New Western Cuisine



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Gifting with Originality

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# Rainbow of Hope, Charity & Scholarship over NYC

## FTA 21<sup>st</sup> Annual "A Fall Evening in New York with Very Special Friends"

The devastating storm that struck New York was followed soon after by The 21st Annual "A Fall Evening in New York with Very Special Friends" at the New York Marriott Marquis hotel. The annual fall dinner with very special friends unfolded with reassuring calm, like a Heavenly, multi-colored rainbow after the storm. The memorable event was attended by 150 guests, including five of the 2012 FTA Award Recipients, hotel and restaurant senior executives, CEO's, Presidents, Vice Presidents, industry leaders, dinner sponsors and the media. The 6:30pm trade show-style reception showcased the products and services of many of the dinner sponsors. All guests were formally announced upon arrival at the reception by Joe Cummings.

At the start of the dinner New Western Cuisine Magazine represented China among the traditional loyalty toasts proposed by 13 of the dinner VIP's. The gala dinner followed, paired with 10 premium and super premium wines from around the world and brought Fred Tibbitts,

Jr., President & CEO of FTA to the podium to present donations and scholarships from a portion of the dinner proceeds to several charitable organizations to benefit underprivileged children and students. With "Service is the Highest Calling" and "Service Excellence" as the FTA dinner's mantras, many of the global hospitality industry elite annual flock to each of the dinners from Beijing, Shanghai, Shenzhen and Hong Kong to New Delhi and New York City.

In addition, the FTA NYC Fall Advisory Board Meeting took place, attended by 35 industry seniors, the morning of the 13 November 21<sup>st</sup> Annual FTA New York City dinner at the Time Inc. Building in the Luce Suite. Four Power Point presentations on topics ranging from "Intelligent Transportation" to Premium French wines to "Social Loyalty" and "The Coffee Revolution" proved very timely updates, including the "Open Discussion" that allowed the Advisory Board Members and VIP guests to exchange views and learn from one another.

