



**THE FOOD AND BEVERAGE SCHOLARSHIP FOUNDATION INC.**

You are cordially invited by the  
Food and Beverage Association of America Inc.

**To Our Fourth Annual Gala Dinner Dance  
to Benefit the Food and Beverage Scholarship Foundation Inc.**

**OUR HONOREES**

**Hospitality Professional of the Year 2011**

**Edward A. Mady**

*General Manager*

*The New York Palace Hotel*

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**Industry Professional of the Year 2011**

**Paul Nicaj**

*Managing Partner*

*The Battery Gardens Restaurant*

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**Purveyor of the Year 2011**

**Lloyd Sobel**

*CEO and General Manager*

*Empire Merchants*

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**At the New York Palace Hotel**

455 Madison Avenue

New York, New York, 10022

**Friday, May 20<sup>th</sup>, 2011**

**Reception at 7:00 pm**

Awards Presentation and Dinner to follow

**Black Tie**

Recession Sensitive Pricing

FBAA Members, plus one Guest \$250 per person

Non-Members and Guests \$300 per person

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The Food & Beverage Association of America Inc.

111 East 14<sup>th</sup> Street, Suite 390, New York, NY 10003

For additional Gala Dinner information, please contact:  
Our Gala Chair Person Arline Isaacson at +1 212 841 6610

Fax: +1 212 504 9536

[gala@fbassoc.com](mailto:gala@fbassoc.com) [www.fbassoc.com](http://www.fbassoc.com)

**GALA JOURNAL ORDER FORM**

To Our Fourth Annual Gala Dinner Dance  
to Benefit the Food and Beverage Scholarship Foundation Inc.

**Tickets Orders:**

**PLEASE RESERVE THE FOLLOWING:**

**PLATINUM SPONSOR \$4,000.00**

Ten dinner tickets and a platinum page in the journal  
Special recognition  
Table to be situated in the VIP section

**GOLD SPONSOR \$3,500.00**

Ten dinner tickets and a gold page in the journal  
Special Recognition

\_\_\_\_\_ **TICKET(S) AT \$300.00 PER PERSON**

**RESPONSE DEADLINE: MAY 13<sup>TH</sup>, 2011**

**All tickets and tables must be pre-paid**

**Guest names are as follows:**

- 1. \_\_\_\_\_ 2. \_\_\_\_\_
- 3. \_\_\_\_\_ 4. \_\_\_\_\_
- 5. \_\_\_\_\_ 6. \_\_\_\_\_
- 7. \_\_\_\_\_ 8. \_\_\_\_\_
- 9. \_\_\_\_\_ 10. \_\_\_\_\_



*This dinner supports the Food & Beverage Scholarship Foundation Inc.*

**Ad Journal**

*(Please check your selection)*

- |                                     |         |   |         |
|-------------------------------------|---------|---|---------|
| <input type="checkbox"/> Back Cover | \$2,500 | <input type="checkbox"/> Inside Back or Front Cover | \$2,000 |
| <input type="checkbox"/> Gold Page  | \$1,500 | <input type="checkbox"/> Full Page                  | \$1,000 |
| <input type="checkbox"/> Half Page  | \$750   | <input type="checkbox"/> Quarter Page               | \$500   |

**Journal Specifications: Black & White only,                      Formats: PDF or InDesign, Pictures in JPEG only.**

**Image Areas: Full Page: - 7¼" x 10"    Half Page: - 7¼" x 5"    Quarter 1/4 Page: - 3½" x 4 5/8"**

**Ads can be e-mailed to: [gala@fbassoc.com](mailto:gala@fbassoc.com)**

**JOURNAL COPY DEADLINE: MAY 1<sup>st</sup>, 2011**

Name \_\_\_\_\_ Company \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone ( \_\_\_\_\_ ) \_\_\_\_\_ E-mail \_\_\_\_\_

**ALL ADS AND TICKETS MUST BE PRE-PAID**

**PLEASE SEND YOUR CHECK TO:**

The Food & Beverage Association of America Inc.  
111 East 14<sup>th</sup> Street, Suite 390, New York, NY 10003



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**KINDLY MAKE YOUR CHECK PAYABLE TO:**  
The Food & Beverage Scholarship Foundation Inc.  
**For additional Gala Dinner information**

Please contact:  
Arline Isaacson, Chair Person Gala 2011  
Phone +1 212 841 6610 - Fax: +1 212 504 9536  
E-mail: [gala@fbassoc.com](mailto:gala@fbassoc.com) [www.fbassoc.com](http://www.fbassoc.com)

**CREDIT CARD AUTHORIZATION FORM**

I, \_\_\_\_\_ AUTHORIZE THE FOOD AND BEVERAGE ASSOCIATION  
OF AMERICA, INC.

TO CHARGE MY:  AMEX  VISA  M/C - CREDIT CARD NO: \_\_\_\_\_

EXP. \_\_\_\_ / \_\_\_\_ SECURITY PIN: \_\_\_\_\_ THE AMOUNT OF: \$ \_\_\_\_\_

Name on Card: \_\_\_\_\_

Company: \_\_\_\_\_

Credit Card Billing Address:

Street \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_ Zip: \_\_\_\_\_

Home Ph: ( \_\_\_\_ ) \_\_\_\_\_ Business Ph: ( \_\_\_\_ ) \_\_\_\_\_ Fax: ( \_\_\_\_ ) \_\_\_\_\_

Mobile: ( \_\_\_\_ ) \_\_\_\_\_ E-mail: \_\_\_\_\_

Date: \_\_\_\_ / \_\_\_\_ / \_\_\_\_\_ Signature of Cardholder: \_\_\_\_\_