



Mendocino, January 30, 2010

Dear Members and friends,

It is time again to ask all our members and friends of The International Food & Beverage Forum for a generous donation to our "The International Food & Beverage Forum Hall of Fame Auction 2010".

This year's auction will be held from November 17th to 20th in Las Vegas during our seventh annual World Gourmet Summit events.

Let me take this opportunity to thank all who have contributed to last year's auction which raised more than US \$ 45,000. This enabled us to distribute US \$ 20,000 to Le Cordon Bleu College of Culinary Arts Las Vegas.

A copy of last year's auction catalogue together with the form for this year's donation is attached.

To avoid any problems with hotel stay donations, I would like to urge you that the starting date for the donation validity is not before December 1, 2010 in order to allow the buyer to make the necessary arrangements to travel. We also noted that hotel stays combined with at least one lunch or dinner sell much better.

If at all possible the validity of the gift certificates should be at least one year.

Please give generously and support our mission to foster the education of young hospitality professionals.

Since we are now a registered 501(c)(3) non-profit organization, your donations will be tax deductible in the United States. The appropriate forms may be obtained through my office.

Looking forward to hearing from you,
All the very best

Kurt H. Fischer
President

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