

# Acknowledgments



The seed was planted a year before the idea was born.

In 2004, with the meeting industry still grappling with the issue of attrition, Experient (formerly Conferon Global Services) and Hilton Hotels partnered to produce the landmark *Guide to Room Block Management*. When the concept for the *Guide to the Food & Beverage Experience* was conceived soon after, it was only natural for Experient to once again turn to Hilton for both sponsorship and its considerable F&B expertise.

This guide is the product of that partnership.

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Many of the best practices described in the guide are the handiwork of Experient's Director of Strategic Events Karen Watson. The *Guide to the Food & Beverage Experience* is a reflection of her vision. The editors were also assisted by Experient event managers Kim Becker, Ruth Butler, Kristie Chang, Lise Fitzpatrick, Ping He, Brenda Houlihan, Nicole Jacobson, Kim Schauwecker, Patti Steele, Kelly Williams, Halle Weinberg and Aramark director of marketing Jami Leveen.

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*Bon appetit!*

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Emeril Lagasse with Editor Nancy Jackson