



Preserving the Future of Area Tourism

SUPPORT USF SCHOOL OF HOSPITALITY & TOURISM MANAGEMENT

This USF Sarasota-Manatee program can take a student's passion of food, travel, tourism, and hotels, and turn it into a rewarding career. As an area business, are you taking full advantage of this local talent pool of skilled graduates? Better yet, can you afford not to do everything possible to ensure this program's continued growth, and help create a foundation today that will result in exceptional hospitality and tourism leaders tomorrow?



**UNIVERSITY OF
SOUTH FLORIDA
SARASOTA-MANATEE**

USF Sarasota-Manatee will be holding benefit dinners at the beautiful Powel Crosley Estate to raise funds for this illustrious program. However, they need your help getting the word out and promoting these crucial fundraising events. By becoming a valued sponsor today, you're not only securing your seat at an upcoming dinner, with mouthwatering food provided by Pier 22, but also you're helping contribute to the future of this program. Future dinners to highlight other local caterers and restaurateurs.

USF SCHOOL OF HOSPITALITY PRESENTS:

USF Crosley Dinner Series

WEDNESDAY DECEMBER 1, 2021

VIP WHISKY TASTING - 5:30 ❖ DINNER - 6:00

To purchase tickets and view the menu,
visit <https://usf.to/taste>

SPONSORS RECEIVE

- ❖ A logo in upcoming Bradenton Herald ad promoting future benefit dinners
- ❖ Invaluable brand awareness for your business at the dinner hosted at the Powel Crosley Estate
- ❖ 2 Tickets to one dinner event (A value of \$150)

TO SUBMIT YOUR SPONSORSHIP FEE OF \$500 PER DINNER
OR \$1,200 TO SPONSOR THREE DINNERS
PRESENTING SPONSOR \$5,000


PLEASE SEND A CHECK MADE OUT TO:

University of South Florida
Attn: Fran Bryant
8350 N. Tamiami Trail, Sarasota, FL 34243



**Powel
Crosley Estate**

For more information, please contact
Fran Bryant: francesb@usf.edu
or 941-359-4311



USF Crosley Dinner Series
Pier 22 Special Event & Catering
Chef Greg Campbell

December 1st, 2021

Passed Appetizers

Grouper Fritter with Tartar Sauce

Mozzarella Caprese Satays
cherry tomatoes, fresh mozzarella, basil, extra virgin olive oil and balsamic glaze

Salad

Carpenters Salad
Romaine, Cheddar, green onion, cherry tomatoes, cornbread croutons, creamy mustard dressing

Plated Entree

Beef Short Rib & Bourbon Maple Glazed Chicken
served with green beans & smashed creamer potatoes

Dessert

Strawberry Shortcake

House Beer & Wine Included

Greg Campbell
1200 1st Avenue West
Bradenton, FL 34205
941-748-8087
greg@pier22.com

As a young boy Greg spent time in his French Grandmother Simone's kitchen where he learned to prepare food only one way, with love and bacon! He got his start in the restaurant industry at age 18, working as a saucier in a high-end Italian restaurant in his home town in Georgia. His 35-year career took shape in several cities holding different roles, including his first General Manager position when he was 28. Now, Greg is the Executive Chef and Director of Operations at Bradenton's landmark waterfront restaurant Pier 22 and its sister restaurant Grove in Lakewood Ranch. His position allows him to use his analytical and creative background to foster the award winning restaurants. Greg also teaches cooking classes, performs sushi demonstrations, creates progressive wine dinners, and arranges special events which all compliment the day to day culinary experience of the restaurants.

Bio

Sir Dr. Adam Carmer

Knighthood in 2014 in Belgium for his body of work focusing on beverage education Mr. Carmer thereby earned the title of Sir. Adam was honored as the 2013 teacher of the year in the William F. Harrah College of Hotel Administration at UNLV where he has spent over 20 years building students' knowledge, specifically in the area of alcoholic beverages. In the mid 1990's, Adam became Steve Wynn's first Hotel Sommelier and Director of Restaurants. Looking to add value to Las Vegas and the world he followed his entrepreneurial conscience and opened his own food and beverage establishments. After establishing the first craft beer bar in Las Vegas in 2002 with the Freakin' Frog, Sir Adam went on to open the first Whisky only bar in the USA, The Whisky Attic. While operating these venues and continuing his research in alcoholic beverages he developed several philosophies and systems. In 2008 Sir Adam Carmer developed a new method of tasting alcoholic beverages. This new discovery of a more advanced hierarchy of sensory perception led to classes, seminars, speeches, and a loyal following of people using this new technique. Officially named the Carmer Spirits Tasting Enhancement Method it more commonly goes by the moniker of CSTEM.

Currently Dr. Carmer is an Assistant Professor in the School of Hospitality & Tourism Management in the MUMA College of Business at USF. Adam spends his time researching, teaching, consulting, judging, and writing about alcoholic beverages, sensory perception and philosophies that influence consumer

