



Long Island Hospitality Ball 2012 Surpasses Inaugural Event

The 2012 Long Island Hospitality Ball surpassed last year's inaugural event raising over \$220,000 for the American Cancer Society. On Monday, June 18, 2012 at the Crest Hollow Country Club in Woodbury, more than 2,000 attendees joined nearly 200 sponsors consisting of the region's top restaurants, wine and spirit brands, nightclubs, entertainers, hotels and catering halls to raise funds and celebrate "New Year's Eve" for the hospitality industry.

Continuing at the heart of the affair in 2012 was Keith Hart, who is best known for his eponymous marketing agency on New York's nightlife and entertainment scene. Hart's private battle with thyroid cancer, now in remission, inspired him to go public with his mission, and rally the industry to join the fight against cancer, through an extraordinary evening of dining, dancing and donating.

"People in the hospitality business can be the most generous of any

other. We are united by this event, to work hard together and as one industry, to fight this deadly disease," says Hart. In the spirit of generosity, three Long Island hospitality industry peers were honored for their achievements: Anthony "Tony" Greco, a 40-year hospitality industry veteran and owner of York Grill in Manhattan who is best known for directing operations of premier nightspots in New York City and Long Island including Uncle Sam's and "Malibu" Beach Club.

He is also a founding member of the



LINB at Crest Hollow Country Club
Photo: Tom Fitzgerald & Pam Dutschman

Long Island Hospitality Ball's 1980s forerunner, the Bartenders' Ball, serving for several years as chairman. Steve Haweeli, founder and president of WordHampton Public Relations, the region's number one hospitality PR firm, in addition to being known for strategic counseling, media expertise and as an early adopter of social media to build brand reputations, is responsible for the creation of Long Island Restaurant Week, Hamptons Restaurant Week and Long Island Restaurant News.

Larry Romer, a 30-year veteran of the beverage industry, since 2004



Honorees Larry Romer, Steve Haweeli, & Tony Greco with Keith Hart
Photo: 326v6 H11Wb2nD

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has overseen the spirits business for Southern Wine & Spirits of New York and for many years held senior roles with Jim Beam (Future Brands), The Coca-Cola Bottling Company and the Paddington Corporation. Coming full circle with this award, Romer was a sponsor of the fundraiser's forerunner, the Bartenders' Ball, in the 1980s. Newsday's Jim Bernstein and Erica Marcus called the 2011 inaugural event "one of the largest fundraising events."

The night of sensory delights light, sound, food and drink raised more than \$170,000, was enjoyed by 1,500 guests, and made possible by more than 150 industry sponsors. The Long Island Hospitality Ball raises funds for the American Cancer Society. It is presented by hospitality headliners

from across the region including top restaurants, wine and spirit brands, nightclubs and entertainers as well as hotels and catering halls. It was founded in 2011 by Keith Hart, a hospitality industry mainstay and cancer survivor. The American Cancer Society combines an unyielding passion with nearly a century of experience to save lives and end suffering from cancer. As a global grassroots force of more than three million volunteers, we fight for every birthday threatened by every cancer in every community. We save lives by helping people stay well by preventing cancer or detecting it early; helping people get well by being there for them during and after a cancer diagnosis; by finding cures through investment in groundbreaking discovery; and by fighting back

by rallying lawmakers to pass laws to defeat cancer and by rallying communities worldwide to join the fight. As the nation's largest non-governmental investor in cancer research, contributing about \$3.6 billion, they turn what they know about cancer into what they do. As a result, more than 12 million people in America who have had cancer and countless more who have avoided it will be celebrating birthdays this year. In 2011, the Long Island office of the American Cancer Society reached 6,921 newly diagnosed cancer patients and caregivers; gave almost 6,000 rides to and from treatment appointments; gave over 500 free wigs and gift certificates to women to purchase a wig; matched over 600 women with volunteer survivors in the Reach to Recov-

ery program; gave over 1,000 cancer patients on-site patient navigation by a trained volunteer/staff member; gave over 800 ladies a Look GoodFeel Better cosmetic treatment; gave over 1,200 Personal Health Manager Kits to newly diagnosed individuals; gave 147 kids with cancer and their siblings, ages 6-18, the chance to attend Camp Adventure on Shelter Island; since opening in 2007 gave over 7,000 patients and caregivers from 46 states and 27 countries, including patients from Long Island, free temporary housing at Hope Lodge NYC while receiving cancer treatment.