

Not So silent AUCTION

Here's a great way for you to support FCIA while gaining valuable visibility with 300+ fine chocolate professionals at FCIA's Elevate Chocolate – Winter 2018 in San Francisco on January 20th.

A few words from Art Pollard, Amano Artisan Chocolate

I'm honored to be on the Board of FCIA and to be tapped to lead the *Not So Silent Auction*.

When I look around at all the new people entering our industry and how craft and fine chocolate have captured the imagination of the consumer, I'm proud to have been there at the relative beginning of it all. It's been quite a ride.

Now, it's time to give back. Together, we can raise significant funds to support FCIA's educational efforts on behalf of our small but growing industry.



Let's get this started!

I'm going to donate a 5 kg. bag of Amano couverture perfect for your bonbons and other chocolate creations valued at \$110. So, for a starting bid of \$50, somebody is going to get a great deal.

And, HCP recipient and Board Member Jacob Marlin of BFREE (Belize Foundation), who came up with this crazy idea of a silent auction (crazy like a fox!), is stepping up to the plate big time and offering this experience:

An all-expense paid stay at the BFREE Field station in Belize for 2 people, 4 nights, in a private jungle cabana (Casa Criollo), plus guided rainforest hikes, and more! Valued at about \$2,000.

So, can I count on you?

Get in touch with your creative spot (you know, the thing that pulled you into chocolate in the first place) and come up with an auction item or experience that will entice our event attendees to bid.

A few ideas:

- If you are an equipment company – donate a piece of equipment someone just can't do without.
- If you are a chocolate maker – donate some fantastic chocolate that puts the spotlight on you.
- If you're an author, donate a book and we'll create a basket of books for the chocolate professional.
- If you deal in beans – well, you get it – start some buzz by donating a bag of amazing beans.
- If you're an artist, sculpture or photographer – create something to inspire us!
- And, like Jacob above, consider creating a unique experience that will have them standing in line.

Just complete the Auction Donation Form and send to:
Event Assistant Matisse Geenty, m.geenty@finechocolateindustry.org