



## **Ann Tuennerman** **Founder-Tales of the Cocktail**

Tales of the Cocktail is what happens when a love for well-crafted cocktails and the city of New Orleans meet a relentless entrepreneurial spirit. That is Ann Tuennerman. She has turned a handful of events attended by 200 people into the nation's premier cocktail festival, bringing together the world's foremost experts on everything alcohol for a week-long libation celebration. Oh yeah, and she's done it in a little over five years.

As founder and executive director of Tales of the Cocktail, Ann provides the vision for each event and works directly with mixologists, bartenders, chefs, liquor companies and media outlets to bring them to life. Ann's love of cocktails, cuisine, history and New Orleans also prompted her to found both The New Orleans Original Cocktail Tour and the New Orleans Culinary & Cultural Preservation Society. Though one shares the tall tales of the city's drinking past and the other supports the local hospitality industry, both help to preserve the rich history of bars and restaurants in New Orleans.

Ann's ability to host unforgettable events extends well beyond cocktails. As the owner of Sponsor One, a full-service sponsorship and event marketing company, she has coordinated effective, memorable events for local, regional and national organizations such as Cox Communications, National WWII Museum, The Audubon Nature Institute, Abita Beer, Red Bull, Morton's Steakhouse and Harrah's New Orleans. Prior to founding Sponsor One, Ann had worked for several media companies doing everything from event marketing and promotions to business development and media buying.

Ann's many accomplishments have not gone unnoticed. New Orleans City Business named her "Woman of the Year" in 2004 and included her in the "Power Generation" in 2005. Gambit Weekly has also recognized Ann as a "Top 40 Under 40" and Tales of the Cocktail won "Best Consumer Special Event" from the New Orleans Chapter of the American Marketing Association. Ann also has the distinction of being the first person in the United States to receive an Advanced Diploma in Sponsorship Marketing from the European Sponsorship Consultants Associations.

In 2007, Ann found someone she not only wanted to share a cocktail with, but the rest of her life as well—Paul Tuennerman. Despite spending much of their time coordinating Tales of Cocktail and co-hosting two radio shows, Ann and Paul still find time to pursue their love of sailing and give the appropriate amount of attention to their two dogs, Gratzi and Sadie.



**Paul G. Tuennerman**  
**Executive Director – New Orleans Culinary & Cultural Preservation Society**

For many, a part time job at 15 years of age is little more than a way to put some money in your pocket. For Paul Tuennerman, frying fish at Arthur Treacher's in Blacksburg, VA sparked both a passion and a career that has now spanned more than 30 years. Paul has moved 17 times in following his passion for food so it was only a matter of time till he found himself in what many consider to be the culinary Mecca of the United States: New Orleans.

A love for food also means having a deep reverence for its history and an obligation to preserve it. That's exactly what Paul does as the Executive Director of the New Orleans Culinary & Cultural Preservation Society, a non-profit organization benefiting hospitality industry members. This organization seeks to preserve the rich history and culinary heritage of the bars and restaurants of New Orleans through education and celebration at events like Tales of the Cocktail. Paul also shares his passion for food and drink as a contributing writer for *Nightclub & Bar Magazine* and *Food & Beverage Magazine* and as the host of "The Straight Pour", a weekly radio show on WIST-AM 690. If you ask Paul where to find a good cocktail in New Orleans, you better bring a pen because he'll rattle off enough suggestions to keep your taste buds busy for months.

When not sipping cocktails and sampling the incomparable food of South Louisiana, Paul serves as a Senior Executive for a fast-casual restaurant group based in Dallas, TX. Prior to this, Paul had served in executive leadership positions in operations and marketing for Piccadilly Restaurants, Wood Dining Services and Morrison's Hospitality Group.

In the perfect pairing food and cocktails, Paul married Ann Rogers, Mrs. Cocktail and founder of Tales of the Cocktail, in 2007. When the two aren't busy searching for the next great cocktail or planning for next year's Tales, they enjoy sailing and spending time on their 13-acre homestead outside of New Orleans.



## **TALES OF THE COCKTAIL EVENT TEAM**

### **Michelle Dunnick**

Since moving to New Orleans Michelle has been soaking in the food and drink that's unique to this culinary city. Whether it's enjoying a French 75 at Arnaud's or trying a new restaurant in her French Quarter neighborhood, the culinary traditions have been something she's embraced since moving to New Orleans from Lake Charles, LA. In 2007, Michelle graduated from Loyola University with a degree in Mass Communications concentrating in Public Relations and a minor in Visual Arts.

After college while looking for a job, Michelle volunteered at the Cocktail Cinema, an event hosted by Tales of the Cocktail. Soon after Michelle was asked to stick around—next as a seasonal employee at the 2008 Tales of the Cocktail and now as a full-time Event Coordinator.

Just as her favorite cocktails are too numerous to mention (some include the St. Germain Cocktail and the Sazerac), so too are her responsibilities with Tales of the Cocktail. Michelle handles media kits, editing, intern supervision, event execution and human resources, all while being an ambassador of the culinary traditions of New Orleans.

Michelle is a member of both the National Association of Catering Executives and the United States Bartenders Guild.

### **Christina Gaspari**

In 2007, Tales of the Cocktail used more than 7250 mint leaves, 3580 lime wedges, 800 watermelon cubes, and 1390 orange slices, not to mention hundreds of other ingredients the mixologists needed for their creative concoctions. Christina is the person that makes sure no matter what the mixologists dream up, they'll have the ingredients to make it a reality. It's just one of her many tasks as an Event Coordinator with Tales of the Cocktail.

Originally from Dallas, Christina attended Loyola University in New Orleans, graduating in May 2008 with a degree in International Business. In addition to handling event logistics for Tales of the Cocktail, Christina develops and maintains sponsorships and serves as a liaison between restaurants, bartenders, suppliers and distributors for all the

Tales of the Cocktail needs. Christina also books, produces and even appears on segments of “The Straight Pour,” a cocktail conversation hosted by Ann and Paul on WIST-AM 690. She also acts as a modern day rumrunner—a trunk always full of the best spirits in the world as she picks up and drops off liquor for events.

Christina is a member of both the National Association of Catering Executives and the United States Bartenders Guild and she plans to one-day settle down with a French bulldog named Beignet.

### **Melissa Young**

For Melissa, cocktails seem to run in the family. Her cousin, Stacey Smith, created the official cocktail of Tales of the Cocktail 2007, The Starfish Cooler. This is what first turned Melissa to the idea of working with Tales of the Cocktail. After proving herself as an intern at the 2008 Tales, was hired as an event coordinator in the fall of 2008.

Melissa is a recent graduate from the University of New Orleans with a General Studies degree with a concentration in Marketing, Management and Sociology. The Metairie, LA native coordinates with event partners, solicits partners for future events, manages the Tales of the Cocktail extensive database, promotes events and coordinates set-up and staging. Melissa has experienced the hospitality-side of the industry in previous jobs as a hostess and server and she is also a member of both the National Association of Catering Executives and the United States Bartenders Guild

In addition to the valuable event planning experience that comes with working for Tales of the Cocktail, Melissa takes pride in helping to preserve the dining and drinking history that makes New Orleans so unique.