

FRONT & CENTER

INFORMATION AND EVENTS FROM THE GEORGIA INTERNATIONAL CONVENTION CENTER



Introducing CulinAero
The newest GICC innovation: memorably distinctive menus, presentation and service



Meet the Chef
Executive Chef Kieley brings old world style to new trends



Hosea Feed the Hungry
Venerable program feeds 3,000 at the GICC on MLK Day

The New Main Street: SHOPS, RESTAURANTS & MORE



ENTREPRENEURS OPEN NEW COLLEGE PARK BUSINESSES TO THE DELIGHT OF RESIDENTS AND VISITORS

THE FRIENDLY FOLKS IN COLLEGE PARK, GEORGIA, have been busy. Just a pleasant stroll from the GICC, a wave of entrepreneurship is engulfing Main Street. A host of new restaurants and shops, salons and galleries have just opened or are in the process. Here the small town

American economy seems vibrant: a great place to live and work, and a delight to visit.

"The resurgence of the Main Street district is a story of entrepreneurs chasing the American dream of operating their own businesses," offered Erica Rocker, Business Development Manager for the City of College Park. "And the exciting thing for us is that they are choosing College Park as the place to do it."

College Park, classified by the State of Georgia as a "A Georgia Main Street City," offers a compelling history. Nearly 900 buildings in the city are on the National Register of Historic Places – homes, shops and magnificent churches that date back as far as the town's founding in 1896.

The amount of new development, though, is "unprecedented," Rocker pointed out. In the first quarter of 2012, 10 new businesses in the Main Street/Virginia Ave. district will have opened their doors.

College Park's quaintness is certainly a draw for new businesses, Rocker agreed, as is the city's location at the doorstep of the world's busiest airport. But moreover, the city has been hanging out its



The Pecan Restaurant – a Main Street favorite since 2007

"The resurgence of the Main Street district is a story of entrepreneurs chasing the American dream of operating their own businesses. And the exciting thing for us is that they are choosing College Park as the place to do it."

— ERICA ROCKER | Business Development Manager for the City of College Park



Pure Studio is a co-op boutique for the works of local artists.

welcome sign to new businesses, positioning itself as development and business friendly, including monthly merchants meetings and a downtown revitalization program. The pro-business attitude is similarly attractive to entrepreneurs who already have invested here, people

like renowned chef Tony Morrow, whose white-tablecloth restaurant The Pecan has been a Main Street favorite since 2007. Morrow is set to open a second eatery on Main Street, a highly anticipated barbecue restaurant.

As well, vintage clothier Poor Little Rich Girl has opened a second Main Street store, Pure Studios, a co-op boutique for the works of local artists – fashion designers, jewelry makers and the like. Other new openings from an art and wine gallery to a



Unprecedented new development in College Park

make-up bar are moving in to complement long-time favorites like College Park Shoes, well-known for years to Atlanta shoe addicts for its incredible selection.

College Park's hospitality business has also enjoyed remarkable growth in recent years. The number of rooms available in the airport area increased 178 percent from 2008 to 2011, rendering College Park by far the fastest growing of Atlanta's nine hotel markets. Not only are there more rooms, virtually every major brand

(continued on page 4)



CULINAERO
by PROOF OF THE PUDDING

FLAVOR TAKES FLIGHT

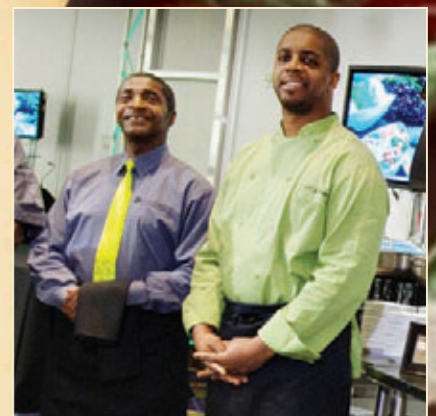
☞ THERE'S SOMETHING ☞ NEW AND EXCITING COOKING IN THE GICC KITCHEN

THERE ARE BIG CHANGES AFOOT in the kitchen at the Georgia International Convention Center. The GICC's commitment to restaurant-quality food – and only food of the highest quality – is under the direction of Chef Doug Kieley. So new, exciting and different is the food now being served to GICC guests that it deserves an entire new look in packaging and presentation – and even its own high-profile name. We're calling it *Culinaero*, and it's an all-new approach to convention center dining.

- ☞ *Culinaero* is inspired by new menus from Chef Kieley that include only the freshest seasonal ingredients sourced nearest to home.
- ☞ *Culinaero* is restaurant-quality food, prepared passionately using techniques from the finest four-star kitchens the world over.
- ☞ *Culinaero* is a wide and diverse range of ethnic, regional and international culinary tastes and signature dishes.

Culinaero extends to the presentation and service you'll receive as a guest and diner at the GICC. You will be served by an eager staff in crisp, new uniforms. Throughout the GICC, the art of *Culinaero* will be represented by new packaging, remodeled concession stands and tents, and new services, from digital monitoring boards to our "green vest" floor managers to address your guests' every request.

Introducing *Culinaero*, the newest GICC innovation: memorably distinctive menus, presentation and service. ■



Culinaero's new presence, from packaging to signage, menus to uniforms.



Chef Kieley

Brings Old World Style to New Trends & Products

Chef Doug Kieley is now in charge in the kitchen at the GICC, and his menus will reveal the influences of his years in Europe, his work in the kitchens of elegant French restaurants, his time in New Orleans including with the celebrated Emeril Lagasse – and a total commitment to local, farm-fresh vegetables and fruits, fish and meats.

“Early in my career, I worked with French chefs who instilled in me the basics of European cooking,” Chef Kieley talked of his years at Legasse’s renowned Commanders Palace and five years at the Ritz-Carlton in Naples, Fla., with one of the world’s most revered French chefs, Pierre Dousson. “I enjoy mixing that classic, old-world style with local and regional favorites.”

To wit, consider a recent GICC menu item: pepper-seared, Applewood bacon-wrapped beef tenderloin with a Jack Daniels cream sauce.

Chef Kieley prefers to create as much of the meal as possible “from scratch,” including soups, salad dressings and desserts. His GICC menus are also featuring a wide selection of fresh seafood, “the freshest fish of the day,” he pointed out.

“Our commitment here is to bring restaurant style food into the convention center environment,” he explained.

And the GICC has just what Chef Kieley needs to live up to that commitment: access to farm-fresh ingredients, including uniquely regional favorites, grown exclusively for the finest local restaurants. And the envy of convention centers: the GICC Culinary Arts Center, a 9,800-sq. ft. kitchen complex boasting the latest in food preparation and refrigeration equipment, allowing the preparation and service of gourmet meals for up to 4,000 guests. ■

“Early in my career, I worked with French chefs who instilled in me the basics of European cooking. I enjoy mixing that classic, old-world style with local and regional favorites.”

— DOUG KIELEY | Executive Chef, GICC

.....
“Our commitment here is to bring restaurant style food into the convention center environment.”

— DOUG KIELEY | Executive Chef, GICC
.....





Breakfast at the new Indigo Hotel

in the market has invested millions of dollars in upgrading rooms, lobbies, meeting spaces and restaurants.

This season's newcomer is the area's first luxury boutique hotel, the Indigo Hotel. The intimate Indigo offers 142 rooms and a host of special amenities, its owner's pride and joy being the Blue Goose Bar & Kitchen and its mind-boggling selection of scotch whiskeys.

College Park is making sure that if they build it you will come. The city has acquired seven compressed-natural-gas-powered shuttle buses. On May 1, the College Park Go Bus will begin offering free shuttle service to and from hotels, restaurants, retail shops and offices along Main Street, Virginia Ave., nearby Old National and the GICC. As well, Atlanta's high-speed rail system, MARTA, offers access from its College Park station to downtown Atlanta and its many attractions.

All signs point to continued growth for College Park. That's good news for the local economy – and for the event managers and their guests coming to the GICC for their next event. ■



Free College Park shuttle powered by compressed natural gas

KEY CONTACTS

To book your next meeting or trade show at the GICC, contact the Sales Department:
PHONE: 770.997.3566 EMAIL: dcole@gicc.com

To book hotel reservations directly with the on-site Marriott or SpringHill Suites hotel:

Marriott sales: 404.443.8750

SpringHill Suites sales: 404.461.2125

www.SpringHillSuitesAtlantaAirportGateway.com

For leasing information on the Atlanta Gateway Center Office Building, contact:

Lee Evans, III

Colliers Spectrum Cauble, Inc.

PHONE: 404.877.9203

EMAIL: lee.evans@colliers.com

Hosea Feed the Hungry Serves 3,000

ON MARTIN LUTHER KING, JR. DAY

FOR MORE THAN FOUR DECADES, a program started and named for civil rights leader Hosea Williams has regularly served the hungry and homeless in and around the city of Atlanta. Williams, a trusted member of Martin Luther King's inner-circle and a figure in Atlanta politics till his death in 2000, is best remembered these days for his Hosea Feed the Hungry and Homeless, a non-profit foundation widely known in Atlanta for providing hot meals, haircuts, clothing, and other free services to the needy on major holidays, including Thanksgiving, Christmas, Martin Luther King, Jr. Day and Easter Sunday.

This year's January 16 birthday party for Dr. Martin Luther King, Jr., hosted by the GICC, fed 3,000 people a dinner of turkey and ham with all the fixings, topped off with celebratory birthday cake.

The program is administered by hundreds of corporate partners, volunteers and guests. This year they gathered under the banner "Day On, Not A Day Off," adopted "to encourage citizens around the country to engage in public service and outreach in honor of Dr. King," according to event management. Barbers and beauticians were among the volunteers, and free clothing and shoes were distributed.



This year's January 16 birthday party for Dr. Martin Luther King, Jr., hosted by the GICC, fed 3,000 people a dinner of turkey and ham with all the fixings, topped off with celebratory birthday cake.

Sponsors included local Atlanta companies like Coca-Cola and Delta Air Lines. A 100-person team from healthcare provider Kaiser Permanente offered free health care screenings. A long list of entertainers performed for the event, including Sheila Ray Charles, daughter of Georgia's R&B legend Ray Charles, and Claudette King, daughter of B.B. King.

The GICC hosted the event for the first time after 40 consecutive years in downtown Atlanta. ■



1: The Korean Baptist Ensemble perform at the Hosea Feed the Hungry and Homeless Birthday Celebration for Dr. Martin Luther King, Jr.

2: Attendees enjoy the evening.

3: Mattie Marsh, Awodele Omilami, grandson of Hosea Williams, Dr. Yolande Minor, and Jay Jones, stage manager for Hosea Feed the Hungry.

4: Volunteers serve the hungry and homeless.

5: Sheila Raye Charles, daughter of legendary Ray Charles and (6) "Glow" were among the performers for the celebration.

7: Professional barbers support those in need with free haircuts.