

FRONT & CENTER

INFORMATION AND EVENTS FROM THE GEORGIA INTERNATIONAL CONVENTION CENTER



Farm Fresh
It simply tastes better



Focus
A very good year



Convergence of Convenience
GICC debuts new ad campaign



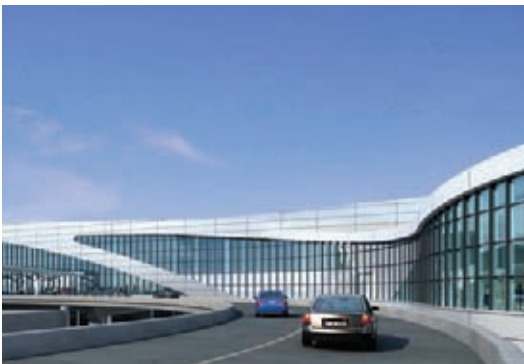
Atlanta's International Terminal on Pace for Spring 2012 Opening

HARTSFIELD-JACKSON ATLANTA International Airport's \$1.4 billion international terminal is on schedule for a Spring 2012 opening. A 1.2 million-square-foot facility, the new Concourse F will combine with existing Concourse E to create a 40-gate international travel gateway. It is expected to handle more than 13 million international passengers by 2015, as international traffic to and through Atlanta continues to increase.

More than 100,000 square feet of glass paneling and 215,000 square feet of exterior metal panels make up the building's shell.

The building will sparkle with glass and metal and light. More than 100,000 square feet of glass paneling and 215,000 square feet of exterior metal panels make up the building's shell. Inside, the focus of the terminal's designers — high ceilings, open spaces and soaring windows — will provide clear views

(continued on page 4)



Atlanta's new international gateway building will sparkle with glass and metal and light.

"Instead of focusing on what they didn't have, [Spelman women] focused on what they did have: their intellect, their courage, their determination, their passion."

— FIRST LADY MICHELLE OBAMA



First Ladies Address GICC Crowds

IN RECENT MONTHS, GICC guests have enjoyed hearing from our two most recent First Ladies, Michelle Obama and Laura Bush.

On May 15, Mrs. Obama delivered the commencement address to the 550 members of the 2011 Spelman College graduating class and their guests, recounting stories of the school's founding in 1881 and some of the most noteworthy graduates of the historically Black women's college. "They were Spelman women with the privilege of a Spelman education," she said.



"And instead of focusing on what they didn't have, they focused on what they did have: their intellect, their courage, their determination, their passion."

On June 20, more than 450 people gathered to honor the work of Christian City, which began housing abused and abandoned children in 1965 and today serves more than 1,000 residents, both children and seniors. Attendees were treated to an inspirational speech by Laura Bush, who addressed the luncheon theme, "Hopes and Dreams." We are reminded, Mrs. Bush told her audience, that "every adult can make a difference in the lives of children."

"Every adult can make a difference in the lives of children."

— FORMER FIRST LADY LAURA BUSH

The 500-acre Christian City complex includes a Children's Village, homes and apartment complexes for seniors, a rehabilitation and nursing center, an assisted living home and two specialty units for victims of Alzheimer's Disease. The event was hosted by Chick-fil-A founder Truett Cathy and U.S. Representative Lynn Westmoreland, and speakers included Georgia Governor Nathan Deal. ■

Georgia International Convention Center
2000 Convention Center Concourse
College Park, GA 30337

PRSRRT STD
US POSTAGE
PAID
PERMIT 96
MARIETTA GA

Chef Vagn Nielsen visits the Urban Farm to examine this season's harvest.

FARM FRESH IDEAS

Emerging at Metro Atlanta Urban Farm

GICC chefs purchase as much meat and produce as possible from local farmers.

FOOD AT THE GICC IS MORE comparable to what you would expect from a fine restaurant than the institutional food typically served at convention facilities. One of the ways the GICC differs is in its commitment to “farm fresh” foods. That means purchasing as much meat and produce as possible from local farmers, according to Chef Vagn Nielsen of caterer Proof of the Pudding, which runs the GICC kitchen.

Local farms include special project farms throughout Georgia. One such resource for GICC chefs is right in College Park, the suburban Atlanta community that encompasses the GICC. The Metro Atlanta Urban Farm was developed not only to deliver fresh fruits and vegetables to local citizens, but to foster

knowledge of quality food production among local elementary and high school students. It's “a chance to learn business plan development skills that are tied to the urban agriculture industry,” according to one Farm overseer. This summer, ten lucky local students had jobs on the Farm, converting it into an “edible schoolyard.”

“It is always better when you know more about the food, including how it is produced. And our customers like knowing about it too, almost as much as they enjoy eating it.”

— VAGN NIELSEN
Chef, Proof of the Pudding

Another resource of farm fresh products for the GICC is a 30-acre organic plot in Central West Georgia near the Alabama border known as Georgia's Finest Organic Farms. The acreage is dedicated to not only sustainable

farming practices, but to “full culinary flavor for each fruit and vegetable.” Key to organic production is how the food is grown, free of prohibited pesticides, herbicides and fertilizers for at least three years prior to the first saleable harvest. Squash, okra, tomatoes, watermelon and buckwheat are among the Organic Farms' products.

Farm fresh foods simply taste better, GICC chefs know. So they take the time to visit the local farms, organic as well as traditional, and select the foods they will use for their farm fresh menu items. “Local is what it is all about,” quips Proof Chef Nielsen. “It is always better when you know more about the food, including how it is produced. And our customers like knowing about it too, almost as much as they enjoy eating it.” ■



Fresh produce that looks as good as it tastes.



Georgia's Finest Organic Farms is dedicated to sustainable farming practices.

Right: A few lucky College Park students get summer jobs on the Atlanta Metro Urban Farm and learn a lot about local agriculture.





FOCUS

by Hugh Austin
GICC EXECUTIVE DIRECTOR

It Was A Very Good Year

THE GICC'S FISCAL year 2011 came to a happy ending in June, showing an increase of more than \$2 million in operating revenue over fiscal 2010. For that, all of us at the GICC and those we report to, our City of College Park mayor and council, express our heartfelt thanks for the trust you show in us by placing your meetings in our hands – and, for many of you, by returning with your event year after year.

We are proud of our beautiful facility, which, six years after opening, remains among the most compelling and modern convention facilities anywhere. As well, the completion of several projects to build out our complex, including our new on-site Marriott-brand hotels and the automated people mover that connects the GICC and the airport, has contributed significantly to our appeal and the related revenue growth.

But moreover, we understand that it is service that is most important to you and your meeting attendees. And more than any physical aspect of our building or amenity provided by our facility or location, the comments we receive from the planners and their guests who come here are about that service. Consistently our staff is recognized for doing whatever it takes to help you make your event the best it can be.

“The quality of our service is defined by your overall experience here, and we understand very well that your experience will determine whether you come back to the GICC for your next event.”

— HUGH AUSTIN
Executive Director, GICC

Service comes in many forms and styles. It's about our willingness – no, our eagerness – to support the goals of an event, to address last minute needs and requests, to handle problems proactively and effectively. It's about how clean and fresh we keep our facility. It's about the quality of our food, its preparation and how guests are served. It's about providing the technology you need for your programs and presentations.

In the end, the quality of our service is defined by your overall experience here, and we understand very well that your experience will determine whether you come back to the GICC for your next event. Be assured as you consider your next meeting venue that we will continue to invest the increased revenues we have enjoyed in the kinds of things that enhance that experience and encourage your return. ■



Farm fresh foods:
“Local is what it's all about.”



Atlanta's International Terminal on Pace for Spring 2012 Opening

(continued from page 1)

of the aircraft apron on one side and the Atlanta skyline on the other.

The new international travel gateway will provide a host of traveler conveniences. For one, it will ease traffic for both domestic and international travelers, as each will be served by a separate facility. Eight security checkpoint lanes are dedicated to departing international passengers. Five recheck lanes for domestic connecting passengers also mean Atlanta-bound international passengers will no longer need to go through the current baggage recheck process. A new automated people mover (APM) extension tunnel will connect passengers to the rest of the airport, and 10 new APM vehicles are being added to the system. ■

The new terminal will provide a host of traveler conveniences.



Atlanta's Coolest Convention Center

GICC debuts new ad campaign for print and online publications.

THE NEW GICC AD CAMPAIGN, which debuted in July, details the conveniences resulting from recent developments on the GICC campus, including two new Marriott-brand hotels and the new ATL SkyTrain, the automated people mover that connects the GICC directly with Hartsfield-Jackson Atlanta International Airport. The new ad, which will appear in meeting industry print and online publications and local Atlanta business newspapers, describes the GICC as "Atlanta's coolest convention center" and features the headline, "A Convergence of Convenience." Described as having a "Bauhaus" aesthetic, the new ad is in keeping with the GICC's tradition of unconventional advertising and reflects both the modern architecture of the GICC complex and the distinct experience that it offers event planners and attendees. ■

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