

FRONT & CENTER

INFORMATION AND EVENTS FROM THE GEORGIA INTERNATIONAL CONVENTION CENTER



Tell us your vision.
We can make it happen.

2



Focus
The most convenient and efficient place for a meeting anywhere

2



New Planning Guide
Everything you wanted to know about the GICC

4

Summer Fare

LIGHT, FRESH, HEALTHY AND DELICIOUS

ATTENDEES TO meetings this summer at the GICC have a special treat in store for them: light and lively summer menus from GICC's Chef Delroy Bowen. Relying on locally grown, fresh-from-the-farm ingredients, Chef Bowen is concocting some incredibly tasty dishes that sound as interesting as they taste good.



As the cooks in the GICC kitchen, Proof of the Pudding is already unique among convention center foodservice providers. No institutional food here; this is restaurant quality dining from Atlanta's favorite caterer. Proof of the Pudding is also an industry leader in "green" consciousness and application. Dishes feature ingredients that are locally sourced, organic and sustainable, including fruits and vegetables, sustainable seafood and natural

"Watercress is so good for you... it's rich in vitamins and minerals."

—DELROY BOWEN
GICC's Chef



organic meats, because "They are healthier and they taste better," noted Proof Vice President Ben Witte.

And they are certainly in. "While steak restaurants were all the rage for a while," Chef Bowen pointed out, "today's trend is healthy."

According to Bowen, summer is grilling time – and his menus will include a wide range of grilled, farm-fresh fish and meats. The key to serving up the most delightful and healthy menu items, he points out, is to use the freshest local ingredients

(continued on page 4)



2011 Coca-Cola Scholars gather for the honors banquet and to be welcomed into the Foundation family.

A Powerful Network of Community Leaders

THIS PAST school year, more than 71,000 high school seniors applied to the Coca-Cola Scholars Foundation for its annual scholarships. On April 14, the 250 students to receive those scholarships assembled at the GICC for the Scholars Banquet, the annual gathering where the honors are bestowed – and more importantly, where the scholars are welcomed into the Coca-Cola Scholars Foundation family.



"The program is about much more than writing a

check," explained J. Mark Davis, president of the Foundation. "We are establishing a relationship that endures through college and even after graduation. It is about providing a value equation for these high-achieving students, so that when they are out of school they remain connected to the Coke Scholars program, not only to benefit their careers but to enhance their service to their communities."

In fact, the vision of the Coca-Cola Scholars Foundation is no less than to enable "a powerful network of community leaders, touched by Coca-Cola, whose vision will help shape the world, leaving a lasting legacy for generations to come." Its mission involves providing scholarships and subsequent enrichment programs to support "exceptional peoples' thirst for knowledge and their desire to make a difference in the world."

Part of the program involves bringing the scholars to Atlanta, the worldwide headquarters of Coca-Cola, and this year to the GICC, which hosted the audience

(continued on page 4)

MEETING PROFILE

Coca-Cola Scholars Banquet

Coca-Cola Foundation

April 14, 2011

PRSRRT STD
US POSTAGE
PAID
PERMIT 96
MARIETTA GA

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

THE GEAR FOR YOUR PRESENTATION

— and the Expertise to Make it Happen



FILING YOUR taxes without help from a CPA. Going to court without a lawyer. Neither is a very good idea, nor likely to get you the result you want. So renting audio-visual equipment without the expertise to stand behind it is ill-advised. A projector that doesn't project, a CD player that doesn't play, or a sound system that leaves your keynote speaker speechless can make a shambles out of your meeting.

So the GICC provides on-site technical expertise as a built-in part of your audio-visual equipment order.

"For larger, more complicated set-ups, we dedicate a technician to the meeting," explained Vincent Dixon, director of audio-visual for the GICC. "For smaller meetings, we meet with the individual who's using the equipment and get him or her up and running and comfortable with the operation. And

of course, we're just a call and a few steps away if help is needed."

From sound, lighting and video equipment, to computers and printers, to easels and flipcharts, the GICC, through its exclusive arrangement with Tech Rentals, Atlanta's most innovative AV supplier for more than 25 years, provides access to the full range of up-to-date audio-visual technology and accessories. But beyond all the gear, Dixon and his staff not only keep equipment functioning but work with planners to stage the most elaborate, fantastical presentations. They can plan and then execute the most dynamic multimedia shows, the kind of presentation that is remembered as the highlight of an event.

"We work with planners to learn what they want to achieve, then help them determine what they need and how to get it done most effectively."

When that kind of technical expertise is available, the easiest way out for a planner is also the smartest move forward.

"Just tell us your vision," Dixon says. "We can make it happen." ■

Tech Rentals Services >>

Audio Visual Services

- Wide Screen Blending Systems
- Scenic Design
- DLP Projection Technology
- Concert Quality Sound Systems
- Intelligent and LED Lighting

Trade Show AV Services

- Exhibitor AV Equipment
- Setup and Teardown Service
- On-site Support
- Support for Booths of All Sizes

Computer Services

- Cyber Cafes
- Network Services
- Classroom Training Setups
- Registration Areas

Extended Services

- Decorating Services
- Sponsorship Sales
- Event Signage
- Event Marketing Services
- Webcasting and Podcasting

Hotel & Facility AV

- In-house AV Services
- Hospitality Minded Technicians
- Seamless Integration with Facility

Staff

- Full Production Support
- A True AV Partner

The GICC supports meetings with all the equipment and expertise for the most dazzling of production.



FOCUS

by Hugh Austin
GICC EXECUTIVE DIRECTOR

Incomparable Convenience

FROM THE VERY OUTSET of planning for the new GICC almost a decade ago, the big idea was to capitalize on our location at the doorstep to the world's busiest airport. That was to mean more than just being there; it meant devising and executing an elaborate plan to make the GICC the most convenient and efficient place for a meeting anywhere. While there are phases in our evolution yet to unfold, we have reached a point where the GICC can boast of achieving that goal. Consider the following:

A businessman from Sonoma, Cal., coming to Atlanta for his company's national sales meeting, lands at Hartsfield-Jackson Atlanta International Airport. Departing his 5-hour Delta Air Lines flight from San Francisco, he proceeds through the airport, which for more than a decade has been ranked not only the world's busiest but most efficient airport serving the world's major cities, to baggage claim. Acquiring his bags, he takes the nearest exit from the airport, and crosses under a covered walkway into the ATL SkyTrain station. There, at no charge, he catches the guided railway and in less than two minutes arrives at the GICC campus, its first stop. Upon leaving the SkyTrain, he is but a few steps along a covered walkway from one of the on-campus Marriott-brand hotels. He may wish simply to settle into his luxurious Marriott bed by Jamison, but he might also opt for a College Park shuttle to a local restaurant, or a car

The GICC is unique in being the only convention center in America connected to a major airport, but the facility itself is also designed and operated for convenience.

from the neighboring Rental Car Center to scout the Atlanta area on his own.

In the morning, he rises, readies for his first meeting of the day, and follows the covered walkway to the GICC, which itself has been designed for convenience. Everything is on one level, including parking for those who drive to meetings here, taking advantage of GICC's convenient location at the intersection of three major interstate highways, I-85 and I-75 north and south and I-20 east and west. His meeting may be small by convention center standards, but because the GICC caters to small meetings, his group has the run of the facility and the full attention of the seasoned GICC staff, including catering. Upon conclusion of the day's meetings, he might return to his hotel room, or if he is going home that day, he simply retraces his steps to the ATL SkyTrain and in less than two minutes he is back at the airport ready for departure.

The GICC is unique in being the only convention center in America connected to a major airport, but the facility itself is also designed and operated for convenience. Getting here, meeting here and getting home – it's as easy as meetings get. ■



Summer Fare

(continued from page 1)

available. That can – and for Chef Bowen almost always does – include some unique tastes that diners don't find just anywhere.

For the summer of 2011, Bowen is conjuring up dishes featuring cumquats, avocado and watercress. He might use quinoa, a nutty grain originally from Peru, in a salad or as an entrée accompanied by a medley of small diced vegetables. Or cook some "small tapioca" slowly, like pasta, then infuse it with summer truffles and serve it under a pair of lobster tails.

"Watercress is so good for you," Bowen says enthusiastically, "rich in vitamins and minerals." A summer salad favorite includes watercress mixed with cumquats and fresh fennel. One menu offers a watercress salad with salmon, avocado mashed potatoes and a dessert of whipped mascarpone mousse topped with fresh figs.

Bowen suggests mascarpone, an Italian triple-cream cheese made from crème fraiche, as a summer or lighter version of a heavy cream cheese cake. "I also use it in place of white or dark chocolate in a mousse, garnished with some type of berry," he offered.

What is the best way to assure delightful summer fare for your guests? Chef Bowen recommends talking with your GICC sales rep about four to five weeks before the meeting. The Chef will know what ingredients will be available, and can help you plan a menu that will be light, fresh, healthy and delicious. ■



Proof of the Pudding is also an industry leader in "green" consciousness and application. Dishes feature ingredients that are locally sourced, organic, and sustainable, including fruits and vegetables, sustainable seafood and natural organic meats

GICC Debuts New Planning Guide

Everything you wanted to know about the GICC

WHEN IT COMES to planning your next meeting at the GICC, your most valuable tool is your GICC sales representative. But now, you and your representative have another tool to help in the planning process: the attractive new GICC planning guide.

Designed to allow for customization, a guide assembled by your sales representative to support your meeting includes as much or as targeted a set of information as will be most helpful to you. When the planning guide is offered in its entirety, an initial "Table of Contents" helps you find quickly the precise information you want, from the layouts of the exhibit halls and configurations of meeting rooms, to driving directions and information about local restaurants, shopping and entertainment.

The planning guide is divided into six sections:

- | | | | | | |
|---|-------------------------------|--|---------------------------------|--|---|
| 1 An overview of the GICC facility and campus, including on-site hotels. | 2 Catering and dining. | 3 Transportation, including a map and driving directions. | 4 A local hotel locator. | 5 On-site services, including audio-visual support. | 6 Details on College Park and Atlanta amenities. |
|---|-------------------------------|--|---------------------------------|--|---|

The guide package can also be customized with several inserts, including current rate sheets, rental equipment price lists and an eight-page exhibitor guide.

Certain to be a favorite reference tool for planners, the new planning guide is one more way the GICC fulfills its promise to work as well as it looks good, one more way to make your next meeting at the GICC your best event yet. ■



A Powerful Network of Community Leaders

(continued from page 1)

of 1,100 for the banquet and reception, and also presentations by senior Coke executives, scholar orientations and sponsor meetings.

"We tried the GICC because it was near the airport, and it was terrific in terms of the style and format for what we are trying to accomplish," Davis said. "It is a great facility, just the right size for us, and the food was grand and the parking fabulous."

This year's program celebrated a quarter century of Coke Scholars. The program was established in 1986, as part of the celebration of Coca-Cola's 100th anniversary, "designed



Left to right, back row: Clyde Tuggle (TCCC), Aaron Chadbourne (2002 Scholar), Kenneth Williams (Ms. Jones' guest), Ingrid Saunders Jones (TCCC), Dr. Rudolph Byrd (Emory University). Seated: Georgia First Lady Sandra Deal, Muhtar Kent (TCCC) and Kasim Reed, Atlanta Mayor and Keynote Speaker.

as a gift to the communities around the U. S. that made us successful in our first 100 years," Davis noted. Today, the program provides more than \$3.4 million annually in scholarships to 1,400 college students, and counts nearly 5,000 scholar alumni. ■

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

For information on booking space, please call the GICC Sales Department at 770.997.3566.

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