

The UGA Tifton Campus Conference Center Newsletter



Where The Big Dawgs Meet!

Fall 2008
Volume 1, Issue 2

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UGA Tifton Campus Conference Center

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MESSAGE FROM THE DIRECTOR...



A Glance Backward, A Step Forward.....

Since the doors opened in April 2004, UGA Tifton Campus Conference Center has served over 228,900 clients including national, regional, state and local conferences, continuing education, trade shows, concerts, and the obvious social gatherings in over 2500 events.

According to several meeting planning sources, the three-pronged trend with today's meeting coordinators is to select drive-to locations, to be able to book and handle registration on line, and to choose locations that offer education and few distractions for keeping the audience focused.

At the UGA Tifton Campus Conference Center, a friendly professional staff known for their courteous engaged

services assist in planning, coordinating and setting up events for satisfied customers who offer high praise and return over and over to their favorite meeting place.

Why choose UGA Tifton Campus Conference Center? It is an easy drive from anywhere in the Southeast. Located in the center of South Georgia at the intersection of I-75 and Highway 41 North at Exit 64, this Conference Center offers competitively priced world class state-of-the-art facilities. It provides these amenities: spacious 95,000 square feet of meeting rooms, 2 large auditoriums, a ballroom that accommodates 1000, expansive exhibition spaces, budget conscious catering all competitively priced with free parking, and audio visual equipment.

The eager-to-please attitude of the staff to help make the event memorable is one of the reasons that clients find this Center

ideal. The staff work hard and make "it" happen -all right here! From event planning, marketing, graphics, printing, mailing, web marketing, online or walk-in registration, or direct billing, they are like Stanislavsky said of actors: there are no small roles, only small actors. The staff will handle any task.

For over three-quarters of a century, UGA Tifton faculty and staff have created and delivered cutting edge research, extension services, and educational programs to benefit, not just the state of Georgia, but the world- insuring plentiful, safe harvests and a healthy environment.

Make your next event happen in Tifton where Southern charm, cultural and educational diversity, sophistication, and service with a personal touch will contribute to and compliment your agenda. Book with us online today: www.ugatiftonconference.org

UGA CONFERENCE CENTER GOES HIGH TECH

After months, and years even, the Conference Center is at last moving into the 21st Century with a new software program. Gone are the antiquated multiple programs that had to be used to complete the process from beginning to end (from booking form to invoicing) for one single event. With the new software program, information may be

entered to cover everything from booking, set-up, room assignment, registration, inventory, catering, and the list goes on, with many steps to get the information needed to cover all bases of client services. The new program created by Ungerboeck, is a huge asset toward improving the efficiency and accuracy.



Register Today Online

www.ugatiftonconference.org

VISION COMMITTEE UPDATE TIFTON CAMPUS CONFERENCE CENTER



In May 2007, members of the City of Tifton City Council, the Tift County Board of Commissioners, the Tifton/Tift County Tourism Association, active members of the community, and UGA administrators were invited to attend a visioning retreat to define the purpose, needs, and services of the UGA Tifton Campus Conference Center. Scott Purvis of the Department of Community Affairs was invited to facilitate. In his opening remarks, Purvis stated that this was an exciting time for all of the participants because they had been empowered to set the vision and direction for the Conference Center.

After a brainstorming session, the committee identified the big picture of what they wanted the Conference Center to be and established some action steps. Considering several versions, the committee adopted the following vision statement:

"You have become the center for agricultural tourism, agricultural education, agricultural history and agricultural history and conferencing. As you begin to tie all of these things together, you will become a destination not only for southwest Georgia, but for all the Southeastern United States. It's a very exciting time and I fully expect to see a steady, sustained growth that will accelerate quickly." Dr. Scott Angle, Dean and Director, UGA College of Agricultural and Environmental Sciences

The Committee met regularly and at the meeting in September 2008, UGA Tifton Campus Assistant Dean, Dr. Joe West gave a preliminary interior and exterior master plan of priorities: Teaching Space, Exposition Center, Landscaping, and Agri-service Center.

The Vision Committee then discussed what they consider as priorities for the Center:

- 1) Hiring of a full-time sales position for the TCCC
- 2a) Teaching Space
- 2b) Exposition Center
- 3) Aesthetics
 - Signage (Both on Campus and Advertising) – U.S. 41; I-75; U.S. 82; Entrance off of U.S. 41
 - Lighting on Campus
- 4) Landscaping

Though UGA is experiencing extreme budget cuts, the group suggested that perhaps a current staff member with proper training might perform some of the sales duties. A second suggestion was that all community leaders contact the local legislative delegation to present the needs of the TCCC. A follow up meeting with the delegation will be the focus of the next Vision Committee.



UGA TIFTON CAMPUS BILLBOARDS

The newly installed billboards located on I-75 near Cordele on the north side and Adel on the south side beckon your attention for a quick look at our Conference Center facility with our Conference Dawg directing to the place where "the big Dawgs meet."

A grant from Tifton/Tift County Tourism Association enabled the Conference Center to upgrade and extend some marketing techniques. The UGA CAES Communication Department has worked with the Center staff on a new brochure, place mats, a portfolio, some traditional advertising (TV, radio spots and graphic design ads), a window shade exhibition piece, and a revamping of the web site (a work now in process).

WHAT'S AHEAD FOR UGA TIFTON CAMPUS

Assistant Dean Joe West has appointed a campus-wide committee with a sprinkling of community representation to make up the Tifton Campus TUGA MOVE team. MOVE is the acronym for Marketing, Outreach, Visibility, and Education. The goal is to establish a vision for the long term and the Implementation of that vision will be an on-going activity over an extended period of time. Jimmy Hill, President and CEO of the Georgia Agri Leaders Forum Foundation, and President of Hill Company, serves as the facilitator for MOVE. Members of the committee are as follows: Brad Day, Brad Haire, Bruce Shiver, Cindy Esco, Don Shurley, Erin Womack, Gary Hawkins, Jason Peake, Jean Hurst, Joe West, John Beasley, John Ruberson, Laura Perry Johnson, Niki Newberry, Perry White, Stan Diffie, Susan Reinhardt, and Tracey Vellidis.

THE RIGHT FACILITIES



South Building	Max. Capacity
Auditorium	350
Room 1	90
Room 2	35
Room 2/3	88
Room 3	50
Room 4	36
Room 4/5	100
Room 5	50
Room 6	56
Room 6/7	84
Room 7	56
Room 8	15
Room 10	100

North Building	Max. Capacity
Auditorium	2,000
Area 11	--
Area 13	--
Room 14	84
Business Cen-	--
Boardroom	20
Ballroom	1,000
Room 17A	240
Room 17B	240
Room 17C	240
Room 17D	240
Room 19A	80
Room 19B	100
Room 19C	100

THE RIGHT SERVICES



THE TEAM...

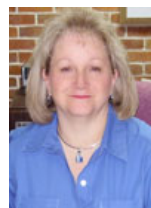
The UGA Tifton Campus Conference Center promises a high quality competitively priced experience. A team approach creates a friendly environment for learning, collaborating and networking. The UGA TCCC team will assist you in the development of proposals,



Austin



Verna



Karen



Della



Tina



Gail



Barbara



Renae

and "RFP" (Request For Proposal) responses to bring conferences, workshops, tradeshow, and other events to Tifton. The UGA Tifton Campus Conference Center offers full service with cost-conscious planning and coordination.

**The
Right
Location!**

**2ND ANNUAL ALL DAY GEORGIA COTTON CONFERENCE—
WEDNESDAY, JANUARY 28, 2008**



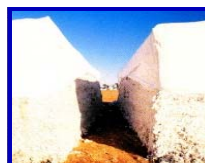
The Georgia Cotton Commission has big plans under way for its Second Annual meeting and Cotton Quality Awards on January 27–28, 2009 at the UGA Tifton Campus Conference Center. This one-day format

will be held in conjunction with the Commission Co-sponsored Georgia Cotton Production Workshop. This conference is being billed as the perfect chance for growers to learn how their check-off investment dollars are working for them.

Online pre-registration has been under way since December 8 and is strongly encouraged

to help with lunch planning. Registration questions may be directed to event coordinator Karen McBrayer or for direct registration our conference registrar Renae Woods (229-386-3416) or log on to www.ugatiftonconference.org.

Annual meeting questions may be directed to Richey Seaton (gactn@alltel.net) or Karen Nikitopoulos (cotton@alltel.net) at the Georgia Cotton Commission office (478-988-4235).



EVENTS PAST AT THE CONFERENCE CENTER

Citrus '08 Expo held its 6th annual event at the Conference Center this past November. It is the custom to rotate the event around the South. An outgrowth of SE Palm Society, the Tifton event drew 158 participants from 11 states. A nursery man with a citrus emphasis, Stan McKensie from South Carolina and UGA's Dr. Wayne Hanna were key players in the event this year. There were contests in entries of different citrus. Trophies were awarded to Best of Show, Honorable Mention, and ribbons for 1st, 2nd, and 3rd, place.

Vendors from as far away as California made inquiry to attend this informative and exciting event.



Michelle R.

Taste of Home Cooking Show brought an enthusiastic group of approximately 600 to see professionals demonstrate their culinary

skill. Demonstrating from a kitchen set up on stage and a stage screen, the audience had options of watching the process. A variety of vendors presented their products in exhibition booths in the John Hunt lobby where B J Smith fed the multitudes. This event was sponsored by the Tifton Gazette. If you missed this year's event, watch for its return in the fall of '09.

The **Antique Show and Sale**, sponsored by the Tifton-Tift County Library Foundation, was another visually beautiful and financially successful event. Over twenty vendors from all over the Southeast came with fine jewelry, exquisite porcelain, glass, carpet & furniture. Beautifully staged by Director Charlie Miller of North Carolina, the public enthusiastically enjoyed two full days of viewing, buying, and appraising. The sponsors and vendors were feted with an opening black tie gala catered by Covington's of Valdosta.



Vendor at Antique Show



5-STAR "Personal Touch Services"

Our FREE State-of-the-Art Audio-Visual equipment and On-Site Technical Support include the following to enhance your experience:

- Web Casting
- Ceiling-Mounted LCDs with wireless mouse
- Internet Access in every conference room
- Satellite Downlink (connection fee required)
- Teleconferencing (out-of-state phone charges apply)
- Laptop Laboratory (accommodations available)
- Zip Drive Devices
- Recording Input

**UPCOMING EVENTS
OPEN TO THE PUBLIC
AT THE UGA TCCC**

JANUARY 15

CHAMBER OF COMMERCE
AWARDS BANQUET

Sponsor:
Tifton-Tift Co.
Chamber of Commerce
229-382-6200

JANUARY 20

CORN SHORT COURSE AND GEORGIA
CORN GROWERS ANNUAL MEETING

Sponsor: UGA
Contact: Dewey Lee
229-386-3006

JANUARY 23

YA YA SISTERHOOD

Join the Ya Ya Sisterhood for a Red Carpet evening celebrating sisterhood Medical Theme for 2009: Wellness & Prevention
Contact: Donna Miller
229-388-8827

JANUARY 27–28

2ND ANNUAL COTTON CONFERENCE

Sponsor:
Cotton Commission
478-988-4235

JANUARY 30-31

Georgia Association for Supervision and Curriculum Development
229-386-3416

FEBRUARY 7

"HEARTS & DIAMONDS"
CARNIVAL: THE ROAD TO RIO

Sponsor:
Tift Regional Medical Center
229-391-3310

MARCH 6

UNITED WAY
CHILDREN'S DINNER THEATRE
ALADDIN

Presented by the Taradiddle Players from the Charlotte Children's Theatre
United Way
229-382-2881



www.ugatiftonconference.org