



08. PASSION

“I moved to Atlanta three years ago to become music director of the great orchestra here, and have never felt so welcomed. This is a thriving metropolis that still lives Southern hospitality—and loves music. That so many have rallied behind building our new Symphony Hall is deeply inspiring. It will be state-of-the-art, an acoustic wonder, and unique in the world. I look forward to that magical evening when Atlantans can hear their orchestra in a hall worthy of the greatness of the music and the aspirations of our city.”

Robert Spano, Conductor, Atlanta Symphony Orchestra

The Atlanta Symphony Orchestra is one of the top orchestras in the U.S.—and one of the youngest to achieve prominence on the global stage. Since 1945, it has grown from an all-volunteer youth group to become a major U.S. orchestra that is internationally recognized for its repertoire and musical precision. The next chapter in the Orchestra’s exciting history is currently unfolding as plans for the new Symphony Center begin to take shape. Designed by world-class Spanish architect

Santiago Calatrava, it will combine office, retail and arts space, and establish another anchor venue in Atlanta’s Midtown arts district. The new Symphony Center will feature one of the most uniquely designed concert halls in the world, and will be a ground-breaking, aural-engineering marvel—with a movable, acoustical ceiling that can be adjusted to the requirements of each musical performance.





09. QUEST

“Beyond the world-class infrastructure and the full support of the community, what distinguished Atlanta in its Olympic quest—and helped us upset the favored bid of Athens, Greece—was the unforgettable style of Southern hospitality the members of the International Olympic Committee discovered here. Our community always opens its arms and its homes to newcomers—and the FTAA can expect the same kind of welcoming embrace.”

**Billy Payne, Partner, Gleacher Partners LLC,
former Chairman & CEO of the Atlanta Committee for the Olympic Games**

In the summer of 1996, Atlanta became the 20th city in the world to have the honor of hosting the Olympic Games. In the Opening Ceremonies, the creativity of the capital city of the New South was clearly on display. After a successful three-year bid campaign, Atlanta

took seven years to prepare for the Games, which produced a US\$5.6 billion impact on the local economy, generated 88,000 new jobs and left more than US\$500 million in legacy facilities, including the Georgia Dome and Turner Field.





10. DIVERSITY

“Atlanta is young, ambitious and diverse. The ethnic variety of the city’s population is greater than the national metropolitan average. The Hispanic community has a long tradition of working together regardless of their original nationality. Collaboration is our strength. In Atlanta, we all work together and we have been doing so for many years.”

**Anna Cablik, President, AnaTek and
AnaSteel, Board Member, Hemisphere, Inc.**

Anna R. Cablik

With its attractive quality of life and rapidly expanding job market, Metro Atlanta draws thousands of newcomers every year and has growing Latin, Asian and African-American communities. More than 183,000 new residents arrived in 2001—more than 500 a day.

With a rapidly increasing Latin presence, Georgia is now home to more than 500,000 Spanish-speaking residents. The Georgia Hispanic Chamber of Commerce has expanded from 172 members in 1996 to more than 1,200 today.





11. HOPE

“The children of the FTAA Secretariat’s families will find a diversity of educational opportunities in the Atlanta metro area. As co-founder of Atlanta International School, I can attest that Atlanta cares about education. Currently, Metro Atlanta’s 600,000 school age children—pre-kindergarten through 12th grade—are served by 27 different public school systems and more than 200 private schools. The U.S. Department of Education recently recognized seven Atlanta area elementary, middle and secondary schools as National Blue Ribbon Schools of Excellence. Additionally, Atlanta International School is the only independent school in the Southeastern U.S. that is accredited by the International Baccalaureate Organization and offers the International Baccalaureate Diploma. We look forward to providing children of the FTAA nations with an educational experience that is academically rewarding, culturally diverse and that inspires each of them to reach for opportunities for higher education.”

**Roy Plaut, Co-Founder & Chairman Emeritus, Atlanta International School
Unit President, Kimberly-Clark Corporation, retired**

Every child in Georgia who graduates from high school with above average marks is eligible for a HOPE Scholarship, which provides tuition to any college, university or technical school in the state. This groundbreaking program—introduced under Governor Zell Miller in 1993—set a new national standard for

innovation in education and became the model for a federal program. Georgia has invested more than US\$5 billion in HOPE so far—in tuition, fees and book allowances—but more importantly, it has given hope for the future to all of the state’s aspiring students.





12. HERITAGE

“Atlanta is often viewed as a powerhouse of economic and real estate development by those looking in from the outside—and that it is. But from the inside, the view is different. In Atlanta, the lifestyle is relaxed, not frenetic, and although our output is very high—and our business energy is world-class—we make it a point to conduct business with a courtesy that embodies the grand traditions of Southern hospitality. Atlanta is never too busy to say thank you. The friendliness extended by the local shopkeeper reaches to the boardrooms of the city’s most powerful corporations. Success here is measured by the traditional means—but it is also measured by volunteerism, generosity and kindnesses extended in the name of the city. Despite its rapid growth and continuing expansion, Atlanta has not neglected its heritage or abandoned its quality of life. This is a city that lives life to the fullest—and extends its hospitality to all who enter its gates.”

Tom Cousins, Chairman, Cousins Properties

Metro Atlanta takes pride in the 160 golf courses that enhance the city’s relaxed lifestyle. A grand symbol of its heritage as a sports community is found in East Lake Golf Club, which was restored in the 1990s to its former glory. Once the home course of golf legend Bobby Jones, East Lake is now the centerpiece of a US\$120 million urban renewal effort that has transformed a once impoverished area into a

vibrant and diverse neighborhood. Driven by the generosity of a faith-based giving foundation—and reaching beyond the golf course, the East Lake revitalization produced mixed-income housing, a charter school for local children, a family Young Men’s Christian Association (YMCA) and a child development center—all part of Atlanta’s commitment to its past and its future.





13. INCLUSION

“I am often asked why Atlanta was spared the violent demonstrations and flames of rage that tore apart so many cities during the turbulent early years of the Civil Rights Movement. The answer is trade. Although its past was segregated, Atlanta moved quickly to an inclusive future. The city’s business and political leaders opened the gates of commerce and shared power more readily than most. Back then, we called it The Atlanta Way—the way the city moved toward diversity of leadership for the benefit of all. I always said that trade was at the heart of this city’s character—and that trade would lead us to the future. That’s just what I meant when I said Atlanta was ‘the city too busy to hate.’”

**The Honorable Andrew Young, former U.S. Congressman,
U.S. Ambassador to the United Nations & Mayor of Atlanta**

Atlanta gives everyone a chance to prepare for the future. There are 45 accredited degree-granting colleges and universities throughout the Metro Atlanta area. Together, they offer more than 400 fields of study to a student population that hovers around 130,000 year after year. In Atlanta, there are five universities with more than 10,000 students each,

including the Georgia Institute of Technology—the Southeastern U.S. center of emerging technologies—and Georgia State University, a leading research university. Near the heart of the city sits the historic Atlanta University Center, the nation’s largest consortium of private African-American colleges.





14. INFLUENCE

“Atlanta is the home of CNN’s global headquarters, as well as Turner Broadcasting’s vast portfolio of entertainment networks, including three of Latin America’s most-popular pay television channels, Cartoon Network, TNT and Boomerang. The city serves as the hub for both CNN en Español, the number one news network in Latin America, and CNN International, the most watched news network in the world. As such, Atlanta is home to an unrivaled team of journalists who gather, write, produce and deliver news content tailored for viewers throughout the Americas and the world. Both networks are extremely influential, and reach the region’s top political figures, businesspeople and decision makers. When the world’s leaders want to be heard, they speak to CNN, and when Latin Americans want the latest news and information, they turn to CNN en Español and CNN International.”

**Juan Carlos Urdaneta, President,
Turner Broadcasting System Latin America, Inc.**

Headquartered in Atlanta, CNN reaches 128 million people in 200 countries around the world. A leading division of the company, CNN en Español is the first all-news network

produced in Spanish. It reaches millions of people throughout Latin America and is the most viewed pan-regional cable news network in Latin America.





15. REACH

“I have the pleasure of extending a welcome to the FTAA on behalf of the 60,000 employees of Delta Air Lines. We call Atlanta our ‘World Port’ because you can reach anywhere in the world through our gateways. Delta is proud to be partnered with the city of Atlanta and the state of Georgia in offering the FTAA a vibrant, prosperous and friendly new home for its Secretariat. We’re looking forward to flying with you as the future takes us to new destinations together.”

**Vicki Escarra, Executive Vice President
and Chief Marketing Officer, Delta Air Lines**

A handwritten signature in black ink that reads "Vicki Escarra". The signature is fluid and cursive, with a long, sweeping underline.

Nothing reflects Atlanta's position as a capital more than the presence of Delta Air Lines. As a travel partner of the FTAA, Delta will help facilitate uninterrupted and inexpensive transportation to and from Atlanta for members of the Secretariat and their guests. Headquartered in Atlanta, Delta is the world's second largest airline in terms of passengers carried, and is

the leading transatlantic airline in the U.S. It delivers more daily departures, serves the largest number of nonstop markets and moves more passengers than any other U.S. airline. From its Atlanta World Port, Delta is within a two-hour flight of 80 percent of the U.S. population.





16. GENEROSITY

“There is a tradition of generosity in Atlanta that has played a major role in the city’s remarkable growth and prosperity. Individuals and corporations continuously step forward to support in substantial ways countless projects that benefit the community and its citizens. Indeed, Robert W. Woodruff, long-time chairman of The Coca-Cola Company, was one of the leading champions of important civic and charitable efforts that have helped separate Atlanta from other cities. His philanthropy and that of many others set a standard of giving that has inspired us all to do everything we can to make Atlanta a better place. From the Woodruff Arts Center to Emory University, from the new Georgia Aquarium to Atlanta University Center, from CARE International to Habitat for Humanity, from Centennial Olympic Park to The Carter Center, evidence of Atlanta’s generosity is on vivid display. This is a city of citizens with a strong sense of compassion and a heartfelt community responsibility.”

Charles H. McTier, President,
The Robert W. Woodruff Foundation

The Coca-Cola Company, which started in Atlanta when Dr. John Pemberton invented the famous secret formula in 1886, remains one of Atlanta’s leading corporate citizens and business leaders. The company, which is proudly engaged in all of the countries of the Americas, has recently launched a community

restaurant program in Brazil through which it will serve subsidized meals to the disadvantaged. The Atlanta company has joined Brazilian President Luiz Inacio Lula da Silva’s Zero Hunger program to deliver meals for as little as one *real* (US\$0.33)—a reflection of its commitments throughout the Americas.





17. HOSPITALITY

“Atlanta is more than a destination. It is a global gateway for business. Atlanta perennially ranks among the top cities for corporate business meetings. Our hotel and conferencing leadership possesses the flexibility to deliver real value to events and business travelers. The collaborative business partnerships we’ve established make Atlanta an eminently accommodating, convenient and rewarding place to pursue your corporate objectives. Business gets done in Atlanta.”

**Stevan Porter, President,
InterContinental Hotels Group - The Americas**

A handwritten signature in black ink, appearing to read 'Stevan Porter', written in a cursive style.

With more than 740 hotels and 90,000 guest rooms—many located within minutes driving distance of the downtown business corridor—Atlanta features one of the world’s greatest business meeting infrastructures. The Georgia World Congress Center—set at the center of

Atlanta’s business district—offers 1.5 million square feet (150,000 square meters) of meeting space and has hosted such globally recognized conferences as COMDEX, the Supershow and the International Poultry Exposition.





18. STABILITY

“Atlanta has ranked as one of the fastest growing metro economies in the United States since the 1970s. This strength has helped attract businesses, residents and tourists from throughout the world, transforming Atlanta into a diverse international city. From my discussions with business people from throughout the Southeast U.S. and the rest of the country, I can tell you that they routinely confirm that Atlanta is one of the United States’ preeminent locales for business.”

Jack Guynn, President, Federal Reserve Bank of Atlanta

A handwritten signature in black ink, appearing to be 'J. Guynn', with a long, sweeping flourish extending upwards and to the right.

The central bank of the United States—known to most as the Fed—has just 12 locations around the country outside of Washington, D.C. The Federal Reserve Bank of Atlanta supervises the Sixth Federal Reserve District, which includes banks in Alabama, Florida, Georgia and parts of Louisiana, Mississippi, and Tennessee. The Atlanta Fed also plays a key role in determining monetary policy,

helping stabilize prices and encourage economic growth at a sustainable rate. Among its responsibilities, the Atlanta Fed supervises U.S. branches of all Ibero-American and Caribbean banks. The presence of the Atlanta Fed is another symbol of the city’s rise as an economic power and reflects the federal government’s confidence in Atlanta’s long-term economic stability.

