

Shashank Gairola named General Manager

Global Spectrum, operators of the Northwest Georgia Trade and Convention Center named Shashank Gairola, a four-year Global Spectrum employee, as the new General Manager of the Center Wednesday, February 25th. Gairola had been Global Spectrum's interim General Manager with the Authority since January 1, 2009, when the company took over management of the Northwest Georgia Trade and Convention Center.



"We have been extremely impressed with Global Spectrum," said Board Chairman Harvey Neal. "Since they took over management of the Center, Shashank has shown quality leadership and an incredible amount of dedication to surpassing all of our expectations for Northwest Georgia Trade and Convention Center. We're very excited for his appointment as full-time General Manager."

Prior to relocating to Dalton, GA, Gairola was the Assistant General Manager of the Global Spectrum-managed Colonial Life Arena in Columbia, SC. He was also the Assistant General Manager for the Liacouras Center at Temple University, another Global Spectrum-managed facility. Gairola began his public assembly facility management career at Global Spectrum's flagship arena, the Wachovia Center, in Philadelphia, PA, as an Event Manager. He graduated from Temple University in May of 2005 with a Bachelor Degree in Business Administration.

"Shashank has quickly developed a plan for the Trade Center, as well as becoming heavily involved within the community," said Global Spectrum Regional Vice President Dave Anderson. "Shashank will be a tremendous asset to the Trade Center, to the Authority and to the community. We're proud of his efforts and glad that he is now the full-time General Manager at the Trade Center."

Website Launch

Our website is getting a facelift! The NorthWest Georgia Trade and Convention Center will be launching its new website on Tuesday, April 7, 2009. The new site offers a customized experience for specific users from the moment they enter the site. Over are the days of searching for information. With specific hot buttons for planners, attendees, exhibitors and those looking for information about the Dalton Community, the site will drive the specific type of user to the page that applies to them. We look forward to making website navigation on www.daltontradecenter.com a more productive experience for our clients, partners and the community.

MARCH EVENTS

March 13-15
National Knife Collectors Show

March 20-21
Georgia Martial Arts Festival

March 25
4th Annual Breast Feeding Symposium

March 29
Earth Hour Observation

www.daltontradecenter.com



The Georgia High School Association State quarterfinals were a huge success! The athletes delivered fantastic performances, the games were highly competitive and the energy in the arena was intense!

Congratulations to the AAA winners:
Carrollton High School Girls
Gainesville High School Boys
Lakeview Ft Oglethorpe Girls
Columbia High School Boys



On **March 28, 2009** there will be an international movement to create awareness of global warming. By taking action and turning your lights off from 8:30pm – 9:30pm on this date, you are 'casting your vote' to protect the planet. The goal is to reach 1 billion people. Because of conflicts with scheduled events, the NWGTCC will be observing Earth hour the following day between 8:30pm – 9:30pm on Sunday March 29th. Learn more about this important movement by visiting www.earthhour.org

Have you recently had a great experience at the NWGTCC? Tell us about it in an email by clicking the link for Tiffany below.