

Southern AIR

SOUTHERN ASSOCIATION FOR INSTITUTIONAL RESEARCH

May 2011 Volume 34 Issue 2

President's Message

By Roy "Ike" Ikenberry, Belmont University

"Happiness lies in the joy of achievement and the thrill of creative effort." Franklin D. Roosevelt

We have all enjoyed our Easter Break and now head downhill to the end of the term. Our duties will not lessen by the absence of students; in fact, they may increase in numbers and complexity. But we look forward to all the opportunities that we are afforded by our employing institutions. Actually many of us are looking forward to going to Toronto, Ontario, Canada for the 51st AIR Forum and everyone is looking forward to summer vacations, a just reward for our creative effort.

The SAIR Board met the first weekend in February in Atlanta at the Atlanta Hyatt Regency Hotel with the primary goal of planning our next annual conference, the 38th. Vice President and Program Chair Denise Gardner and her able Local Arrangements Committee Chair Sandi Bramblett provided us with a full agenda of items pertaining to the conference. The two dynamos really set the stage for a tremendously exciting conference October 8-11 of this year. Please go to our website <http://www.louisianau.com/sair11/> and click on Local/Atlanta Information for an A through Z listing of some of the exciting sightseeing and social offerings of the great city.

Anyone who has attended a SAIR conference is aware that the schedule is chock full of all kinds of activities, including social networking as well as professional development. Newcomers will find that the schedule is almost too full of things of interest. The opportunities for professional development include pre-conference workshops, concurrent sessions, roundtable luncheon discussions and numerous opportunities to visit with a host of exhibitors. A great plenary speaker will kick off our conference and we will have an incredible Monday night event at the Carter Presidential Center. I invite you to become fully immersed in our conference by submitting a proposal to present a pre-conference workshop, a paper session, a panel, a workshare session, a software demonstration, a roundtable discussion topic. Please submit your proposal before Friday, June 10, 2011 at our website or http://www.louisianau.com/sair11/sair_proposal.php.

Please note the registration fee, which includes your annual membership, is now \$200 for early registration. I sent out a message recently that explains why we have had to increase our fee. Pre-registration is an option to allow you to spend this year's budget if you have any residual. Please go to http://www.louisianau.com/sair11/sair_registration for details.

I mentioned the 51st annual AIR Forum in the beginning paragraph and now I want to extend an invitation to each of you to join the SAIR Special Interest Group Meeting to be held on Monday May 23rd from 7:30 - 8:15 AM in the Kent Room of the Sheraton Centre Hotel in Toronto. A light breakfast will be provided and there will be a number of important SAIR updates announced.

I look forward to seeing everyone in Atlanta on Sunday October 9, 2011.



2011 SAIR Conference

I invite you all to come to Atlanta this fall for another great SAIR conference. “HOT-lanta” excels in blending true southern hospitality with exciting opportunities to learn and technologies to discover.

SAIR has a legacy of service to its members, and the annual conference is the best way to learn from each other in programs, presentations and workshops, from exhibitors, and while networking and socializing. There will be plenty of opportunities for each! Check the conference website and Facebook page often for updates.

I am also asking you to consider submitting a proposal. Why, you ask, should you present your work to others?

First, recall last year’s theme of ‘Pay it Forward”, which is good advice every year. *Second*, one of the best things about our organization is our members – those colleagues you see every day as well as those you don’t see as often – and the chance to show them your great research, findings from your recent assessments or surveys, or a cool reporting or programming technique just shouldn’t be passed up!

Third, Atlanta is a cool place to have a conference. We’re in the Hyatt Regency downtown, which has been recently remodeled. There are many great restaurants and attractions close by (including the Georgia Aquarium, one of my favorites). Our Monday night special event will be at the Jimmy Carter Presidential Center. We’ll tour the library and grounds, and then enjoy a gourmet meal by one of Atlanta’s best caterers.

Fourth, our theme is “Analytics Connecting Information to Decisions.” Our app logo implies that our work provides quick and simple access to the tools needed to make data-based decisions. So come share your ‘apps’ with us.

Descriptions of the program track options and the session formats are detailed in this newsletter. Please gather your best ideas and work, and share them with your SAIR friends. If you aren’t able to present, then I hope you’ll come network with and learn from your colleagues.

See you in Atlanta in the fall !

Denise Gardner,
SAIR 2011 Program Chair



Call for Proposals

38th Annual SAIR Conference

October 8-11, 2011

The Hyatt Regency, Atlanta, GA

Proposal Submission Site: http://www.louisianau.com/sair11/sair_proposal.php

Proposal Due Date: June 10, 2011

Program Tracks

The **Accreditation Track** welcomes proposals that address the revised principles of accreditation adopted by the Southern Association of Colleges and Schools. Our members will gain valuable insights into how your knowledge and expertise informs this important process of external peer review.

The **Assessment Track** addresses authentic approaches to evaluating administrative, support and learning outcomes. Whether reflecting upon insights gained from national surveys or highlighting improved learning outcomes based upon locally developed assessment measures, these sessions will highlight best practices.

The **Community College Track** is a growing area of interest at SAIR. The size and diversity of the community college sector requires us to learn as much as we can about these institutions.

The **Institutional Research Track** addresses the effective and efficient collection of data to inform college and university decisions. In addition to data collection, sessions may also address data analysis and dissemination to various stakeholders.

The **Planning Track** welcomes proposals that address how legitimate planning processes shape the agenda for your institution.

The **Technology Track** demonstrates creative and innovative uses of information technology to support institutional research and effectiveness activities.

The **Pre-Conference Workshop Track** provides the opportunity for in-depth discussion and instruction on a single topic. Demonstrations, exercises, group activities, and other methods of experiential learning are appropriate and desirable. Proposals should outline the specific objectives of the workshop, the intended audience (novice or experienced researchers, prerequisite knowledge/skills, etc.), the instructional techniques, and the qualifications of the instructor(s). Proposals also must include an estimate of the reimbursable expenses and the minimum and maximum number of participants allowed.

The **Roundtable** activity allows for discussion on a variety of topics of interest to conference participants. It is a unique opportunity to make new acquaintances and to take part in a free-wheeling discussion of a single topic over lunch. Networking at its best!

The **Special Interest Groups** activity allows conference participants to meet together as an affiliated group, a state association meeting, or a specific hardware/software users group.

Presentation Formats

Papers (45 minutes)

Papers should describe a research study or an effective process or technique (quantitative or qualitative), present a theoretical approach to a problem or issue, or review the literature on a topic of interest to institutional researchers.

Panels (45 minutes)

Panel presentations involve three or more individuals who present different perspectives on a common theme or topic. The proposal should describe the common theme/topic and the major points of discussion. The proposal should also describe how each panelist contributes a different perspective to the session.

Roundtables (60 minutes)

Roundtable sessions occur during lunch on Monday, October 19 and offer an opportunity for a convener to give a brief overview of a relevant topic that leads to an engaged and lively discussion. A proposal should include a description of the topic and the convener's relevant expertise and experience.

Software Demonstrations (45 minutes)

Presentations should demonstrate one or more software packages or programming solutions that are applicable to the work of institutional researchers. The proposal should describe the relative strengths, weaknesses, and special features of the product or solution. The presenter should also discuss the hardware required for the software/solution. If Internet access is needed, please request such access during the proposal process.

Workshare (45 minutes)

Workshare sessions provide an opportunity to share professional work products, effective practices, innovative applications, and creative solutions that are not ready to be presented as a paper. A proposal should include a description of the topic and its applicability to other institutions.

Workshops (3 or 6 hours)

Workshops provide the opportunity for in-depth discussion and instruction on a single topic. Demonstrations, exercises, group activities, and other methods of experiential learning are appropriate and desirable. Proposals should outline the specific objectives of the workshop, the intended audience (novice or experienced researchers, prerequisite knowledge/skills, etc.), the instructional techniques, and the qualifications of the instructor(s). Proposals also must include an estimate of the reimbursable expenses and the minimum and maximum number of participants allowed. Workshops occur on Saturday and Sunday, both at the hotel and off-site. Workshops requiring a computer lab will be held at Atlanta Metropolitan College (transportation provided).



Proposal Submission Instructions

Proposals should be submitted on-line at http://www.louisianau.com/sair11/sair_proposal.php

Deadline: June 10, 2011

An abstract of no more than 100 words is required. Although some editing may occur, most abstracts of accepted presentations will appear verbatim in the conference program.

A narrative representing the body of the proposal should cover the following: a) significance of timeliness of the topic; b) historical, theoretical, and/or conceptual framework; c) method of inquiry; d) analytical method; and e) intended audience.

No reference to authors or their institutions should appear in the body of the proposal.

SAIR will notify primary presenters in late July about the status of their proposals.

Equipment: Each session room will have a computer projector and a screen. Please submit all requests and justifications for other equipment during the proposal process. SAIR will make every effort to accommodate reasonable requests. For additional information, please contact Program Chair Denise Gardner (gardnerd@uga.edu).

Please note that all participants are expected to pay conference registration fees, and those submitting proposals acknowledge their intent to register by submitting a proposal. Honoraria are not paid to presenters, although reasonable expenses are reimbursed for pre-conference workshop materials.

ADDITIONAL OPPORTUNITIES FOR PARTICIPATION IN THE 2011 SAIR CONFERENCE

If you would like to serve as a session facilitator, please indicate so when registering for the conference. Facilitators introduce the session and presenters, distribute evaluation materials, and ensure that the session begins and ends on time.



Calling all shutterbugs! We need a volunteer to be the official conference photographer. Please contact Denise at gardnerd@uga.edu if you're interested.

Conference Exhibitor Opportunities

We are lining up our exhibitors for SAIR 2011. I would like to note that several of our past exhibitors have already committed to coming to Atlanta. These include SAS (our first PLATINUM sponsor), SCANTRON, THINK Analytics, Tk20 and others!

SAIR invites exhibitors with products and/or services pertaining to the higher education community to become involved in our annual conference. If anyone knows of an exhibitor that might be interested in participating in the 2011 SAIR conference in Atlanta, please pass along the following information.

Exhibitor benefits include: Fully dedicated exhibit area and times, various sponsorship levels to meet their company's needs, and brand awareness opportunities to showcase their products.

For additional information, exhibitors can contact SAIR Board member Nerissa Rivera by email, nerissa.rivera@duke.edu, or by phone (919) 684-6910.



Summary of Sponsorship Level Benefits



BENEFIT PLATINUM - COST \$3000

Advertisement in Conference Program - Full Page * Prime location in Exhibit Hall * Complimentary Conference Registrations - 4 * Sponsorship of Program-at-a-Glance * Sponsorship of Events * Verbal Recognition at 2 Events - Opening Session and Awards Breakfast * Acknowledgement in Program as Sponsor - PLATINUM * Hyperlink on Conference Webpage - Platinum * Email Addresses of Attendees (Pre-conference) * Presentation During Conference * Roundtable During Monday Lunch

BENEFIT GOLD - COST \$2,500

Advertisement in Conference Program - Full Page * Complimentary Conference Registration (3) * Sponsorship of Events * Verbal Recognition at Event - Opening Session * Acknowledgement in Program as GOLD Sponsor * Hyperlink on Conference Webpage Identifying Gold Sponsor * Email Addresses of Attendees * Presentation During Conference * Roundtable During Monday Lunch

BENEFIT SILVER - COST \$1,500

Advertisement in Conference Program - Half Page * Complimentary Conference Registrations (2) * Sponsorship of Events * Verbal Recognition at Event - Roundtable Lunch * Acknowledgement in Program as SILVER Sponsor * Hyperlink on Conference Webpage Identifying Silver Sponsor * Email Addresses of Attendees * Presentation during Conference

BENEFIT BRONZE - COST \$1,000

Advertisement in Conference Program - Quarter Page * Complimentary Conference Registrations (1) * Sponsorship of Events * Verbal Recognition at Event - Awards Breakfast * Acknowledgement in Program as BRONZE Sponsor * Hyperlink on Conference Webpage Identifying Bronze Sponsor * Email Addresses of Attendees

SAIR 2011 Pre-Conference Workshops

This is my second year serving as committee chair of SAIR pre-conference workshops. Personally, I have seen the feeling of accomplishment in our own SAIR “instructors” after their sessions. The joy of teaching is described so well by Christopher Duncan, Consultant, “There is no more rewarding experience in the world than the feeling you get when someone else’s life improves a little because of your help. You’ll also find that your life benefits as well.”* We all have lessons we have learned by hard work, which we can pass on. The really meaningful part of teaching is what an instructor learns from the preparation and from the audience as well. As reported in the last SAIR newsletter, about half of SAIR members attend a pre-conference workshop. I hope many of you will consider arriving early for hands-on training. Extended instruction sessions have become an exciting part of our annual conference.

I am also recruiting additional instructors! Some of the proposals which are being developed may include: Introduction to Access Report Writing (using Delaware Study of Instructional Costs), SPSS Descriptive and Inferential Statistics, Basic Skills and Best Practices for IR and Assessment Offices, Developing Graduate Student Time to Degree Studies, Assessing Expected Outcomes of Public Service and Research. **For this last topic, which could be a panel session or workshop, I am looking for SACS accredited Level VI institutions which were reaffirmed in 2009 and 2010 and addressed the standards involving institutional effectiveness in research and public service. Please email me if you have experience with these standards: 3.3.1.4 and 3.3.1.5.**

But we need more workshops proposals. Just go to the proposal submission site and select pre-conference workshop as your track. Additionally, I would appreciate any feedback on our SAIR Facebook page: www.facebook.com/Southern.Association.for.Institutional.Research. Most importantly, I hope many of you will recognize that you may indeed be a teacher and propose to share your skills. Feel free to call me at 334-844-4765 or email me at braswcm@auburn.edu to discuss ideas. The pre-conference workshops involving computer labs will be held at Atlanta Metropolitan College. Dr. Mark Cunningham, Vice President of Institutional Effectiveness at Atlanta Metropolitan, deserves special thanks for making our use of these computer labs happen.



University System of Georgia

The fun of teaching and learning is only half the fun you’ll find at the SAIR 2011 conference and Atlanta!

Cara Mia Braswell, SAIR Member-at-large

*<http://www.unleash.com/duncan/realitycheck/11092005.asp>

Call for Nominations for SAIR Awards

SAIR encourages nominations of its outstanding members for consideration for the following awards:

James Montgomery Outstanding Service Award

This award is given to an individual who has made a significant contribution to SAIR over an extended period of time. Nominees must have been a SAIR member for over five years and cannot be a member of, nor a candidate for, the Board of Directors during the year nominated. In addition, two of the following criteria must be met:

- have been a member of the Board of Directors or a chair of a conference, or a presidentially appointed committee;
- have been an officer of, or a recognized leader in, the establishment of a state or special interest group which has been associated with SAIR;
- have made a professional contribution to SAIR by being actively involved in a combination of the following: presented contributed papers at the SAIR conference; organized, offered, or acted as a primary participant in workshops at the SAIR conference or workshops sponsored by an affiliated SAIR organization or group; contributed in some other specific significant way that has advanced the professionalism of SAIR.

Distinguished Member Award

Distinguished Membership may be awarded to members or former members who have made distinguished contributions to institutional research. This award is a meaningful recognition of significant effort in the field of institutional research. The award is for the lifetime of the individual. (Persons retiring from active service in institutional research may be recognized through the award of emeritus membership rather than distinguished Membership).

A member or former member nominated for Distinguished Membership should meet the following qualifications: has been an active and contributing member of SAIR; has contributed substantially to the field of institutional research over an extended period of time, either in the practice of institutional research or in a supporting role (e.g. faculty, President); has influenced higher education policies and practices through work or research.

Special Recognition Unsung Hero Award

This award recognizes the ongoing contributions of a member to SAIR and the field of institutional research and planning in the broadest sense. This Award honors individuals whose effort and initiative might not otherwise receive public recognition. The types of effort to be considered include management assignments, innovative projects or ideas, development of new initiatives, or other ongoing service to SAIR, other than as an elected officer. [For purposes of this award, "officer" is defined as President, Secretary, or Treasurer.] Officers are excluded in order to encourage initiative in fields other than political office and to ensure that the award does not become an appreciation award for past presidents.

All members of SAIR are eligible to receive the award with the following exceptions: A person who has previously won the award. Officers of SAIR shall not be eligible for five years after leaving their last officership.

SAIR Awards Nomination Process

Send an e-mail attachment in Microsoft Word format by August 1, 2011 to Donald Cunningham at the following email address: hip@utk.edu. Please put "SAIR AWARD NOMINATION" in the subject line of the email. The attachment should include the following sections:

SAIR Award Name:

Nominator information: name, current position, company or institutional affiliation, address, phone, fax, and email.

Nominee information: name, current position, company or institutional affiliation, address, phone, fax, and email.

Has this nomination been discussed with the nominee? (Yes or No)

Provide a **brief summary** of the nominee's accomplishments in reference to the award for which they are nominated; Has this achievement been the basis of any other previously awarded SAIR Award? If yes, how does this nomination differ from previous body of work honored?

Provide a **narrative summary** of 1,000 words or less. The narrative should evaluate the nominee's accomplishments and a specific

identification of the work to be recognized; explain why the nominee is being recommended for this award with regard to the stated purposes of the award; if the nominee has received another SAIR Award within the last five years, specifically describe why this nomination is appropriate; if the nominee has received a previous SAIR Award, describe why this award nomination does not cover the basis for a previous award; analyze patents if cited; and if the nominee is not the sole author of works, specify the contribution of the nominee. Questions regarding the awards process should be directed to Donald Cunningham via e-mail, hip@utk.edu, or phone 865.974.8666.

Conference Awards

The annual conference awards - Best Fact Book, Best Mini-Fact Book, Best Electronic Fact Book, and Best IR Website will be given out during the awards breakfast at the conference in Atlanta. Fact Books and Mini-Fact Books will be collected and judged during our annual conference. Submissions and judging for the Best Electronic Fact Book and Best IR Website will take place prior to the conference.

To submit your electronic fact book or IR website for consideration, please contact Donald Cunningham, hip@utk.edu, by July 1, 2011.

We also need volunteers to judge these two categories. If you are interested in judging, please contact Donald!

Apply for a SAIR 2011 Conference Travel Grant to Atlanta!

SAIR awards three types of travel grants. Information on applying for the travel grants and the deadlines can be found at http://www.louisianau.com/sair11/sair_travel_grant.php.

SAIR Travel Grant

SAIR 2011 Conference Travel Grants will be awarded to 10 members in order to promote professional development among institutional research professionals. Awards are available to both active members and newcomers (individuals who will become new members of SAIR at the 2011 Annual Conference). Applications from individuals who have not received a travel grant from SAIR within the past two years will receive priority. All grants are awarded in the amount of \$300, plus waiver of conference registration fees (an additional \$200 value).

Bill Fendley Travel Grant

If New Orleans was your first SAIR conference, you are eligible for the Bill Fendley Travel Grant. The Fendley Grant is awarded to a deserving member in the amount of \$300 plus waiver of the conference registration fees.

Larry Jones Graduate Student Travel Grant

Established in 2005 to honor past SAIR president and executive board member Larry G. Jones, the travel grant will be awarded annually to a deserving graduate student who meets the award criteria outlined below. A total of \$500 will be awarded to the successful applicant to defray travel expenses associated with the annual SAIR conference and the conference registration fee will be waived as well.

The applicant for the Larry G. Jones Graduate Student Travel Grant must be currently enrolled as a graduate student at either the master's or PhD level at an accredited institution of higher education. Enrollment must be verified via letter from the registrar of the home institution. The applicant must also have submitted a scholarly paper which has been accepted for presentation at the annual SAIR conference.

Instructions for applying for the Larry Jones Graduate Student Travel Grant can be found at:

<http://www.sair.org/Conferences/larry-jones-travel-grant.asp>

For more information on any of these travel grants, please contact Lisa Lord at lisa@louisiana.edu.

SAIR Welcomes Newcomers with Special Events



As you know, SAIR is the premier regional IR organizational group. Tell other colleagues and associates who are not yet members. The Annual Conference has designated activities for Newcomers. A very informative day long Newcomers' Workshop will be presented and a fun-filled Reception will take place prior to the Opening Session. Encourage nonmembers to join to learn, engage, exchange and form lifelong friendships.

“Like” SAIR on Facebook

We will once again offer a SAIR Facebook page as a way to communicate conference news, along with other SAIR notices. We hope you will use this fan page to post any questions or feedback concerning the events of the Annual Conference. To “like” SAIR on Facebook, please go to:

<http://www.facebook.com/Southern.Association.for.Institutional.Research>

SAIR Financial Statement 1st Quarter of 2011

Assets as of January 1, 2011	SAIR	CMG*	PDCF**	Total
Bank balance	\$ 30,845.83	\$ -	\$ -	\$ 30,845.83
Investment balance	\$ 57,920.76	\$ 5,028.57	\$ 5,345.38	\$ 68,294.71
Total	\$ 88,766.59	\$ 5,028.57	\$ 5,345.38	\$ 99,140.54
Income during the quarter:				
New and Renewed Membership	\$ 875.00	\$ -	\$ -	\$ 875.00
Larry Jones Scholarship Donation	\$ 750.00	\$ -	\$ -	\$ 750.00
Checking Interest	\$ 6.57	\$ -	\$ -	\$ 6.57
Investment Interest	\$ 1.43	\$ 0.12	\$ 0.13	\$ 1.68
Total Income	\$ 1,633.00	\$ 0.12	\$ 0.13	\$ 1,633.25
Expenditures during the quarter:				
January 2011 Board/Planning Meeting	\$ 2,842.54	\$ -	\$ -	\$ 2,842.54
2010 Conference	\$ 3.60	\$ -	\$ -	\$ 3.60
Elavon Merchant Account Fees	\$ 340.00	\$ -	\$ -	\$ 340.00
Corporate Registration	\$ 61.25	\$ -	\$ -	\$ 61.25
Postage	\$ 5.71	\$ -	\$ -	\$ 5.71
Miscellaneous***	\$ 25.13	\$ -	\$ -	\$ 25.13
Total Expenditures	\$ 3,278.23	\$ -	\$ -	\$ 3,278.23
Total net income during period	\$ (1,645.23)	\$ 0.12	\$ 0.13	\$ (1,644.98)
Assets as of March 31, 2011				
Bank balance	\$ 29,199.17	\$ -	\$ -	\$ 29,199.17
Investment balance	\$ 57,922.18	\$ 5,028.70	\$ 5,345.51	\$ 68,296.39
Total	\$ 87,121.35	\$ 5,028.70	\$ 5,345.51	\$ 97,495.56

* CMG: Committee on Mission and Goals

**PDCF: Professional Development Contingency Fund

***Miscellaneous is an erroneous charge that was reimbursed in the next quarter

Ruth Salter
SAIR Treasurer
May 10, 2011

Upcoming Events in the SAIR Region

MdAir

Summer Drive-in
Friday, June 17, 2011
9 – noon
Howard Community College

SCAIR is currently holding elections and soliciting comments from members on proposed revisions to the SCAIR Constitution and Bylaws. More details can be found on the SCAIR website at:

<http://www.clemson.edu/oir/SCAIR/SCAIRHome.htm>.

GAIRPAQ, The Georgia Association of Institutional Research, Planning, Assessment, and Quality, a Georgia AIR affiliate group, is pleased to announce the reformation of their Executive Board with the following members:

Narendra H. Patel – **President** (Clark Atlanta University)
Katherine McGuire – **Vice President** (Agnes Scott College)
Patricia DeWitt – **Secretary** (Shorter University)
Janet H. Maddox – **Treasurer** (Oglethorpe University)
Patricia L. Gregg – **Member-At-Large** (Georgia Perimeter College)
Tiannan "Henry" Zhou – **Member-At-Large** (Life University)

The Board will meet before the end of the summer, with items for discussion to include the possibility of planning a Spring 2012 meeting. Please contact npatel@cau.edu or kmcguire@agnesscott.edu for more information and ways you can get involved.

As a cosponsor of 2011 SAIR in Atlanta, we look forward to welcoming our colleagues.



Atlanta Fun Facts

(Study Hard...There *will* be a test!)

Atlanta is host to well over 16.5 million visitors each year. (SAIR will bring approximately 450 more visitors to Atlanta or 0.00272% of the city's total visitors.)

Atlanta is the fifth city to be the capital of the state of Georgia. It was preceded by Savannah, Augusta, Louisville and Milledgeville.

The Varsity Restaurant has earned the distinction of serving the highest volume of Coca-Cola anywhere. It dispenses nearly 3 million servings of Coca-Cola annually. Incidentally, Coca-Cola is celebrating its 125th Anniversary this month. Happy Birthday!

With a passenger terminal complex equivalent in size to more than 45 football fields, Atlanta's Hartsfield-Jackson International Airport bears the proud distinction of being "the world's busiest passenger airport."

The Capitol Dome is layered in 43 ounces of pure gold that was mined in Dahlonega, Georgia - the site of America's first Gold Rush. (Who knew?)

There are approximately 55 streets with the name "Peachtree" in Georgia. (You will likely get lost on one of them.)

Atlanta has 130 retail centers and 54 public parks, and the city is home to the fourteenth largest mall in the nation - The Mall of Georgia.

Atlanta has more shopping center space per capita than any other city except Chicago.

Atlanta is home to the Peachtree Road Race, the largest 10K race in the world with approximately 55,000 runners annually.

Atlanta was briefly named Marthasville from 1843 - 1844.

Atlanta is the only city in North America destroyed by a fire as an act of war, when General Sherman burned the city on November 15, 1864. Today, the city's symbol is the Phoenix, a legendary bird of Egyptian mythology that rose from its own ashes with renewed strength and beauty. (It's also the symbol of the Atlanta Police Department and if you jaywalk in downtown Atlanta, you'll get to see that symbol on Atlanta's Finest up close and personal. They really do care about your safety so you'll see them everywhere!)

Atlanta is home to the Martin Luther King Jr. National Historic Site, the largest museum in the world solely dedicated to a famous civil rights leader.

Atlanta is so looking forward to welcoming you to SAIR 2011 "the IR app: Analytics Connecting Information to Decisions"

