

78TH ANNUAL CONFERENCE TOUR JUNE 11, 2015

January 1, 2015

Dear Credit Professionals:

The 78th Credit Professionals International Conference Committee is delighted to share a little bit of Atlanta with you as we take a deluxe bus trip downtown to tour the World of Coca-Cola, and then enjoy lunch at the world-famous Varsity restaurant on Thursday, June 11, 2015. We are looking forward to seeing you in Atlanta!

The World of Coca-Cola is celebrating its eighth anniversary at Pemberton Place. Located in downtown Atlanta across from Centennial Olympic Park, the World of Coca-Cola celebrates the fascinating history and global scale of The Coca-Cola Company. For those who have never been or who have not visited in a while, now is the time to go. There are [7 great reasons](#) to visit the World of Coca-Cola, but we will mention only a few.



1. Howard Finster: Visions of Coca-Cola

In May 2014, the World of Coca-Cola unveiled a new exhibit in the Pop Culture Gallery featuring the unique work of artist Howard Finster. A self-taught artist and Baptist minister from Georgia, Finster is considered one of the most important folk artists of the 20th Century.

2. Mobile App

The [new World of Coca-Cola Explorer mobile app](#) allows guests to experience the attraction like never before. Designed specifically to be used at the World of Coca-Cola, the app uses Bluetooth location-sensing technology to act like a personal VIP tour guide and deliver additional fascinating facts about Coca-Cola to visitors as they move about the attraction

3. Taste It! Beverage Lounge

The Taste It! beverage lounge, our No. 1-rated experience, allows guests to take their taste buds on a trip around the world. Visitors can sample over 100 beverages the Coca-Cola Company offers across the globe, including the [buzz-worthy Beverly](#). Introduced in Italy in 1969, Beverly is a nonalcoholic aperitif that is meant to be consumed before meals.

4. Vault of the Secret Formula

Visitors to the attraction can now get closer to the secret formula than ever before! In the Vault of the Secret Formula exhibit, guests learn about The Coca-Cola Company's most closely guarded trade secret through an immersive multimedia experience that celebrates the rich history, mythology and intrigue surrounding the secret formula.

The Varsity is the world's Largest Drive-in Restaurant, and has been serving customers in Atlanta since 1928. People from all over the world come to experience The Varsity because there is nothing like it anywhere! We invite you to explore, learn about our history and be ready for "What'll you have?"



The original [Varsity](#) was opened in 1928 on a 70' X 120' lot with a white picket fence by a man named Frank Gordy; a man with a \$2000 nest egg and "million dollar taste buds." Through his dedication to freshness, superior quality, advanced technology and serving the best food fast, he gained a reputation that is known worldwide. The Varsity has hosted well known people from the entertainment industry, the sports industry, the Governor's mansion, the White House, as well as visitors from all over the globe. Through Frank Gordy's determination, the original Varsity has grown into a two-story "Lunching Pad" and there are now 8 sister locations. The Varsity has become an Atlanta institution known and loved by all.

1. Its the World's Largest Drive-In

Our Downtown Atlanta location is on more than two acres and can accommodate 600 cars and over 800 people inside. On days when the Georgia Tech Yellowjackets are playing a home game, over 30,000 people visit The Varsity.

2. Legendary Volume

Two miles of hot dogs, a ton of onions, 2500 pounds of potatoes, 5000 fried pies and 300 gallons of chili are made from scratch daily. In addition, over 5,000 pies, peach and apple, are also made daily. Ice cream and homemade fried pies are the only way to top off a meal.

3. Car Hops!

Identifying cars by number has always been an integral part of the Varsity Drive-In system. "Curb men" would sing and dance their way to fame. The most famous of our car hops was a man named Flossy Mae, who sang the menu to customers for over 50 years. Well known TV and Movie star Nipsy Russell also got his start at The Varsity as car hop #46.

