



International Cake Exploration Soci t 
Midyear Meeting

Charlotte, North Carolina
March 11 – 14, 2010

Nothing could be finer than to be in Charlotte, North Carolina!

On behalf of the 2011 Carolina Convention and Show Committee, we would like to invite you to attend the International Cake Exploration Soci t  Midyear Meeting in the “Queen City” of Charlotte, North Carolina. The Charlotte region is the hub of 16 counties that lie in the Southern Piedmont of North and South Carolina, thus we are the “Carolina” Convention and Show. Charlotte isn’t just the largest city on the Eastern seaboard between Washington, DC and Atlanta. It is the most accessible city between Washington, DC and Dallas, TX. It connects the Carolinas with more daily flights per capita than any airport in the nation! Charlotte/Douglas International Airport (CLT) offers convenient non-stop flights to 28 international destinations as well as domestic flights via at least 8 domestic airlines. It also serves as a national hub for US Airways. More than 55% of this country’s population is within a 2 hour flight of Charlotte. If you are driving, Charlotte offers drivers convenient access by way of its highly efficient and growing interstate highway system. I-77 and I-85 connect Charlotte to cities in the Northeast, Southwest and Midwest. Convenient I-40, less than one hour north, provides an important east/west link with coast-to-coast access. Amtrak provides rail service to the *North* and *South* lines that access most of the United States. There are also connections to the *East* and *West* lines and many other major city connections you can find at www.amtrak.com. Getting to Charlotte is easy from anywhere in the country or the world, garnering the “Queen City” another nickname as the “International Gateway to the South”.

Once you arrive you will find yourself in Uptown Charlotte, where the action is! Looking vertically, you can’t miss the construction cranes that soar into the sky, a sure sign that the city is growing. Look for the new NASCAR Hall of Fame, two new museums, and many new office and residential living buildings. Take a tour by horse and buggy, hop on the Gold Rush Trolley for a free ride, or take a ride on the Lynx Line rail system to points south. And don’t forget a walking tour. Spring in the Carolinas is like no other!

Our convention center is located directly across the street from the Westin Hotel. Just across the street from the convention center is a wonderful area called The Green with a six foot tall fish fountain and other whimsical statues, as well as casual eating establishments and a library (which will be evident by the sign posts). It is a must visit area with great *exploration* opportunities and surprises.

Another pride of Charlotte is the Johnson & Wales University campus, a prestigious culinary school. This will be our *Saturday evening activity*. Our “Spring in the South” event will include a 45 minute reception with delicious hors d’oeuvres and non-alcoholic drinks as well as a 45 minute presentation by Chef Peter Reinhart, a nationally known master breadbaker and James Beard award winner. Chef Reinhart will also be available for a book signing during the reception. You may bring books by him that you already have or there will be books for sale, including his to-be-published fall release! Transportation from the Westin/Convention Center to the school and back will be provided. We will return around 7:30pm. If you still feel hungry for a little more “Charlotte”, this would be a great time to explore a local eatery.

We hope you will come and join us in Charlotte, because ***nothing could be finer than to be in Carolina*** in the spring!

Francie Snodgrass and Kathy Scott, Show Directors
The 2011 Carolina ICES Convention and Show Committee