International Outreach Continues

The Department of Radiology and Imaging Sciences continues to create and foster international and local outreach programs. Within the department there are many faculty members exchanging information and education programs with other countries while improving the availability of health care. A great example of the department’s international outreach is the newly established partnership with the Addis Ababa University and the Radiology Department at Black Lion Hospital in Ethiopia.

After the successful March 2011 trip to Ethiopia by Drs. Pat Hudgins and Ali Tahvildari, Emory Radiology entered a joint venture with the Addis Ababa University and Black Lion Hospital. The goals of this partnership are: longitudinal exchange of knowledge (with bidirectional resident exchange); capacity building for Black Lion’s residency training program, including formation of subspecialty fellowships and web-based learning; and collaboration for research. To achieve these goals, the department hopes to have annual and eventually biannual trips to Black Lion.

Currently, the next trip is planned for March 2012 when Drs. Aarti Sekhar and Pat Hudgins, a Radiology resident (application process underway) and possibly a technologist will be traveling to Addis. Emory’s Department of Medicine will be sending a team in March as well, both departments will be working closely together. In addition to lecturing and teaching at the viewbox, the most immediate need is to develop sub-specialization training, with Neuroradiology being the first fellowship.

Finally, through the support of medical school Dean Thomas Lawley, and organizational efforts led by Infectious Disease specialists Dr. Henry Blumberg and Dr. Carlos Del Rio, the School of Medicine has formally committed funding to assist with global health efforts. Starting in July 2012, residents from all specialties within the hospital will be able to apply to the “Global Health Residency Scholars Program”. This program will involve a year-long multi-disciplinary curriculum in global health and will provide funding for approximately 10-15 residents and several faculty members to do global health work each year. The program will initially have Ethiopia as its primary site in order to ensure continuity and develop synergy among departmental activities.

There is a lot of work to be done, but we are optimistic about our collaboration with our Ethiopian colleagues and those in other departments at Emory. Thank you to Dr. Meltzer and the Radiology Department for supporting our efforts and goals.

-Aarti Sekhar, MD Assistant Professor
-Pat Hudgins, MD FACR Professor of Radiology and Imaging Sciences

Medical Imaging Program Helping Hands

The national honor society for Medical Imaging, the Lambda Nu Honor Society, has an active chapter at Emory. The students in the society excel academically but also participate in a variety of volunteer programs while in the Medical Imaging Program.

This year’s class participated in Habitat for Humanity in Forsyth county, prepared medical supplies to be shipped around the world through Med Share, and wrote letters to our servicemen and women. As chapter director, Barbara Peck, encourages the students to select activities near to their heart, which explains the variety of projects that have been done since the chapter was chartered in September of 2007.

The chapter has participated in numerous projects such as: preparing food for Project Open Hand, building a KaBoom playground in Atlanta and feeding the homeless.

-Barbara J. Peck MBA RT(R)(QM) Assistant Program Director

In this Issue:
- Letter from the Chair 2
- Message from the Vice Chair for Research 2
- Awards & Recognition 3
- Emory Radiology on Tour 3
- Grant Awards 3
- Rising Residents 4
- Striving for Excellence 4
- In the Know 5
- Getting to Know You 6
- Engage in Education 6
- Get Involved 7
- New Faces & Appointments 8
Dear Colleagues,

With Thanksgiving behind us, many of our faculty and staff members attended the annual RSNA. The largest medical meeting in the world, its sheer size and overwhelming scope can be both exhilarating and exhausting. Once again our faculty, staff, and trainees lay claim to nearly 50 courses, oral and poster presentations, and invited talks. The annual Emory Alumni Reception was a chance to re-unite with friends and colleagues who passed through our institution in a prior phase of their lives.

I would like to bring to your attention another Fall conference that, while dwarfed by the RSNA and rarely followed by radiologists, has greater potential to shape the future of health care reform in our environment. The Association of American Medical Colleges (AAMC) is the primary voice in Washington for academic medical centers and their educational, research, and service and workforce requirements and goals. Our Emory University School of Medicine Dean Tom Lawley served as Chair of the Board this past year and represented us exceedingly well. He spoke of “Holding up the Sky;” in tough economic times as others have had to do in the past. Radiology’s voice in organized medicine is vital, now more than ever, and the AAMC is an important place to be heard.

While there are more holidays and gatherings ahead later this month to look forward to, the final trimmings are being placed on a major departmental initiative scheduled to roll out just after the start of the New Year. The Radiology Service Excellence Institute (SEI) will touch each and every one in the department, and will impact all of the patients we serve.

Through interactive training, the SEI will guide us in defining distinct quality standards by which we will interact with each other and our patients to further our tripartite mission and place patient and family-centered care front and center. I look forward to joining you in this important and elevating program in 2012.

Happy holidays to all!

Best to all,

Carolyn C. Meltzer, MD, FACP
Chair of Radiology and Imaging Sciences

---

MESSAGE FROM THE VICE CHAIR FOR RESEARCH

Did this cause that?

It is a natural tendency for the human mind to ascribe cause and effect to events in everyday situations. Throughout human evolution the benefits were great and ascribing cause and effect when none existed had relatively minor repercussions. However, particularly in medicine, this may no longer be the case. Prescribing a treatment with the thought that it will cause a beneficial effect can be hazardous if the thought was based on a correlation that arose from a random coincidence.

Hormone replacement therapy (HRT) was very popular in the late 1990’s for treating symptoms (eg, hot flashes) in post-menopausal women. In addition, there were many epidemiological studies that showed women who were taking HRT had a lower-than-average incidence of coronary heart disease. Many doctors began to think that HRT had a protective effect, which led to prescribing more HRT. Step back and think about this. Does the correlation necessarily mean that HRT has a protective effect? Maybe women at risk for heart disease do not have menopausal symptoms and therefore would not take HRT. Maybe there is a third agent that would cause women to take HRT and simultaneously lower their incidence of heart disease. These are plausible explanations for the correlation seen in the epidemiological studies that don’t require HRT to reduce heart disease.

In 2002, a prospective study was published that showed HRT therapy increased the rate of coronary heart disease! How can this be? There were numerous (well done) studies that showed a correlation between HRT and reduced cardiac risk. Aren’t these findings contradictory? No. Correlation is necessary for demonstrating cause and effect but not sufficient. In this case, there was a third factor that caused women to start HRT and reduce their incidence of heart disease – wealth. Affluent women were more likely to receive HRT but they also had better medical care, which overcame the detrimental effects.

The only (and I emphasize only) way to absolutely determine cause and effect is to perform a prospective experiment where the treatment (HRT in the above example) is randomly assigned and the dependent variable (risk of heart disease) is separately evaluated. Keep this in mind when reading scientific articles or listening to a news broadcast. For example, I was recently teased into listening to the news after hearing the medical reporter boldly ask, “Does your neighborhood cause schizophrenia?” I seriously doubt that people were randomly assigned to live in different neighborhoods and then later evaluated for the presence of schizophrenia. Most likely, implying a neighborhood causes schizophrenia is an unfounded conclusion.

Be aware of the innate bias that we all have to ascribe cause and effect. Knowing this, raise a critical ear the next time you hear a fantastic claim. When in doubt, apply the acid test of considering if the claim could have come from a prospective experiment. Here is your homework: Studies have shown that the most successful companies have the most actively engaged employees. Does this mean that actively engaged employees make a company successful?

Spread scientific literacy!

-John Votaw, PhD, Vice Chair for Research
The 16th Annual Scientific Session in Denver, Colorado, hosted by the American Society of Nuclear Cardiology on September 8, 2011, featured the Tenth Annual Mario Verani Lecture delivered by Ernest Garcia, PhD, FASNC. His presentation, titled "Quantitative Nuclear Cardiology: Ibi Fere Sumus," reviewed the latest scientific, technical, and clinical advancements in quantitation. Garcia’s message to attendees -ibi fere sumus -translates to “we’re almost there”, an encouraging assessment about strides made in this area. In his lecture, Dr. Garcia reviewed progress in diagnostic software tools, contrast resolution, cardiac ultra-fast acquisition cameras, and image reconstruction techniques while mapping out areas of further development for the field. The lecture highlighted socioeconomic challenges that will need to be addressed by the field, such as radiation exposure concerns and pressures to reduce health care costs, but pointed to demonstration of quality and value as key factors in addressing these challenges.

Bruce Barron, MD
Associate Professor of Radiology
RSNA Professionalism Committee

According to the RSNA, the committee is responsible for staying current with the American Board of Medical Specialties/Council of Medical Specialty Societies/Accreditation Council for Graduate Medical Education requirements for competency in professionalism. The committee periodically reviews RSNA educational activities and resources. They will determine if RSNA strengthen radiologists’ understanding of and ability to carry out their responsibilities as professionals.

Joannis Sechopoulos, PhD
Assistant Professor
Radiology and Imaging Sciences

American Association of Physicians in Medicine

Dr. Sechopoulos has been appointed to the Editorial Board of the journal Medical Physics, published by the American Association of Physicians in Medicine. During his three-year term beginning on January 1, 2012, Dr. Sechopoulos will serve as Associate Editor. He will review manuscripts submitted to the journal, participate in editorial board decisions and provide advice on disputed or appealed manuscript decisions.

Southeastern Neuroradiological Society

Caput Astrum Award

The Annual Meeting of the Southeastern Neuroradiological Society was held October 20-22, 2011 at The Breakers in Palm Beach, FL. Emory Radiology was highly represented at this year’s conference. One of the popular sessions at the meeting is the “Stump the SENRS Stars” session, which is an educational and informative session. This session challenges the expertise of teams of Neuroradiologists competing for the annual “Caput Astrum Award”. Drs. Mark Mullins, Jack Fountain, Chad Holder and Arun Krishnan participated on the award winning team that won the “Caput Astrum Award.”

Dr. Ashley Aiken was the invited speaker for The State of the Art Annual Lecture. She presented “Acute Comprehensive Stroke Imaging.”

Emory Radiology ON TOUR

As leaders in the radiology community, our Emory faculty are often invited to share their knowledge in various forums nationally and internationally. It is important to recognize those members who take time, in addition to their clinical, research and teaching duties, to encourage the advancement of the field of radiology through education.

10th Annual Mario Verani Lecture

Ernest Garcia, PhD, FASNC

The week of September 8, 2011 the American Society of Nuclear Cardiology hosted the 16th Annual Scientific Session in Denver, Colorado. Dr. Ernie Garcia delivered the Tenth Annual Mario Verani Lecture on September 9, 2011. His presentation titled “Quantitative Nuclear Cardiology: Ibi Fere Sumus” reviewed the latest scientific, technical and clinical advancements in quantitation. Dr. Garcia’s message to attendees -ibi fere sumus -translates to “we're almost there”, an encouraging assessment about strides made in this area. In his lecture, Dr. Garcia reviewed progress in diagnostic software tools, contrast resolution, cardiac ultra-fast acquisition cameras, and image reconstruction techniques while mapping out areas of further development for the field. These include software automation, quantification of myocardial thickening, decision support systems, and cardiovascular molecular imaging. He cited socioeconomic challenges that will need to be addressed by the field, such as radiation exposure concerns and pressures to reduce health care costs, but pointed to demonstration of quality and value as key factors in addressing these challenges.
Newly Appointed Chief Residents

Each year, new Chief Residents for our Diagnostic Radiology Residency are selected by a vote of the faculty and residents. Although there are no specific criteria, prior participation in residency program activities and leadership qualities are typical attributes. Once selected as Chief Residents, these individuals take on numerous duties that include coordinating various resident activities. Other responsibilities are the call schedule and the rotation schedule, plus serving as a liaison between the faculty and residents on a variety of issues. Success as a Chief Resident requires the ability to balance being a peer to and a supervisor of the residents. In addition, these Chief Residents are members of the residency and the Resident Selection Committees.

Over the last year, Chief Residents Keith Herr, MD, Michael Lubarsky, MD, and Ali Tahvildari, MD, contributed a great deal to the success of our program. They helped innumerable residents and faculty, including me, in countless ways. As they move toward the end of their residency here at Emory, three new Chief Residents have been selected to lead our program: Todd Cramer, MD, Lillian Ivansco, MD, and Andrew Lemmon, MD. On behalf of Deborah Baumgarten, MD, MPH, Bruce Baumgartner, MD, Ashley Aiken, MD and Chris Ho, MD I want to say thank you and congratulations to all of them.

- Mark Mullins, MD, PhD
  Vice Chair of Education
  Director of Radiology Residency Program

Striving For Excellence

Anticipating Our Customer’s Needs

Providing great customer service is a part of everyone’s job but anticipating the customer’s needs has now become the expectation. We need to deliver the VIP treatment to each customer every time. We want this type of behavior embedded in our department’s culture and commonplace with our staff. To anticipate our customer’s needs we should deliver on what they need before they ask. For example, you notice people are feeling cold in the waiting room so you adjust the temperature before someone comments that they are chilly. You may see a customer who has been waiting for a long time so you mention the hospitals amenities (i.e., Wi-Fi, café, snack machines). The most effective organizations learn from their experiences. They expect their staff to think about their day-to-day transactions and have team meetings where staff members can highlight typical customer service situations. The challenge in customer service is achieving 100% all the time.

How To Anticipate Needs:
1. Truly listen to your customers. They will let you know what they want and how you can provide good service.
2. Take the time to identify their needs by asking questions and concentrate on what they are saying.
   a. Listen for words, tone of voice, body language and more importantly address how they feel.
   b. Put yourself in the patient’s shoes.
   c. Make the patient feel important by using his/her name.
   d. Take every opportunity to thank the patient.
   e. Take every opportunity to help the patient understand how our system works. Make sure they are not confused or angry.
3. Provide your undivided attention.
4. If an unusual need or issue becomes recurring, make sure you communicate the solution to all future patients when necessary. Create WOW moments!
   a. Be observant. Look for possible problems and provide solutions before a problem happens.
   b. Put yourself in between any problem and the patient.

Hard work and effort are needed to provide high levels of customer service for every single customer transaction (raising the bar). When standard policies and procedures are set, companies are able to offer clients higher levels of customer service. Being flexible is a key component and staff members must be provided with information and guidance. When decisions are made they should be recorded, discussed and reviewed with all staff members. Expectations can be exceeded if staff members are empowered to think for themselves based on the guidance and training provided. They should be equipped with the skills to interact with customers and apply their knowledge to situations. What may be new ground to a customer can be routine for the staff member. I encourage each of you to use your prior knowledge to improve the patient experience.

- Marcus Foster
  Sr. Manager, Revenue Cycle
IN THE KNOW

Quality Corner
Computed Radiography/Digital Radiography Committee (CR/DR)

To uphold the promise to our patients of providing impeccable clinical outcomes, the CR/DR Committee was formed in early 2011 to ensure that we are working toward our goal of providing the highest quality general diagnostic images. The committee began with eight representatives from EHC management, staff, physicians and educators and has quickly grown to 17 members. The collaboration between the members of the committee has been impressive.

The committee has been working on the following initiatives:

- Standardization of all CR/DR equipment across the enterprise to ensure uniformity for Radiologists interpreting images from different locations. There has been a wide range of techniques, equipment settings, and positioning being used across the department. The committee is making great progress in this area and looks to continue improving.

- Standardization of QA/QC processes being used across all locations within the department.

- Implementation of imaging repeat/reject analysis at all locations in order to identify opportunities for improvement through additional training and education.

- The Medical Imaging Program has begun a series of educational seminars for all technologists to ensure the latest techniques and the fundamentals of techniques and positioning are continually improved.

- The committee has teamed with IAS to implement the Radiologist Feedback tool in Radnet so radiologists can give feedback on images submitted. Both positive feedback and opportunities for improvement will then be shared with the technologists.

- Three technologists were sent to the Fuji CR Champion class in Connecticut to learn how to better utilize functions available to us with existing equipment.

- The Committee will provide feedback on new equipment purchases as we look for opportunities to adopt new or improved technologies to support our departmental mission.

We owe our patients, their families and their physicians the highest quality images possible. The members of the CR/DR Committee have demonstrated a commitment to improving the quality of imaging we are providing. We all would expect this for our family members and loved ones. There have been great strides with this young committee and we are excited for more great things to come!

Jason Parks, R.T. (R)
Radiology Manager, EUHM

 Updates from Imaging Applications Support (IAS)
Mammography Technologist and Nuclear Med Technologist go Live on GE PACS!

Now that the last two sections are live, all Technologist on all modalities are sending to GE PACS. This is a great win for the ordering providers as they can see all modalities on their patients on CVDT (GE Centricity on the VDT). Congratulations on the last two sections for a successful conversion.

Clinical workstations are deployed throughout the enterprise to allow high usage end-users to have a stand alone workstation in their areas. These workstations are in the both Emergency Departments, both Pulmonology clinic sections, and in the ICUs; 2D, 2G, 5G, 6G.

Technologists no longer have to send to both Siemens and GE PACS, which will decrease their workload. Siemens Magicweb will still be available until the data migration of the images is complete. Data migration continues to move images with an upgraded process that will be tested in December.

Procedure Critique

Procedure Critique is the RadNet program that allows Radiologists to provide feedback to the supervisors about image quality. This program is accessed through the Radiologist’s desktop. The program will start with a pilot with the diagnostic group. Policies and procedures are currently being written about usage of this tool and communications will be sent out prior to go-live, which is expected on December 15th.

Feel free to contact me for more information about this message.

- Karen Boles, Manager, Clinical Applications
The Medical Physics and Quantitative Imaging Laboratory is focused on development, characterization and optimization of novel technologies for diagnostic imaging. Our lab is distinguished by maintaining a close relationship with the clinic, so as to address problems currently faced by physicians, and therefore improving the way diagnostic imaging is performed in the short and medium term.

Our work spans a range of clinical applications, including chest imaging for detection of cardiovascular pathologies to breast imaging for detection, diagnosis and treatment of breast cancer. For this range of applications our work includes the development of new imaging hardware, such as ultrasound- or seismocardiography-gated cardiac CT imaging, new image acquisition techniques, such as x-ray phase CT imaging, and new mathematical algorithms and their implementation, such as spectral breast tomosynthesis and dedicated breast CT reconstruction. We are also developing novel, proprietary techniques to reduce mislabeling errors that are seen quite often in imaging studies. In addition, our work includes radiation dosimetry characterization of imaging methods under development, optimization of image acquisition conditions to maximize image quality and radiation dose efficiency, and CT scan protocol optimization.

Dr. Xiangyang Tang, Associate Professor of Radiology, joined the lab in early 2009 after spending almost eight years as a senior scientist at the Applied Science Lab of GE Healthcare. His group is currently focused on the development and implementation of x-ray phase CT imaging, a novel imaging method that aims to harness the orders of magnitude higher contrast-to-noise ratio provided by x-ray’s phase information compared to standard x-ray imaging. This work involves the development of x-ray optical hardware and new image reconstruction and processing algorithms. Dr. Tang and his group are also exploring image reconstruction solutions for cardiovascular imaging at ultra-high spatial resolution using state-of-the-art diagnostic CT scanners.

Dr. Srini Tridandapani, Assistant Professor of Radiology, focuses on cardiac imaging, for which he is developing novel methods to perform gated cardiac CT, in which ultrasound or seismocardiographic signals are used to synchronize the CT projection acquisitions with the heart’s movements. To achieve this, Dr. Tridandapani, currently funded by the NIH/NIBIB through a K23 grant, is working on new hardware and real-time signal processing algorithms to automatically interpret the information provided by an ultrasound probe or a linear accelerometer and use it to control CT image acquisition.

Finally, Dr. Ioannis Sechopoulos, Assistant Professor of Radiology, Hematology and Medical Oncology, works mainly on the development of new tomographic methods for early detection, diagnosis, and therapy response monitoring of breast cancer. For this, Dr. Sechopoulos and his group are working on developing new image processing and reconstruction algorithms for breast tomosynthesis and dedicated breast CT, for which he has funding from the National Science Foundation (NSF) and from the Atlanta Clinical and Translational Science Institute (ACTSI).

Dr. Sechopoulos also works closely with Dr. D’Orsi and the other physicians of the Emory Breast Imaging Center on characterization of the clinical performance of these two and other novel breast imaging technologies. He is recognized as an expert in breast radiation dosimetry, a field in which he has won two national awards from scientific societies.

Other members of the lab include Yi Yang, Ph.D., Shaojie Tang, Ph.D., Steve Si Jia Feng, B.S., Lakshminarayan Ravichandran, Ph.D., Senthil Ramamurthy, M.S.E.E., Carson Wick, M.S.E.E., and Jessica Paulishen, B.A., Research Project Coordinator.

* Ioannis Sechopoulos, PhD, Assistant Professor of Radiology and Imaging Sciences

For the past few months, eight Georgia Tech students have been working on a collaborative project between the Emergency and Radiology departments at EUH. These students are undergraduate Industrial Engineers in their senior year working on their capstone project for Georgia Tech. The project focused on patient flow between the Emergency and Radiology department. The students spent over 100 hours directly observing processes and staff in both departments. They enjoyed observing and interacting with the staff that were all very helpful during the project. The students presented their findings to Radiology Leadership at EUH on Monday, December 5th. Dr. Applegate and the Department of Radiology and Imaging Sciences would like to extend a thank you to the students for all of their hard work.

-Laura Sims
Graduate Research Assistant
Emory Healthcare
GET INVOLVED

Service Excellence Institute

In this new era of health care, we are expected to deliver service at a level similar to that established by the hospitality industry. Service excellence is our goal, not just to provide customer service, but also, in the spirit of being a destination department, to become trained experts in providing patients and colleagues with excellent service. In order to provide service excellence, the department will provide us with training through an extensive program called the Service Excellence Institute (SEI). SEI will be a required curriculum for each member of the Department of Radiology and Imaging Sciences.

The first session of SEI will take place this January with a full-day session. There are several options over a three-week period for you to choose the date that will work best for your schedule.

How to Sign-up for SEI sessions

To enroll for the upcoming full-day sessions, follow the steps below:

1. go to: http://elmprod.emory.edu
2. Login to ELMS using your PeopleSoft user ID and password.
3. Select Search Catalog
4. Enter “Service Excellence”
5. Review the dates and time of sessions for “Service Excellence Institute”. Enroll in the session of your choice.

Action Items

• Sign-up for your SEI session:
• Most session will range from 7:30 am – 4:30 pm (Breakfast from 7:30 – 8:00 am) Lunch will be provided.
• Visit SEI web page additional information

A New Look for Nuclear Medicine

RxArt is thrilled to be working with the Department of Radiology and Imaging Sciences to install fourteen photographs by James Welling in the Nuclear Medicine and Molecular Imaging waiting area. We are almost finished. We would like to raise an additional $2,000 to complete the project; this contribution will support the final stretch. By giving a small donation you will bring us a step closer to transforming the Nuclear Medicine waiting area with Welling’s vibrant photographs, which will create an uplifting environment for patients, families and hospital staff.

Between December 1st – 31st, 2011 donors who give:

• $25 will receive an artist-signed copy of RxArt’s newest and most expansive coloring book to date, Between the Lines, Vol. 3, featuring drawings by 60 of today’s most sought-after contemporary artists.
• $100 will receive an autographed Terry Richardson puzzle in addition to a signed coloring book.
• $250 or more, donors will receive a signed gelatin silver print of New York taken by Life Magazine photographer, John Muller, between 1938 and 1945.

RxArt is a registered 501(c)(3) organization. If you would like your donation to be considered fully tax-deductible, please specify “Contribution Only” in the “Message” section of the “Donate” page.

The smallest donation counts. Please visit the following link to make your donation: http://rxart.net/donate

For times & locations visit the website: www.radiology.emory.edu
**NEW FACES & APPOINTMENTS**

**Mandi Blochberger, MBA**
Senior Research Project Coordinator - CSI

Mandi joins the team at the Emory Center for Systems Imaging (CSI) with three years pre and post award grant experience. She was a project coordinator for the University of Georgia where she managed two separate grants. Mandi also received her Masters of Science from University of Georgia.

**Season Lewis**
Senior HR Associate – EUH

In recognition of Season’s continued development and growth of responsibility she has been promoted to Senior Human Resources Associate. Season has been with the department for four years, supporting and facilitating human resources initiatives and strategies. She is a member of the 2011-2012 Emory Student Employment Advisory Board and a member of the Society of Human Resource Management.

**HR Tip**

**Your 2012 Benefits Confirmation Statement!**

Emory University Faculty and Staff will receive a benefits confirmation statement at their home address in early December. Please review the statement to ensure it is accurate. If you would like to make a correction, adjustment or complete your Tobacco Surcharge and/or Spouse/SSDP Medical Charge for your 2012 elections, this is your last opportunity. Please write the correction and date on the form, sign and return to the Benefits Department by December 29th.

- Season A. Lewis  
  Senior Human Resources Associate

---

**Emory University**
Department of Radiology and Imaging Sciences

Carolyn Cidis Melizer, MD, FACR,  
William P. Timmie Professor & Chair  
Associate Dean for Research

Cordially invites you and your spouse/guest to attend the Annual

**Holiday Celebration**  
Friday, December 9, 2011  
7:30-11:00 p.m.

**World of Coca-Cola**

121 Baker Street NW  
Atlanta, GA 30313

Complimentary parking is available in the Coke Parking Garage located at 178 Ivan Allen Jr. Blvd Atlanta, GA 30313

---

**Look** for a new issue of the **Rad Report** the first full week of January.