

The National Conference Center Presents New White Paper: "The Science of Food for Thought: Enhancing Meetings Through Food"

(Leesburg, VA) – April 2010 – Eric Whitson, Director of Sales & Marketing at [The National Conference Center](#) (NCC) announced the release of a declarative white paper that pairs an organizational psychologist and an award-winning Executive Chef.

The white paper, titled, "*The Science of Food for Thought*": *Enhancing Meetings Through Food*" is the first issue of a quarterly white paper series by The National Conference Center. The white paper elaborates on how to have the most productive meetings – with food.

Research and experiments by Andrea Sullivan, M.A. of [BrainStrength Systems](#) and Executive Chef Craig Mason expose the truth of sugar in the afternoon, keys to choosing the ideal meeting lunch, and the value of consuming locally grown food. Sullivan and Mason effectively explain how food and timing can improve meeting performance, memory cognition and mood.

The paper was produced to provide detailed information for meetings planners who are looking to incorporate a brain-friendly approach to food that may lead to more productive and effective meetings.

The Science of Food for Thought: Enhancing Meetings Through Food is available free of charge at: <http://bit.ly/h6w0ZH>.

More about The National Conference Center

Just 12 miles from Dulles International Airport and 45 minutes from Washington, DC, The National Conference Center, operated by ARAMARK Conference Centers, features a secure, distraction-free setting with self-contained buildings surrounded by 100 scenic acres in Leesburg, Virginia. One of the largest conference centers in the United States, the entire facility was purpose designed to accommodate larger meetings and conferences that concentrate on training.

Each of the 250 meeting rooms – representing 265,000 square feet of flexible meeting space -- features high-speed Internet access, individual climate control, advanced conference technology, and sophisticated presentation technology with on-site audio/visual and IT support. The 917-room facility (including 78 suites) can accommodate meetings and events up to 1,800 people. Dining options include the popular Black Olive Sports Bar, and the 800-seat dining facility which features a wide variety of healthful buffet selections as well as specialty selections. Recreational

options include a fully equipped fitness center along with volleyball, basketball, racquetball, tennis, and more. A fully staffed Business Center is conveniently located to provide administrative support service throughout the course of each meeting and a professional conference support team is available. Free onsite parking is provided.

ARAMARK is a leader in professional services, providing award-winning food services, facilities management, and uniform and career apparel to health care institutions, universities and school districts, stadiums and arenas, and businesses around the world. In FORTUNE magazine's 2009 list of "World's Most Admired Companies," ARAMARK was ranked number one in its industry, consistently ranking since 1998 as one of the top three most admired companies in its industry as evaluated by peers and analysts. ARAMARK seeks to responsibly address issues that matter to its clients, customers, employees and communities by focusing on employee advocacy, environmental stewardship, health and wellness, and community involvement. Headquartered in Philadelphia, ARAMARK has approximately 260,000 employees serving clients in 22 countries. Learn more at the company's Web site, www.aramark.com.

Contact:

Eric Whitson
Director of Sales & Marketing
ewhitson@conferencecenter.com

James M. Mahon
JMM, Inc
JMMMahon@aol.com