

CLEMSON WORLD MAGAZINE

SUMMER-FALL 2012
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SUMMER-FALL 2012 Volume 66, Number 3



CLEMSONWORLD MAGAZINE

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See the University's FLICKR site at flickr.com/photos/clemsonuniversity/collections for photos from campus, vintage collections, regional events and more.

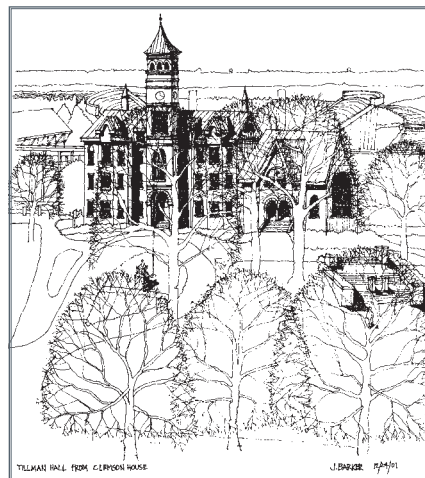
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Cover photo: Betsy Saul (see story on page 19).
Photo by Craig Mahaffey.



Celebrating America's — and Clemson's — land-grant heritage

“For more than 120 years now, Clemson has provided generations of professional expertise as our state grew from its 19th century economic base in agriculture, cotton and textiles to include, today, some of the most advanced automotive and aviation manufacturing facilities you’ll find anywhere in the world.”



Our nation celebrated an important birthday in July — the 150th anniversary of the Morrill Act, the legislation that established our nationwide system of public land-grant colleges. Along with the GI Bill, it was, in my opinion, the best idea America ever had. It opened the doors of the nation's colleges and universities to the children of farmers and working people — anyone with the brains and the determination to succeed.

It was the very opposite of an elitist idea. The result was an unprecedented, historic expansion of higher education, research and innovation, individual opportunity and economic vitality.

Clemson is a proud member of this system. This fall, we begin a yearlong celebration of Clemson's land-grant heritage.

A heritage of agriculture, engineering, research and service

Clemson people speak often of our founders Thomas and Anna Calhoun Clemson. It was their shared vision that the property and fortune she inherited be used to establish a school to teach agricultural science and the mechanical arts (engineering).

But it is also worth noting that our founding faculty member was a chemist, Mark Bernard Hardin, whose first job was not teaching but research-based public service.

Fertilizer testing began at Clemson in 1890, before the first cadet ever arrived on campus. Why? Because farmers had an urgent need to know whether the fertilizer they were buying was real or fake. Clemson faculty analyzed the materials and certified them. The sale of these fertilizer “tags” — really a fertilizer tax — was a key source of public revenue to build the college.

My point is this: Research and service in support of private sector prosperity have always been a part of Clemson's mission. In fact, they predate our instructional efforts, which soon caught up.

A statewide campus

Clemson's early curriculum focused on agriculture and engineering, along with the arts and humanities, which are important for every educated person. Mr. Clemson explicitly granted to trustees the power to change the curriculum to suit changing times and a changing economy.

For more than 120 years now, Clemson has provided generations of professional expertise as our state grew from its 19th century economic base in agriculture, cotton and textiles to include, today, some of the most advanced automotive and aviation manufacturing facilities you'll find anywhere in the world.

The entire state of South Carolina is our campus, and always has been.

Clemson's Public Service division is responsible for statewide regulatory services like fertilizer inspection and pesticide control. Livestock-poultry health staff help producers and ensure the safety of the state's meat and egg supply for consumers.

The Cooperative Extension Service still operates in every county, offering research-based information to farmers, land managers, food processors, gardeners, homeowners and families.

Research on agriculture and natural resource problems and questions takes place on campus and at five research and education centers in the Midlands, PeeDee and Lowcountry.

Strategic partnerships

About a decade ago, we began a strategic undertaking to add focused innovation campuses to these existing centers. **Clemson became a partner in the public-private effort to support and**

encourage a knowledge-based economy for South Carolina, to strengthen existing industry clusters and support their private sector job creation.

That effort began with the automotive industry, and the Clemson University International Center for Automotive Research (CU-ICAR) in Greenville is the most visible result. It is not simply a research park, however. Its foundation is in graduate education, which is exactly what

industry partners like BMW told us they needed and asked us to provide.

What CU-ICAR is doing to support the automotive cluster in the Upstate, the Clemson University Restoration Institute is doing in the Lowcountry for advanced materials, the environment, and sectors related to energy, power systems, logistics and transportation.

The Zucker Family Graduate Education Center at the Restoration Institute will help South Carolina develop the highly educated workforce demanded by the future. It will also be the home of the Clemson Center for Workforce Development, which is partnering with the state's technical colleges and K-12 schools to prepare students for the job opportunities of the 21st century. South Carolina is attracting and creating these good jobs. It is up to us, as educators, to prepare our young people to fill them.

A continuing conversation

At a celebration of the Morrill Act in Washington, D.C., this summer, Microsoft founder Bill Gates said the top U.S. universities are still, by far, “the very best in the world when it comes to research, teaching and learning. The education you provide is the key to the future students want.”

Yet he also outlined concerns about rising costs, accessibility and the appropriate role of technology in an education model that blends online and face-to-face learning — still “the best way to learn,” he said.

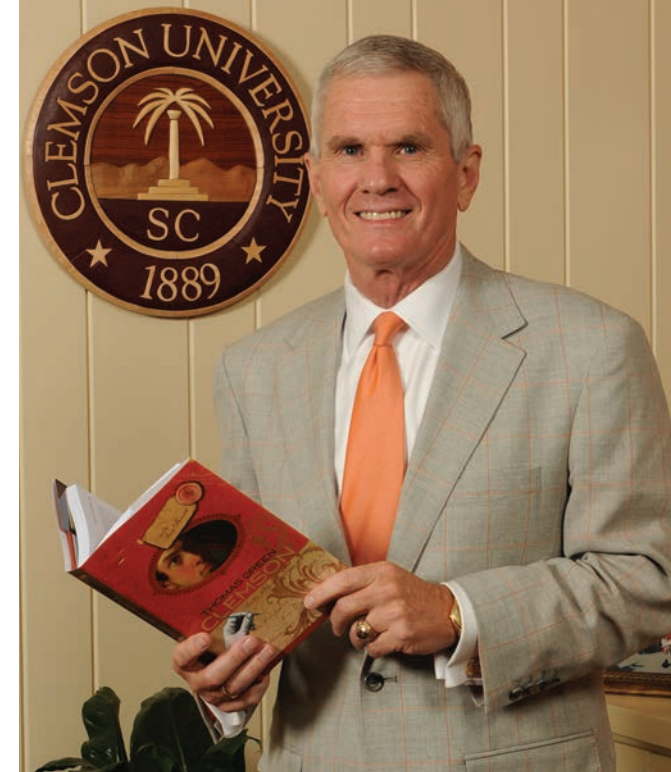
Gates advised us to make need-based student aid and innovation top priorities. We should start a conversation now about what is our higher purpose, he said.

This is a conversation Clemson has been having. It is reflected in the priorities of our Clemson 2020 plan. Now we need to carry it beyond our campus and the Clemson family.

How do we adapt the 19th century land-grant educational model to support the needs of the 21st century economy?

And, most importantly, does the public still share and support Thomas Green Clemson's vision of a public university that makes access to a quality education possible and affordable for ordinary South Carolinians?

Thank you for joining me on this important journey of thought and action. Go Tigers!



The Clemson seal shown in the picture was created by Tracey Young '90, M '91, using five different woods: purpleheart, aspen, maca, myrtle and curly yellow cypress.

James F. Barker, FAIA
President



Executive Editor
Dave Dryden

Art Director
Judy Morrison

Editor
Nancy M. Spittler
864-656-0737

Classes Editor & Advertising Director
Sallie Culbertson
864-656-7897

Contributors
Dale Cochran
Debbie Dunning
Catherine Sams
Media Relations
Creative Services

Photographers
Patrick Wright
Craig Mahaffey

University Officials

President
James F. Barker

Board of Trustees
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Zucker gift to help build graduate education center

CHARLESTON BUSINESSWOMAN and philanthropist Anita Zucker and her family have made a \$5 million Will to Lead campaign gift to help build the Zucker Family Graduate Education Center at the Clemson University Restoration Institute (CURI) on the former Navy base in North Charleston.

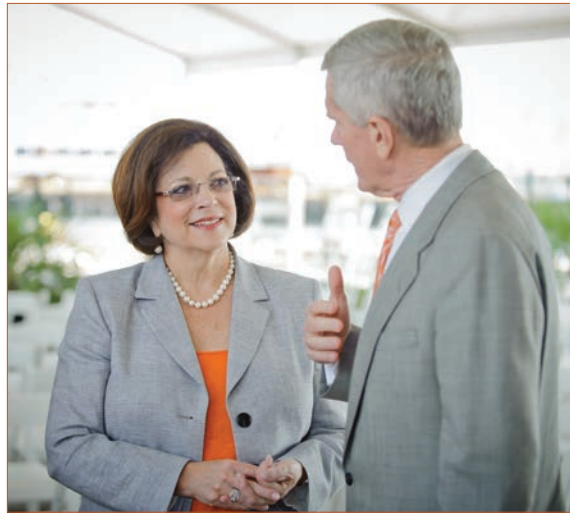
Zucker, chair of The InterTech Group, joined with Clemson President James Barker and others in June to announce the gift. She explained how the project with its goal of providing education is a natural outgrowth of the Hebrew concept of *tikkun olam*, or “repairing the world,” that her family strives to live by.

“Creating a workforce with the right skills is fundamental to the state’s success and its economic vitality,” Zucker said. “Centers like this will help place South Carolina at the forefront of innovation.”

President Barker compared CURI and the Zucker Center to the Clemson University International Center for Automotive Research (CU-ICAR) in the Upstate, stressing that the same kind of collaboration between academics and industry will result in vibrant economic development in the Lowcountry.

“The Zucker Family Center at CURI will become the go-to place for innovation in advanced materials, the environment and sectors related to energy, power systems, logistics and transportation,” Barker said.

The Restoration Institute already has garnered \$120 million in investment for research and development, directly fueling the knowledge base critical to the future of South Carolina’s economy. It is expected to open in 2014.



Anita Zucker with President Barker

CW DYK?

Eleven Clemson students have received National Science Foundation graduate research fellowships and six others earned honorable mentions in the national fellowship competition. This is a record number of NSF fellows for Clemson.

Second volume of Clemson history out this fall

The High Seminary, Volume 2: A History of Clemson University, 1964-2007 looks at Clemson’s modern history as a major research university.

The new volume is written by University historian Jerome V. Reel, published by the Clemson University Digital Press and distributed through the Alumni Association. Its release is scheduled for this fall, when it should become available at hearusroarstore.com. Or call the Alumni Association at 864-656-2345. Copies of Volume 1 are also still available.



Memorial Park dedicated

ON MAY 3, STUDENTS AND VETERANS, ALUMNI AND COMMUNITY MEMBERS, faculty and staff gathered to dedicate Memorial Park, located on Williamson Road between the Scroll of Honor Memorial and Fike Recreation Center. The park pays tribute to the thousands of Clemson alumni and friends who have served the state and nation in fields ranging from agriculture to the military.

A project of the Clemson Corps, an alumni group chartered to perpetuate the University’s military heritage, Memorial Park honors past generations of servant-leaders while challenging emerging leaders to identify how they will contribute.

“While the Scroll of Honor Memorial is a tribute to those members of the military who have made the ultimate sacrifice in service to our country, Memorial Park recognizes those who have served our country in a broad array of ways — in science, medicine, education, industry, agriculture, government, religion and other professions as well as the military,” said Danny Rhodes, co-chair of the Memorial Park Committee.

In the park a walkway leads to a reflection point overlooking the Scroll of Honor barrow, which lists the names of Clemson alumni killed while in the military. On the walkway, the paving stones are inscribed with such questions as “What do you believe?” “What will you give to?” and “What will you leave?” Between the reflection point and the Scroll of Honor are boulders inscribed with the phrase, “How will you serve?”

Once just wasn’t enough



FOR SUSANNE PARKER, the first Clemson student to win a coveted fellowship through the Kennedy Center American College Theater Festival (KCACTF), once just wasn’t enough. Parker, a French and performing arts double major, won

the national award for dramaturgy at KCACTF in 2011.

This year, she was one of three students awarded a fellowship to represent the nation at the Critics Institute of the O’Neill Theatre Center. She received a full scholarship to work in the Institute for Theatre Journalism and Advocacy in Washington, D.C.

Two Clemson engineering students selected for Washington internship



ROSS BEPLER (JOHNS CREEK, GA.) AND KATE GASPARRO (Fountain Valley, Calif.) participated in the Washington Internships for Students of Engineering, a paid 10-week summer internship in Washington, D.C. Participants are third- and fourth-year engineering students selected from a nationwide competition. During the program, interns observe the public policy process and see how engineers can be involved in making policies.

CW DYK?

Three alumni and two current students competed in track and field events at the 2012 Olympics in London: George Kitchens ’05, United States, men’s long jump; Patricia Mamona ’11, Portugal, women’s triple jump; and Cydonie Mothersill ’01, Cayman Islands, women’s 200 meters; and students Marlena Wesh, Haiti, women’s 400 meters; and Warren Fraser, Bahamas, men’s 100 meters.

Three participate in Climate Change fellowships



Researchers visit an innovative water treatment system.

A PH.D. CANDIDATE, A FACULTY MEMBER AND an undergraduate traveled to Colombia to participate in Climate Change Fellows, an exchange program funded by the U.S. Department of State Bureau of Educational and Cultural Affairs and implemented by Partners of the Americas.

Matthew Brownlee, a Ph.D. student in parks, recreation and tourism management, and Anand Jayakaran, assistant professor in the School of Agricultural, Forest and Environmental Sciences, were chosen by representatives of the U.S.

Embassy in Colombia, USAID and other State Department officials in conjunction with members of Partners of the Americas.

Brownlee’s research examines how interactions and attachments to climate-sensitive and climate-influenced resources influence visitation and tourism behavior, climate change perceptions and attitudes toward sustainable tourism. Jayakaran researches the effects of human- and climate-induced change on coastal watersheds.

Larissa Clarke, a junior conservation biology major from Charleston, participated in the Climate Change Fellowship as part of the S.C. International Research program.



Honors College marks 50 years

WHEN THE HONORS COLLEGE AT CLEMSON BEGAN IN 1962, QUALIFIED students could take one honors seminar per semester in general education. **Fifty years later, nearly 1,200 high-achieving students from 41 states and 10 foreign countries enjoy the Calhoun Honors College's wide variety of courses and programs both on and off campus as well as abroad.**

The summer before freshman year, Honors students can participate in EUREKA! (pictured above), a five-week on-campus program that enables them to conduct research with faculty and get a jump start on their Clemson education. Students can live together in an Honors College living-learning community. Throughout their four years, other programs like the Dixon Global Policy Scholars provide opportunities to develop a deeper understanding of global politics and policies through seminars, mentoring and study-travel, often funded by Honors College grants. More than \$100,000 in grants was awarded in 2011 to support travel and research.

Additionally, the Honors College offers advising for prestigious national fellowships and scholarships such as the Rhodes, Truman, Marshall, Fulbright and National Science Foundation.

Clemson's Norris Medal, given to the best all-around graduating senior, has been awarded to an Honors student for the past eight years. Eighty percent of Calhoun Honors students graduate from Clemson with a final grade point average of 3.7 or higher. The average SAT of incoming Honors freshmen is 1420, and the average high school class rank is in the top 3 percent.

CW DYK?

Three Clemson student-athletes — Seth Broster (swimming), Alyssa Kulik and Kim Ruck (track and field) — were recipients of NCAA postgraduate scholarships. This is the first time the Tiger athletic program has had three award winners in the same academic year.

Clemson engineering students make a difference



TWO STUDENT ENGINEERING GROUPS TRAVELED ABROAD, one to begin construction of a project in Nicaragua and the other to celebrate completion of a project in Haiti.

Engineers Abroad, a Creative Inquiry team that has several projects under way domestically and internationally, traveled to Nicaragua to construct community buildings for the children in the community of La Pintada. They built an official baseball field for the community that included a new fence, benches and real bases, and began the construction of a new school building. The group also donated school supplies and taught an engineering lesson with the schoolchildren using toothpicks and marshmallows.

The group returned in May and completed construction of the school; they also did testing for a future water purification system.

Clemson Engineers for Developing Countries traveled to Haiti for the dedication of a water system they have been involved in designing and building over the past year. The turbine-driven water pumping and filtration system serves the greater Cange area and a population of nearly 10,000 in an area that has been plagued by cholera since the 2010 earthquake that leveled the country's capital. It is the first chlorinated municipal water system in the central plateau of Haiti.

The six students and their faculty adviser, Jennifer Ogle, also participated in the dedication of the Centre de Formation Fritz Lafontant vocational school where intern Michael Ladue teaches English to Haitian students.

The group will continue to work in the region helping to improve water quality, sanitation and waste management systems.



David Dukes '81 named trustee; McTeer moves to emeritus status

DAVID E. DUKES OF COLUMBIA, CHAIR of the executive committee and former managing partner of Nelson Mullins Riley and Scarborough LLP, has been selected to serve as a Clemson trustee.

"I am honored to have this opportunity to serve my alma mater. My education and experience at Clemson provided a solid foundation for me to pursue opportunities in the law and business world. I look forward to being able to give back to Clemson," said Dukes.

Dukes succeeds Thomas B. McTeer '60, also of Columbia, who retired after more than 35 years of service — making him one of the longest-serving trustees in Clemson history.

He served one term as chair of the board and served on the presidential selection committee that led to the appointment of President Barker.

Dukes has been an active and engaged student and alumnus, having previously served on the University's Board of Visitors and the President's Advisory Board. He is a longtime supporter of IPTAY and the Clemson Fund.

He earned his bachelor's degree in financial management from Clemson in 1981 and his law degree from the University of South Carolina Law School in 1984.



Athletics wrap-up: winning on the field and in the classroom

WHEN THE HURDLERS FROM THE WOMEN'S TRACK AND FIELD TEAM WENT TO THE ACC INDOOR Championships, they didn't just win; they dominated. They came into the meet with the top five times in the conference, then became the first ACC team to have hurdlers finish in the top five positions.

In addition, the team as a whole swept the ACC indoor and outdoor championships for the third straight year and went on to tie for fourth in the NCAA Outdoor Championships and for fifth at the Indoor Championships. They ended the year with 22 total first- or second-team All-Americans.

They weren't alone in their successes. The football team captured the ACC Championship with a victory over Virginia Tech. And six of 19 teams finished with top-25 national rankings.

Success didn't end on the field of play. Clemson was the only BCS school to win a football conference championship and rank in the top 10 percent of Academic Progress Rate (APR) scores. And Tiger football and golf rank among the top 10 percent of all programs nationally in terms of APR scores. The golf team, which made the NCAA tournament for the 31st straight year, boasts a perfect APR score of 1000 for the sixth time in eight years.



Jasmine Edgerson was the 2011 ACC indoor champion in the 60-meter hurdles.

CW DYK?

Four recent graduates received prestigious Fulbright grants to conduct research or teaching abroad. Two students were awarded the Barry M. Goldwater Scholarship for Excellence in Science, Mathematics and Engineering; two others received an honorable mention in the competition.

Shotgun Club wins big



THE CLEMSON SHOTGUN CLUB WON FOUR NATIONAL CHAMPIONSHIPS AT THE ASSOCIATION OF COLLEGE Unions International Target Championships at the National Shooting Complex in San Antonio, Texas, this spring. Competing in the event were 57 colleges and 520 individual shooters.

The Clemson team won national championships in International Skeet, International Trap, American Skeet and American Trap events. The team placed second in Sporting Clays and 5-stand. The team was runner-up in the overall Division III National Championship (all events combined).

Preserving summer flavors

CLEMSON EXTENSION AGENTS OFFER workshops across South Carolina to teach consumers how to keep summer fruits and vegetables available year-round through canning and preserving. Eight Extension food safety agents offered 47 workshops last year and this year trained 43 canning coaches who, along with the agents, can share the skills with friends and neighbors. The S.C. Department of Agriculture provided funding for workshop equipment and supplies to encourage sales of locally grown produce.



Great thinkers and doers

Clemson's faculty are always making headlines, whether it's for their effectiveness in the classroom, their innovations in technology and industry, or their influence in the marketplace.

David Allison '78, M '82, professor of architecture, was named one of the eight most influential people in health care design by *Healthcare Design Magazine*.

Paul Christopher Anderson (history), **Robert Kosinsky** (biological sciences), **Robin Kowalski** (psychology), **Karen Pressprich** (chemistry) and **Stephen Schvaneveldt** (chemistry) are profiled in "The Best 300 Professors." The *Princeton Review* partnered with *RateMyProfessors.com* to develop the roster, which includes top educators in more than 60 fields from 122 colleges and universities across the nation.

The National Council on Independent Living used Prime III, an electronic, accessible voting system created by computing professor **Juan Gilbert**, to elect officers in its national election in June. The state of Oregon used the system for its primary elections earlier this year. Gilbert, chair of the human-centered computing division in the School of Computing, is directing a three-year, \$4.5 million project funded by the U.S. Election Assistance Commission to increase accessibility of "new, existing and emerging technological solutions" in the design of voting systems.

Bill Havice, associate dean of the College of Health, Education and Human Development, received the International Technology and Engineering Educators Association Lockette/Monroe Humanitarian Award. He also received the Technology Teacher Educator of the Year Award from the Council on Technology and Engineering Teacher Education.

Professor of physics **Miguel Larsen** was principal investigator for a NASA study that launched five suborbital sounding rockets from its Wallops Flight Facility in Virginia in March. Each rocket released a chemical tracer that created milky, white clouds at the edge of space. Tracking the way the clouds move can help scientists understand the movement of the winds some 65 miles up in the sky, which in turn will help create better models of the electromagnetic regions of space that can damage man-made satellites and disrupt communications systems.

Desmond Layne, professor in the College of Agriculture, Forestry and Life Sciences and state peach specialist, won first place in Communications Award-Audio Recordings from the National Association of County Agricultural Agents for his entry, "Sweet Lessons from a South Carolina Peach Professor."

Stephen Moysey, assistant professor of environmental engineering and earth sciences, won a prestigious National Science Foundation CAREER Award to support his research project, "Advancing the mechanistic understanding of field-scale preferential flow and transport processes in soils using geophysics." The CAREER Award is the highest honor given to young faculty by the National Science Foundation.

Michael Padilla, education professor and director of the Eugene T. Moore School of Education, was honored by the National Science Teachers Association with the Robert Carleton Award, which recognizes outstanding contributions to and leadership in science education at the national level and to the National Science Teachers Association in particular.

Richard Stolen, distinguished visiting professor in materials science and engineering and faculty member in the Center for Optical Materials Science and Engineering Technologies, has been elected to the National Academy of Engineering. Stolen is a pioneer in engineering methods to harness light.

Tom Waldrop '78, M '80, Southern Research Station research forester, received the U.S. Forest Service Deputy Chief's Distinguished Science Award for 2011. Waldrop is recognized for sustained research productivity, contribution of major impact on science technology, scientific leadership, application of benefits of research and service.

Jillian Weise, assistant professor of creative writing, received the Isabella Gardner Poetry Award for her new collection, *The Book of Goodbyes*, which will be published by BOA Editions Ltd. in fall 2013.

Elaine Worzola, professor of real estate and director of the Richard H. Pennell Center for Real Estate Development, received a Distinguished Service Award from The American Real Estate Society.

Bruce Yandle, dean emeritus of the College of Business and Behavioral Science and Alumni Distinguished Professor Emeritus of Economics, received the Adam Smith Award from the Association of Private Enterprise Education for his lasting contributions to perpetuation of the free market.

Valerie Zimany, assistant professor of art, was a finalist in the NICHE Awards Competition for her work, *Chigiri-e (Good Birds Bad Words)*. The competition recognizes the best contemporary design by American and Canadian artisans.

Center for Emerging Technologies opens at CU-ICAR

CLEMSON OFFICIALLY opened its first multi-tenant building at the Clemson University International Center for Automotive Research (CU-ICAR) in May. The Center for Emerging Technologies provides office, administrative and laboratory space for the transportation, technology and energy sectors where emerging or established companies can expand and develop technologies that complement Clemson faculty/student research.

The 60,000-square-foot state-of-the-art Center for Emerging Technologies represents an investment of \$11 million. The Clemson University Real Estate Foundation received \$3 million from the U.S. Department of Commerce's Economic Development Administration and a \$740,000 zero-interest loan from the U.S. Department of Agriculture.

John Kelly, Clemson vice president for economic development, said the center's success is testament to CU-ICAR's reputation as the premier location for the automotive technology sector.

More than a dozen companies and groups are established in the center, including Sage Automotive Interiors, a spinoff company started by former employees of Milliken and Co. who purchased the company's automotive fabric division. Sage will occupy approximately 16,000 square feet of space in the center.

In less than a decade, CU-ICAR has become a model for economic development, with 19 corporate partners, 30 research partners and 775 employees across 760,000 constructed square feet.

"CU-ICAR is an automotive ecosystem that helps companies make connections and build relationships," Kelly said. "The Center for Emerging Technologies is the embodiment of that business model, and we are eager to see our newest partners flourish."



Cutting the ribbon at the Center for Emerging Technologies are (from left): George Biediger, Clemson University Real Estate Foundation chair; H. Philip Paradise, Economic Development Administration, U.S. Department of Commerce; Clemson President James F. Barker; Roy Abercrombie, Clemson University Real Estate Foundation board; and Charles Dalton, president, Blue Ridge Electric Cooperative.

Symphonic Band and Jazz Ensemble perform during Olympics



IT WASN'T THE NORMAL AUDIENCE FOR THE Clemson Symphonic Band and Jazz Ensemble. This summer, the groups traveled to London for the 2012 Summer Olympics and had the honor of performing outside the various venues throughout the city.

They performed a variety of American music in this English setting, a theme Director of Bands Mark Spede called the "Sounds of America."

"It was a great chance for Clemson to be showcased on an international stage," said Spede. "People from all over the world heard our students perform, and they certainly represented the University well."

President and Mrs. Barker traveled to London with the group.



Rural heritage meets the 21st century

ON THE DAY HUNDREDS OF PEOPLE CELEBRATED South Carolina's rural heritage, Clemson marked 100 years of service in the Pee Dee. During a ceremony in April at the 2012 Rural Heritage Celebration, officials from Clemson's Pee Dee Research and Education Center said the center's role today is as important as it was a century ago.

The land-grant university system in the U.S. combines research and education to speed innovation to market, said Bruce Fortnum, the center's director. While crops and research have changed during the Pee Dee center's 100 years, its primary function remains economic development.

The center is recognized for research in tobacco, cotton, turfgrass and biofuels, and regularly welcomes visiting scientists from around the world.



Peter Hill

Graphic communications students recognized at industry conference



From left, Mary Vaughn Williford, Liam O'Hara, Josh Boland and Jessie Thompson.

STUDENTS FROM THE GRAPHIC communications department won the Helmut Kippan Cup for overall best student journal publication at the 64th annual international conference of the Technical Association of the Graphic Arts.

Jessie Thompson (Ooletawah, Tenn.), Mary Vaughn Williford (Rock Hill) and Josh Boland (Lexington)

represented the team of students who produced the journal. The Clemson team put together a bound book featuring undergraduate and graduate research. Among the papers presented, packaging science graduate student Alexandra Hartman was recognized with the Dusty Rhodes Graduate Paper Award. The journal was created using several processes including flexography, offset lithography and digital printing. The team also created an analog animation to showcase their creativity and skill.

The Helmut Kippan Cup is given for the school that displays technical prowess, content, design and production quality in a field of schools from across the U.S., Canada and France.

Clemson's economic impact

You don't have to be a resident of Clemson when the students return each August to realize the tremendous impact the University has, not only on the city itself, but on the surrounding counties and even statewide. And that impact is greater than the University's almost 20,000 students and 8,000-plus employees.

A recent economic impact study by researchers in the Strom Thurmond Institute shed some light on the topic. Key points of the study include:

- Since 2001, Clemson's estimated total impact on net state government revenues has exceeded state appropriations by an average of \$31.1 million annually, and by \$77.4 million in 2010.
- More than 31 percent of jobs in Pickens County, over 12 percent in the Tri-County area, 6 percent in the four-county region (including Greenville County), and more than 1 percent in the state were directly or indirectly attributable to Clemson University, its students and visitors in 2010.
- Between 2001 and 2010, Clemson University, through both direct output and all "spillover" effects, generated

on average \$1.65 billion in output in the state economy per year. The total impact on output for that 10-year period was approximately \$16.5 billion.

- Sporting events generate some 1,200 jobs per year in the Tri-County area due to spending by attendees who travel from outside the Clemson area.
- Clemson's activities in Greenville have directly and indirectly generated over 400 jobs in Greenville County since 2001.
- Clemson's activities in Anderson County have directly and indirectly generated over 430 jobs in Anderson County since 2001.
- Clemson's Conference Center and Inn has a \$14 million average impact on the local economy, and more than 345 jobs are maintained through operations and patron spending.

One striking illustration of Clemson's economic impact on the area can be seen as it's broken down to each home football game. **Each home game results in an average of \$733,000 of state government net revenue.** But it also affects employment, output and local revenue.



Estimated impact of average Clemson home football game

Employment*

Total jobs created statewide 198

Anderson County 42

Oconee County 13

Pickens County 54

Greenville County 73

🏈 = 10 jobs

*Employment is the number of jobs created by spending by fans and all "ripple effects."

**Output is the dollar value of all goods and services produced within each county as a result of fan spending.

***Net local government revenue is the revenue collected by county and city governments, minus expenses, as a result of spending by fans.

For the full study, go to sti.clemson.edu.

Output**

Total money spent by fans \$10,273,000

\$ Anderson County \$1,679,000

\$ Oconee County \$595,000

\$ Pickens County \$1,976,000

\$ Greenville County \$4,394,000

Net local government revenue***

Local government total revenue \$542,000

\$ Anderson County \$102,000

\$ Oconee County \$40,000

\$ Pickens County \$93,000

\$ Greenville County \$198,000

In the middle of a recession, the Clemson Family and friends raised more than \$608 million for Clemson, exceeding our goal. These vital funds met many, many of the University's most immediate needs.

But this is about the future.

Funds are needed for additional scholarships, fellowships, professorships and endowed chairs to benefit our current students and faculty, and to attract even more top talent.

New facilities are needed to replace aged and inadequate academic and athletic structures.

And dollars are needed to provide the kind of unique experiences that create the marketplace-ready graduates that Clemson prides itself in.

The challenge to raise \$1 billion is the most ambitious ever undertaken by a public university with an alumni base of our size.

The campaign must move forward in order to make sure Clemson continues to be all that is Clemson — bold, proud, outstanding, determined and willing to work hard to reach a big goal, a really big goal.



THE WILL TO LEAD FOR CLEMSON

IPTAY THE WILL TO LEAD FOR CLEMSON ATHLETICS



147 million orphans worldwide.

2.6 million orphans in Kenya.

1 Clemson student with a heart to help.

by Crystal Boyles



When Edward Phillips walked into a cramped, dirty Kenyan orphanage two years ago, he felt a call to help. Didn't matter that he was just 19 years old. Didn't matter that he was a rising junior at Clemson. Didn't matter that he lived almost 8,000 miles away.

He had to help. Now.

"I knew I could do something now; you don't have to wait to make a difference," Phillips said.

Driven to make a difference

Visiting the orphanage during a mission trip, Phillips was overwhelmed with a desire to start an orphanage in this country, for these children. The leaders of the group he was traveling with — called Choose to Invest — had the same desire. Together, they're working to make this orphanage a reality.

In addition to being a full-time student, Phillips worked 20 to 30 hours a week the past year to get the orphanage — called Kimbilio (the Swahili word for refuge) — started. He's been making plans, fundraising and organizing events. All without being paid a dime.

"It's been difficult. Most of my friends are hanging out, and I am at home reading Kenyan government documents and developing fundraising materials," said Phillips, who graduated in May.

Education for life

Phillips came to Clemson from Lynchburg, S.C., as a special education major. Then he switched to parks, recreation and tourism management (PRTM) with an emphasis in therapeutic recreation. Finally, he landed in communication studies.

When he walked up to the concrete Kenyan orphanage in 2010, the lessons from those three majors began to meld together.

"I feel like being in all three majors equipped me for many different areas of life. I knew I had a passion for children with disabilities. Special education and therapeutic recreation provided knowledge of children — especially those with disabilities. And communication studies has taught me how to explain the vision of the project."

Encouraging potential

Professors like Karyn Ogata Jones, interim chair of the communications studies department, helped Phillips tailor his classes to subjects that would benefit his work experience on his journey.



For Phillips, Kenya has seemed like an extended family that wants to teach him about its culture and to learn about his.

"I believe that she really saw my potential as a student and wanted to help in any way possible," Phillips said. "When I went to see her she talked about life, not just school. She constantly checks in about the orphanage to see how things are going and if she can help out."

And Jones loved seeing this thoughtful, driven young man connect his classroom lessons to his greater aspirations and callings.

"That's ultimately what we hope for out of these students," she said. **"He's part of a growing culture of students who are making sure their education means something and is connected to something bigger."**

Partners in change

Working with Phillips is fellow Clemson student Chase Robinson, who is doing the architectural drawings for Kimbilio.



"We're pushing through and really having faith — we're 22, we're not professionals, but we can do this," said Robinson, a senior architecture student.

Robinson and Phillips might not be professionals, but their professors are. "Professor Dan Harding has taught me so much within a short period of time," said Robinson. "His knowledge and heart for community development serve as motivation for me to learn more in architecture. And his own architectural style on previous projects has influenced the design of Kimbilio."

Robinson, who's from Spartanburg, dreams of being able to use his architecture degree and his childhood desire to sketch on everything he touches to serve people, to impact the world.

Planning for the future

As the project takes off and funds start coming in, Phillips is already planning for the future. He has spoken with professors in both special education and PRTM about sending teams and study abroad students over to Kenya to work with the children in the orphanage, which he hopes will be up and running in three years.

"I'd like to say Edward's one of a kind, but I don't want to say that because I'd love to see more students like him who are committed to making a difference in this world," Jones said.

If you'd like to be a part of the Kimbilio project or would like to know more, email Edward Phillips at Edward@choosetoinvest.org.



Making words less... ugly?

Clemson alumni share a determination to make the world a better place. Adrienne Burris is working in her "off hours" in much the same role as Edward Phillips: an entrepreneur for good.

by
Rebecca
Shepherd

"After graduation, I feel that it's a Clemson student's job to take the energy, creativity and determination that permeate the 'Clemson bubble' and extend it to the world," says Adrienne Burris '10.

When Burris attended Clemson, she took part in a Creative Inquiry (CI) project in the English department that resulted in *The Rapsallion*, a student-run humor publication. Now she's started an Upstate initiative to encourage kids to like writing and allow themselves to explore their imaginations.

"It all started as a CI course on humor writing, and after a semester of analyzing comedians, humorous essays and joke structure, *The Rapsallion* was born," she remembers.

After she graduated, Burris got a job working with autistic children, and was struck by the reaction of one of her students when she presented him with a piece of paper and a pencil. "The young boy burst into tears and crawled into a corner," she recalls. "It reminded me that not all people — autistic or not — have a

beneficial relationship with writing, and it's such a necessary skill for success in our society." That's when she got inspired to pursue a project she'd idly dreamed about for a while, and she named it "Ugly Words."

"Ugly Words empowers Upstate children ages 6-18 to write frequently and confidently through a combination of workshops and one-on-one tutoring," explains Burris. "Our main focus is to remove the fear, dread and general sense of hatred that tend to accompany the writing process."

"It's all about breaking down the steps into their smallest components and meeting the little author 'where he is.' If he can't write a story, start with a paragraph. If he can't write a paragraph, work on writing a sentence. If a sentence isn't possible, make a list of ideas," Burris continues.

"At the end of the day, we want every child or young adult to leave our workshops feeling like Rocky at the top of the stairs."

A Feast for the Eyes and the Palate



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Just being neighborly

by Nancy M. Spittler
Photos by Craig Mahaffey



For Betsy Banks Saul, that includes the pets.

Even as a kid growing up in Joplin, Mo., Betsy Banks Saul M '96 was always bringing home animals. At 12, she started volunteering with a woman who rescued pets. That experience with Animal Aid, and the revolving menagerie of animals she encountered, made a lasting impression. It planted the seed of an idea that would result in her being named one of “50 women who are changing the world” by *Women’s Day* magazine.

“I’ve always loved animals deeply,” says Saul, founder of Petfinder.com. “I’ve also been amazed that such intense regard can cross species and language boundaries. It makes me feel like a part of something so large and universal to be able to attract the love of a pooch, the good humor of a horse or the trust of a chicken.”

So how did she go from a 12-year-old in Joplin to being listed in the company of Michelle Obama, Hillary Clinton, Angelina Jolie, Maria Shriver and Marian Wright Edelman, among other notables?

It was a somewhat circuitous route, but it was by way of Clemson.

county road, we would bring him home, fix him up and find him a home.”

It wasn’t that her family was consciously “rescuing” animals, she says. **“We were just being neighborly — responsible. Having a sense of responsibility as part of the family culture was hugely formative for me.”**

Social entrepreneurship

In 1995, Saul had completed her course work for her master’s degree at Clemson and was working in New Jersey’s urban forestry program while she completed her thesis with Professor Tom Williams. She and her then-husband, Jared Saul, made a New Year’s resolution to use the power of the Internet to implement a project — not for profit, but for some social good. The issue of homeless pets seemed a natural one to tackle. Estimates at that point were that the U.S. was euthanizing more than 16-20 million pets in shelters per year. He built the search engine and she learned to code HTML; they spent evenings building a database of homeless pets.

“During the day, I was putting that good Clemson forestry department information to work and helping develop educational material and programs to get folks interested in protecting and preserving their street trees,” says Saul. “But while I was at work, pet lists were arriving in my mailbox, my inbox and on my neighbor’s fax machine. I went home every night and entered homeless pets from local shelters into the brand new database we’d built. It was exciting, but I remember feeling torn because I really was serious about my field of study and my ‘real’ job.”

That project was the seed for Petfinder.com, a database of over 350,000 adoptable homeless pets at more than 14,000 animal welfare organizations in North America.

Petfinder might seem a far stretch from a graduate program in forestry, focused on groundwater contamination, but Saul credits her experiences at Clemson with preparing her for life as an entrepreneur. She speaks fondly of professors B. Allen Dunn and Tom Williams and her colleagues from across campus.

A responsible citizen

Saul did her undergraduate work at Missouri Southern State University. After college she worked as a park ranger in Alaska at Wrangell-St. Elias National Park, “a very cool and primitive park,” as she describes it. From there, she came to Clemson to pursue a master’s degree in forestry, focusing on groundwater contamination.

All of those things speak to Saul’s connection with the world and her understanding of what it means to be a responsible citizen of that world. It’s an understanding that was formed early in her life.

“We always had pets in our home,” she says, “but I think I was less influenced by having pets than by the fact that my family always had an open door for anyone in need. If we encountered an old stray dog, hungry and covered with mange, while we were out picking blackberries along the

“Being one of only a few women in the forestry department (and a tree-hugger, at that) was a foreshadowing of what was to come,” she says. “There used to be a wide gap between the animal control officers and the ‘rescue’/foster community, just as there can be a wide gap between traditional foresters and environmental protection groups or utility tree trimmers and local tree commissions. Facilitating collaboration has been a constant since my days in graduate school. At Clemson, I ended up making a diverse group of friends from all over the campus (the best of which were from wildlife and engineering). We hung out at the Esso Club. **Those extracurriculars, the relationships with folks from other departments and perspectives, and interactions with the professors probably most prepared me for life in business.**”

Determined to make a difference

It was no small thing at the beginning to get shelters on board with the online idea. The World Wide Web was brand new, and people didn’t trust the audience yet. There was no spare money for advertising. But one at a time, shelters began to fax and email their lists of adoptable pets, and the idea caught on.

“I still have my first newspaper article about Petfinder, back when the website address was www.clemson.edu/~betsy/petfinder.html,” says Saul. Her first goals sound almost laughable now. “I told myself that if we could reliably help save a life a month, then I’d have to consider making Petfinder more than an after-hours hobby,” she says.

In 1998, the site went national; in 2000 the addition of Canada took it international. “Sixteen

years and 20 million adoptions later, we aim to help save over 200,000 lives a month this year,” says Saul. Petfinder is now responsible for 70 percent of all pet adoptions in this country, and the number of euthanized pets will be less than 4 million this year. “Still too high,” says Saul, “but amazing progress by the animal welfare community in 16 years.”

The lessons live on

Saul now lives in Florida and has a small farm with rescued farm animals in North Carolina, a combination that brings her near Clemson when she drives back and forth with her family and shepherd mix, Jake. “I fell in love with the Southeast when I was at Clemson,” she says.

Saul shares her home with her husband, Ed Powers, and two teenagers, plus 20 or so formerly homeless pets ranging in size from a box turtle (Sydney) to cows (Harriet, Juliette and Missy). Although Discovery Communications acquired Petfinder in 2006, Saul remains extremely involved with both Petfinder and the Petfinder.com Foundation, established in 2003 to assist animal welfare organizations in time of need. Saul also serves on the advisory board of Tufts University’s veterinary college and the Alliance for Contraception of Cats and Dogs (looking for nonsurgical solutions to spay/neuter). Last year, she was named alumna of the year of Missouri Southern State University in her hometown of Joplin.

There’s no doubt that those lessons of responsibility and being neighborly she learned early in life continue to yield results. 🐾



Saul and her husband, Ed Powers, along with her granddaughter, Azalyn Broca, and Jake.

we're behind you

200%



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PLAYING BY THE RULES

by Jeannie Davis
and
Mary Parker

When President Jim Barker was asked to help simplify and improve the Division I rulebook for the National Collegiate Athletic Association (NCAA), he first asked a question that he has asked many times before — “How can we make this a teachable moment?”

Appointed as chair of one of four working groups charged with recommending changes to improve the culture and operation of Division I intercollegiate athletics, Barker was tasked with examining the 500-page rulebook and looking for ways to make the regulations easier to understand and follow, not to mention easier to enforce.

Accepting the challenge, Barker said, “Our rules need to focus on integrity and the serious problems we face. They must be clear and easy to understand and enforce. That’s what this working group will try to deliver.”

The Task at Hand

One of the overarching goals is to make the rulebook more concise. Barker originally asked members of his working group to consolidate their core NCAA values onto a single page. When the rulebook revisions are complete, he hopes the 500 pages will shrink by at least half. Another goal — focus on the big picture, as opposed to minutiae. Rules like the one that allows giving a student-athlete a bagel — but disallows giving a student-athlete a bagel with cream cheese — should be tossed.

What was needed, Barker realized, was a return not just to common sense but to the core values of ethical behavior that should guide decision-making within any organization. How do institutions of varying size, wealth and opportunity establish ethical guidelines fair to everyone?

The Teachable Moment

From the outset, Barker looked for a way to involve students in this important endeavor. He turned to colleague Dan Wueste, professor of philosophy and director of Clemson’s Rutland

Institute for Ethics. Together they developed a one-semester Creative Inquiry (CI) class in the Department of Philosophy and Religion that would engage a small group of students from across the campus in the rules evaluation. Eight students worked with Wueste and Barker over the course of the spring semester to delve into the rulebook, looking not just for answers, but also for the right questions.

The students did not pull any punches. They asked if the top priority of intercollegiate athletics is consistent with the main values of the NCAA. Is it fair to punish an entire team or university when the violators are often long gone without ever being punished? How do we align the noncommercial ethics of college sports with commercial practices such as merchandising?

Topics of discussion ranged from education of student-athletes to the university’s responsibility to uphold the highest ethical standards in recruitment and booster fundraising. The CI students dug deeply into the rulebook, looking past the often-laughable examples (re: bagels and cream cheese) to study how an ethical, just organization *should* behave.

Half the students in the group are philosophy majors (or were, some have graduated), the rest seeking degrees in educational leadership, business administration, financial management and management.

One student hopes to work for ESPN, while two foresee law school in their futures. Another student is intrigued by economics and studies television contracts and the visual rhetoric that plays into athlete portrayal on the big screen. Others are athletes themselves. All share a common bond: the love of sports and sports-related topics.

“I think the most valuable thing I learned from the class that I will carry with me into my career after Clemson is that there is nothing wrong with asking for help from others around you,” according to Matt Jordan, a senior from Piedmont, majoring in philosophy. “In all of my other classes, I always felt like

paper topics and studying for tests was something I needed to work through myself and reach a conclusion. However, in this class we were encouraged to try to help everyone succeed. Some of my best ideas came from conversations with other people in the class, and I like to think I helped some others in progressing their ideas.”

Bill Maker, chair of the Department of Philosophy and Religion, said, “The department prides itself on engaging philosophy, bringing the philosophical mindset to bear on everyday concerns, just as Socrates did in ancient Athens.”

The method is an effective one. According to student Doug Margison, a junior majoring in philosophy from West Hartford, Conn., “**Reading a news story on ESPN about what we discussed in class and having real insight into the problems at hand was very cool for me.**

This was an unforgettable experience, and hopefully one day I will be able to look back and say I had one of those conversations that changed the game.”

Thinking critically

Why are NCAA violations such a hot button topic at the moment? Wueste, Barker and their students suggested that, first and foremost, the economy has put more focus on how money is being spent within universities. Also, college sports affect a huge national audience, from avid fans to parents of pee wee ball players, who shell out enormous amounts of money for number-branded jerseys and cross their fingers that this year’s MVPs will set the right kind of examples.

“The challenges the NCAA faces in making, enforcing or revising rules are like those encountered by any organization that seeks to govern with

rules,” Wueste said. “Principles and rules are devices for safeguarding values, like fences or locks. The difference is that — unlike fences and locks — rules rely on obedience, compliance. By obeying the rules, we demonstrate our values, our code of conduct.”

When silly rules, like the cream cheese rule, are allowed to stand, says Wueste, then it’s easy to dismiss all the rules as silly. The stakes are high. When one player breaks the rules, all are hurt. When one school’s reputation is tarnished, all feel the sting and suffer the backlash.



President Jim Barker and Professor Dan Wueste lead a class discussion.

“Working with this CI group has helped us move forward in several crucial ways,” said Barker. “The students teased out some of the most important questions, and explored the answers with rigor and imagination. But more importantly, their engaged conversation and debate shed light on this topic in ways that would not have been likely otherwise. This is what a university is supposed to do. Teach, but also learn.”

At the conclusion of the CI class, the students presented their research to Barker and other members of his working group — University of Nebraska-Lincoln Chancellor Harvey Perlman and North Carolina Central University Chancellor Charles Nelms. Those three university leaders have their work cut out for them as they prepare to make recommendations to the NCAA sometime next year.

But in the meantime, the path forward may be a bit clearer thanks to the hard work and creative inquiry of eight very special Clemson students. 🙏

The YES that changed my life

by Steve Caldes '01

I have a favorite picture. Taken at my high school graduation in Westfield, Mass., the picture shows me with three close friends, our heads tilted close, our mortarboards almost touching. We all look right at the camera even though there are girls everywhere. Somehow we all look acne-free. Somehow this picture, taken before I had ever laid eyes on Clemson University soil, screams Clemson University. Somehow I will try to explain.

The picture captures a moment of pure elation at the end of high school. But this picture is really about beginnings, for before it hands out diplomas, college hands us all shiny, clean slates.

A CHANCE DISCOVERY

To this day I still cannot believe Clemson accepted me. I was immature, lacked drive, and had a visible disdain for all things authoritative. My high school grades were “good” (at best); my college entrance essay was titled “My Best Friend the Pen” (really); my community service was non-existent; and I had little extracurricular connection to my school, save four years on the swim team (one of the most individual of team sports).

Looking back at my high school self, I realize that my gregariousness rarely came off as genuine, rather as obnoxious, arrogant or both. This, compounded with my height (high), my hair (large), my voice (loud), my *joie de vivre* (too *joie* for most people’s *vivre*), was an equation that equaled loneliness. I belonged only to my notion of not belonging.

One winter afternoon my senior year, sitting alone in the Westfield High library, I came across a Clemson brochure, a glossy barrage of orange and purple, brick and Helvetica. That evening I typed “Clemson, SC” into MapQuest and learned it was exactly 1,000 miles from Westfield. So in secrecy I applied. I accepted their letter of acceptance sight unseen. In fact, I only told my parents about a week after I mailed in my response. My parents, not thinking much of the news because I had already agreed to another college, smiled and went back to whatever they were doing. Later, after some pleading I’m sure, my parents decided to send two

nonrefundable down payments: one for Clemson, and one for the school everyone thought I’d be attending in the fall.

FINDING SOMETHING WE COULD AGREE ON

In late April my parents and I took a tour of the “other” school and they loved it. It was small and insulated, beautiful and safe, quiet and quaint and picturesque with Jesuit monks walking the green grounds in their

traditional brown garb. Even I had to admit – begrudgingly, of course – that it seemed quite all right.

Four weeks later, a week after graduation, the three of us took another drive, this time down to South Carolina. The drive down was long and hot, the air conditioner in the '93 Mercury Sable working intermittently. As we drove onto campus, I paid more attention to my parents' perusing of campus than of the campus itself. We drove past Death Valley, and a hush came over the car. Finally, my father softly said, “Wow.” I audibly exhaled.

Clemson took my parents off my hands and treated them like, frankly, I feel they'd never been treated before. I was busy registering for classes (fingers-crossed), hanging out in the dorms with kids whose accents I couldn't understand, attending rallies and orientation lectures and, of course, learning the fight song. It was truly three magical days. It's funny, there was never an “Okay, you can attend Clemson” conversation. Instead, on the last day, the three of us were all just standing together in the TigerOne card office and that was that. Before we left I bought an orange Clemson t-shirt. I wore it all summer.

DISCOVERING FAST-PACED CONVERSATIONS AND FRIED PICKLES

The day I left for Clemson, my parents walked me to the airport gate and wished me luck. My mother was bawling, my father stoic. He and I shook hands, but after a few pumps my mother pushed him towards me from behind and we embraced, albeit awkwardly.

It was at Clemson I discovered that I was a good student. Clemson calmed my nerves, awoke my intellectual mind and helped me discover my love of fast-paced conversations and questions without answers. It was at Clemson that I discovered my love for life, invention and fried pickles. It was where



Steve Caldes
(second from
the right)

I strengthened my understanding of respect, friendship and love. It was at Clemson that I realized that up until this point I'd had it all wrong.

I came to Clemson a Secondary Education major, but after one semester in Jean Kuehnel's English composition class I knew that if I was going to teach, I was going to teach college. The four years that followed found me working to attach myself to the English Department. The young creative writers – Brock Clarke, Keith Lee Morris, Jean Kuehnel – with no books between them (now there's nine and counting), sharing their passion and work ethic; the storytelling veterans – Harold Woodell, Bill Koon, Wayne Chapman, Beth Daniell – dispensing wisdom to the uninitiated; the brilliant new blood – Catherine Paul, Lee Morrissey – talking just over the heads of the students, yet low enough to still grasp at; and Mr. 3-hours of sleep himself, Mark Charney, stoking creative fires wherever they happened to burn.

I now teach in the English Department at The University of Colorado – Boulder, and every day at least one of these professors' words, actions or wisdom blinks brightly in my mind, inspiring me to do the same for my students.

THE POWER OF YES

If you're holding your breath for a detailed account of specific changes, you're going to pass out. This is about the change – in my life, in the thousands of lives every year – Clemson makes by

The picture captures a moment of pure elation at the end of high school. But this picture is really about beginnings, for before it hands out diplomas, college hands us all shiny, clean slates.

simply saying yes. Our experiences were individual, but their inception was the same. They all started with Clemson saying YES. All I can say in return is “Thank you.” Thank you for believing in me, Clemson. I believe in you too.

I graduated from Clemson University on May 11, 2001, a different person, humble but self-assured, questioning but confident. I didn't return to Clemson for eight years. When I finally returned, feelings of thankfulness washed over me the entire weekend. My friends and I rented a lake house and filled it with our younger selves, our loved ones and our Coors Light.

We visited all our favorite spots, watched Clemson blow a fourth quarter lead (“Just like old times, guys!”) and tried hard to relive our halcyon pasts. One late morning after our hangovers had worn off, we strolled across campus.

We admired the fact that while we were different, Clemson, guided by tradition but not glued to it, was still relatively the same. Same in the way that it still seemed in flux, still seemed to be growing, still finding itself, forever evolving, just like when we'd attended. Just like it inspired its students to do as well.

And all this for just saying yes. 😊

Steve Caldes is currently an adjunct writing and literature professor at The University of Colorado – Boulder. His work has appeared in The Cincinnati Review, McSweeney's.net and Puerto del Sol.

We made it!

\$ 608,839,594

When the Will to Lead: A Campaign for Clemson was launched, it was a bold step for the University. And its successful completion marks the **largest university fundraising effort ever achieved in our history**, surpassing the \$600 million goal!

It's time to celebrate that great achievement, even as we look to the future. The generosity of Clemson Family and friends has done great things for the students and faculty, changing lives and adding to the economic opportunity of the entire region.

During the will to lead campaign ...

\$608,839,594

was given to Clemson in support of:

- ✓ **Unrestricted giving**
- ✓ **Scholarships and fellowships**
- ✓ **Faculty endowed chairs and professorships**
- ✓ **Student engagement**
- ✓ **Facilities**
- ✓ **Economic development**
- ✓ **Other University initiatives**



41.29%

of alumni donated over the course of the campaign.



Ranking of alumni participation among national public universities: Consistently ranked in the TOP FIVE.



Number of **donors** to the campaign: **69,683**

Number of **unique gifts** to the campaign: **201,537**

Size of the **average gift** during the campaign: **\$5,186**

667 donors made gifts of **\$50,000** or more.

391 of these made their **first-time gift**.

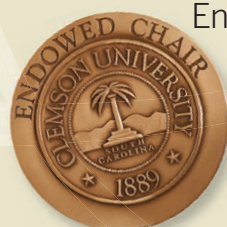
62% were **first-time major donors**.



Of the total cash raised during the campaign period, **\$73 million** has been directed to **endowment** from individuals and corporations.

348 endowments have been established/created over the campaign period.

Scholarships and fellowships funded: **357**



Endowed chairs, professorships and other faculty support created:

95



New endowed chairs created: **21**

View the campaign videos at clemson.edu/giving/campaign.



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- Watt Family Innovation Center
- WestZone
- Class of 1956 Academic Success Center
- Thomas F. Chapman Grandstands at Doug Kingsmore Stadium
- Harris A. Smith Building
- Zucker Family Graduate Education Center
- Lee Hall



To reach the **goal**, Clemson raised:

\$101,473,266 every year

\$8,456,105 every month

\$277,882 every day

\$11,578 every hour

\$193 every second



In the last year alone, Clemson raised **\$115,534,368**. That's the largest amount ever raised from philanthropy in a single year in the history of the University.



... But the needs of Clemson continue, and an even bigger challenge lies ahead.

The Will to Lead campaign is stretching toward a **new goal** — **\$1,000,000,000**.



Left to right: Joe Hood, Heather Mitsopoulos, Heather Simmons Jones, Mac Renfro, Mary Ann Prater. Not pictured: Michael Coakley

Meet your new directors

The Clemson Alumni Association Board of Directors welcomes new officers and six new board members. The board has 23 members and is the governing body for the Clemson Alumni Association.

Ann Harvin Whetstone Hunter of Greenwood takes the reins as president. A 1980 and '82 chemical engineering graduate, Hunter served as the chair of the reunion and special events committee and the honors and awards committee for the alumni board of directors and was named the Volunteer of the Year in 2009. She has served on the Women's Alumni Council and has been an IPTAY representative for 14 years. Hunter also has served on the Clemson Athletic Council. She is on the board of directors for the Greenwood Clemson Club.

Danny E. Gregg of Clemson has been chosen president-elect. A 1971 industrial education graduate, Gregg is a financial adviser and vice president with Merrill Lynch in Clemson. He was active in the Columbia and Charleston Clemson clubs before moving to Clemson and now is a member and past president of the Fort Hill Clemson Club.

Heather Mitsopoulos, a 2003 graduate in secondary education, is vice president and investigative services manager with Bank of America in Charlotte. She is a member of the Women's Alumni Council and the Student Affairs committee of the Will to Lead campaign, president of the Charlotte Clemson Club and a former member of the Student Affairs Advisory Board.

Mary Ann Prater, a 1978 accounting graduate with a master's in industrial management, runs a small-business, payroll and bookkeeping consulting firm and is a senior lecturer

in Clemson's School of Accountancy and Legal Studies. Past chair of the Women's Alumni Council, she was named Alumni Association Volunteer of the Year and received the 2011 Alumni Master Teacher Award.

Michael Coakley, a 1991 management graduate, is the owner of C.J. Coakley Co., an interior construction firm in Falls Church, Va. He has been an active member of the Baltimore/Washington, D.C. Clemson Club and is a regional chair of the Will to Lead campaign.

Joseph "Joe" H. Hood Jr., a 1997 civil engineering graduate, is a managing consultant with IBM in Atlanta. He is serving as the national president of the Clemson Black Alumni Council and also sits on the Humanities Advancement Board for the College of Architecture, Arts and Humanities. He has served as president of the Atlanta Clemson Black Alumni Council and vice president of the Atlanta Clemson Club.

Mac Renfro, a 1987 industrial management graduate, is a founding partner of Initiator, a new product and innovation consultancy based in Cincinnati. He started a Clemson Club in Cincinnati in 1991-92 before moving to Winston-Salem. Now back in Cincinnati, he is an active member of the Cincinnati Clemson Club and has represented the University at college fairs in the city.

Heather Simmons Jones, a 1997 graduate in English, is founder and president of Opus 3, a firm specializing in economic development, human resources and labor relations based in Columbia. She was a charter member and officer for both the Coosawhatchie and Anderson Area Clemson clubs and is a board member of the Columbia Clemson Club.



Ann W. Hunter

Danny E. Gregg



Lanham named 2012 Alumni Master Teacher

A surprise reception was held April 17 to honor the 2012 Alumni Master Teacher, Joseph Lanham. The Alumni Master Teacher Award for outstanding undergraduate classroom instruction is presented annually to a faculty member nominated by the student body and selected by the Student Alumni Council. Lanham is a professor of wildlife ecology in the College of Agriculture, Forestry and Life Sciences.

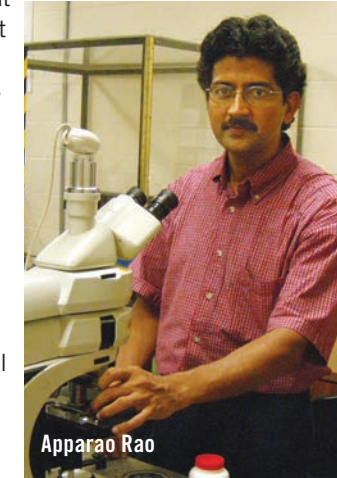
His research interests include songbird ecology and conservation, integration of game and nongame wildlife management and the African-American land ethic and its role in natural resources conservation. Visit the Alumni FLICKR page for photos from the presentation.

Call for nominations

We need your help in selecting outstanding alumni for the Clemson Alumni Association Board of Directors. We're looking for candidates with exceptional judgment, strong work ethic, leadership qualities and the vision to advance the goals and objectives of the Alumni Association. Please note: The deadline for nominations has moved up to Dec. 1. To nominate a candidate, go to cualumni.clemson.edu/boardnominations.

Rao and Grover recognized for research

Apparao Rao, the R.A. Bowen Professor of Physics, and Varun Grover, the William S. Lee Distinguished Professor of Information Systems, were presented with the Alumni Award for Outstanding Achievement in Research. Rao and his team invented a way to make tiny, shock-absorbing carbon springs that can protect delicate electronics like cell phones and have advanced the development of electro-mechanical nano-sensors that can warn of toxic chemicals in the air.



Apparao Rao



Varun Grover

Grover has published extensively in the information systems field, with more than 200 publications in refereed journals. He consistently ranks among the

top five information systems researchers in the world based on the number of publications in the top six information systems journals. He recently was ranked as one of the most influential researchers in the world based on the citation impact of his work, which focuses on how information technologies can be used effectively within and across organizations.

The 2012-13 Clemson Alumni Association Board

Ann W. Hunter '80, M '82, president, Greenwood, ann.hunter@alumni.clemson.edu

Danny E. Gregg '71, president-elect, Clemson, danny_gregg@ml.com

James A. "Jimmy" Kimbell III '87, past-president, Anderson, jkimbell@alumni.clemson.edu

Sonya Ables '75, Greenville, ables1998@aol.com

Todd Ballew '91, Buford, Ga., tballew@heery.com

Wayne Bell '68, Greenwood, wbell89@gmail.com

Janine Anthony Bowen '89, Stone Mountain, Ga., jdabowen@yahoo.com

Michael Coakley '91, Arlington, Va., mcoakley67@gmail.com

Charles Dalton '64, IPTAY, Greenville, charles.dalton@blueridge.coop

Tigue Garick '03, Hoover, Ala., tigueg@jmpco.com

Joe Hood '97, Atlanta, Ga., joe.hood@alumni.clemson.edu

Heather Jones '97, M '12, Columbia, hsjones1@gmail.com

Heather Mitsopoulos '03, Fort Mill, heathermits@alumni.clemson.edu

Harry G. Moore '70, Richmond, Va., hmoore@wfofr.com

Mary Ann Prater '78, M '83, Clemson, annieoakleyknits@gmail.com

Mac Renfro '87, Cincinnati, Ohio, mrenfro@initiatorfirst.com

G. Graham "Goz" Segars Jr. '66, Foundation, Hartsville, goz@segarsrealty.com

Larry Sloan '74, Seneca, larrysloan@elecprodsales.com

Thompson Smith '75, Pelzer, stoneyroo@aol.com

Lynn West '84, Charleston, west84@alumni.clemson.edu

Ex-Officio members include:

Wil Brasington '00, Alumni Relations senior director, Clemson, wil@clemson.edu

John N. "Nicky" McCarter Jr., Board of Trustees, Columbia

Brian J. O'Rourke '83, M '85, Development and Alumni Relations executive director, Clemson, orourke@clemson.edu

Having fun and getting it done



Alumni Week of Service

The Charleston Alumni Club entered a bed in the 3rd Annual Bed Race benefiting Camp Happy Days – Kids Kickin’ Cancer as part of “Every Tiger Cares.” Members of Clemson clubs and groups across the country participated in “Every Tiger Cares” events that spanned the nation the week of April 10-17. Activities ranged from helping with charity walks and hosting events for retired veterans to feeding and clothing the homeless and cleaning up walking and biking trails. Start planning now for your local group to participate next year!



Nashville Club teams up for Country Music Marathon

The Nashville Area Clemson Club teamed up with alumni members from Auburn, Florida State, Georgia, Mississippi State, Tennessee and South Carolina to serve more than 33,000 participants at Water/GU Station #7 at the 10.2-mile marker of the 2012 Country Music Marathon on April 28. The event benefited St. Jude Children’s Research Hospital.



Tigers celebrate 2012 Reunion Weekend

The Class of 1962 celebrated its golden anniversary during 2012 Reunion Weekend in June. If you’d like to relive the moments of Reunion 2012 (or get a glimpse of the fun times you missed), you can enjoy the slideshow at the University’s FLICKR page. Mark your calendar now to join us next year! See page 46 for news on the Class of 1962’s reunion gift.

Tigers brought their daughters to Clemson!

The Women’s Alumni Council hosted their 14th Annual Bring Your Daughter to Clemson weekend event May 18-20. The theme of the event was “The Clemson Fever Caught ‘er at Bring Your Daughter.” Girls ages 6-18 participated in various



activities all over campus including tours of historical landmarks and activities with professors to learn more about the diverse majors offered at Clemson. View photos on the Clemson Alumni Flickr page.

Find your Clemson Alumni Association on

Facebook, LinkedIn, YouTube, Twitter, Flickr



Record numbers attend ring ceremony

On March 12, 420 students received their official Clemson rings. Guest speakers shared the history and legacy of the ring, TigerRoar performed and President Barker presented rings to each individual student. The event is held each spring and fall and is sponsored by the Student Alumni Association. Find out more about the ring or the next ring ceremony at clemson.edu/alumni/ring.



Clemson Alumni Society for Equality and Clemson Gay Straight Alliance gather

Members of the Clemson Alumni Society for Equality (CASE) met members of the Clemson Gay Straight Alliance (CGSA) for dinner in downtown Clemson in February. CASE members Chip Dukes ’92, Brian Cave ’97 and Jackie Payne ’98 shared stories of what campus life was like for them as gay and lesbian students. They also discussed plans to raise \$50,000 to fund a scholarship for a Clemson student involved in GLBT equality work.



Travel with Clemson Alumni

From Alaska to Italy to France and beyond, travel with fellow alumni during 2012. To see what exciting PASSPORT Adventure destinations are awaiting you now, go to clemson.edu/alumni or contact Randy Boatwright at brandol@clemson.edu or 864-656-5671.



Third Annual Alumni Challenge Golf Tournament

Compete for bragging rights to be the best Clemson Alumni golf foursome and the chance to represent Clemson on the national stage. The Third Annual Clemson Alumni Challenge Golf Tournament will be held Friday, Sept. 14, at Walker Golf Course. The tournament is limited to 20 teams, and the winning team will represent Clemson in the Acura College Alumni Team Championship, Nov. 1-4. Contact Randy Boatwright at brandol@clemson.edu or 864-656-5671.

MARK YOUR CALENDAR



CAFLS Tailgate – Oct. 6

The College of Agriculture, Forestry and Life Sciences annual tailgate is scheduled for Oct. 6 for the Georgia Tech game. For details, contact Sennah Honea at schonea@clemson.edu or 864-656-8998.

Tigerama & Homecoming – Nov. 9-10

Plan to attend the 56th annual Tigerama Homecoming pep rally at Littlejohn Coliseum, sponsored by Blue Key, on Nov. 9 and enjoy the colorful student display competition on Bowman Field, sponsored by the Alumni Association. And, of course, cheer on the Tigers as they take on Maryland. See clemson.edu/alumni for the latest in game-day plans.



Young Alumni Fall Band Party

Mark your calendar and join us Oct. 19, 7-11 p.m., at Tiger Park for a Young Alumni Fall Band Party. For more information, go to clemson.edu/alumni.



“Heisman Bible” reveals rules of the game



B.H. Lawrence

Clemson cadet's multitasking memorialized.

Bertram Hook Lawrence came to Clemson in 1899, bringing with him his Bible, a gift from his mother on his 14th birthday in 1896. The inscription in the front reads, “As a reward for his faithful attendance at Sunday School. May he always be fond of the study of the Bible.”

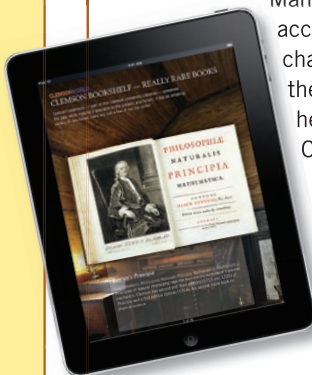
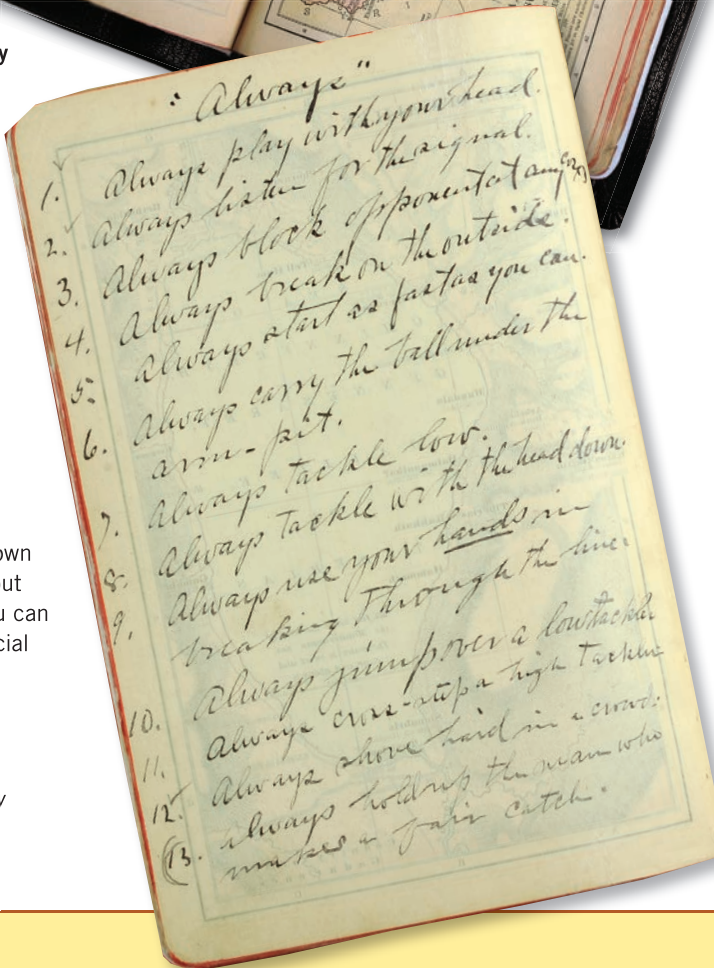
That Bible did get a lot of use at Clemson, but maybe not in the way his mother imagined. Lawrence, an electrical and mechanical engineering major who graduated in 1903, was one of the early Tigers, playing football under legendary coach John Heisman. He had to balance his time among academics, athletics and military duties. **He evidently found a way to multitask during Chapel by studying football rules and plays he had inscribed in the back of his Bible, resulting in the Bible being dubbed “the Heisman Bible.”**

Alongside the “Double through center” and “End run rt.,” he listed Coach Heisman’s rules of the game, two pages of “Always,” which began with “Always play with your head” and ended with “Always win the game.” Following that were two pages of “Don’ts,” which began with “Don’t lose your head” and ended with “Don’t lose the game.”

A gift from Bobby and Christi Couch in honor of Dabo and Kathleen Swinney and Rich ’86 and Kelly Carr ’86 Davies funded the conservation of this piece of Clemson history. It, along with many other rare books, resides in Special Collections, a part of the Clemson University Libraries located in the Strom Thurmond Institute building.

Many more titles need conservation to permit them to be accessible — for now and the future. You can write your own chapter on rare books and help save history. To learn about these and many more interesting items or to see how you can help in their conservation, contact Michael Kohl at Special Collections, 864-656-3031 or kohl@clemson.edu.

Editor's note: Learn more about the many treasures in Clemson's Special Collections in the Summer 2012 Clemson World Tablet issue. Download the app for iPads and Android tablets and enjoy two more issues a year of Clemson World.



Containment: The Clemson Ceramics National Juried Exhibit

October 3 - November 7, 2012

This inaugural biannual exhibition asks artists to explore “containment” through the lens of functional ceramics. The goal of this year’s exhibition is to showcase a diverse collection of ceramic tableware and functional objects, while attracting a broad range of contemporary voices from across the country.

All exhibitions in the Lee Gallery are free. For gallery hours, visit the website: clemson.edu/cva.

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sees

The ARTS at CLEMSON UNIVERSITY

More than 800 works of art and 75 performances this year. Make your picks, find your seats, and follow us online at clemson.edu/brooks and clemson.edu/cva. Or connect with us on Facebook: look for the Brooks Center for the Performing Arts and the Center for Visual Arts at Clemson.

clemson
comes
sees

Esperanza Spalding

Wednesday, October 17, 8 p.m.
\$35 adults / \$20 students

From the beginning of her life to her current success as a creative musician, Esperanza Spalding has charted her own course. The young bassist/vocalist/composer was one of the biggest breakout stars of 2011 — not just in jazz, but in all genres of music. Her 2011 Grammy for “Best New Artist” was unprecedented — the first time a jazz musician won the award. Spalding continues to make the unprecedented her norm.



Shaw establishes professorship in nuclear engineering

The Shaw Group has funded the Toshiba Endowed Professorship at Clemson with a \$1.5 million gift in honor of Toshiba Corp. president and CEO Norio Sasaki. The Shaw Group, a Baton Rouge, La.-based engineering services company ranked No. 336 among the Fortune 500 in 2011, provides engineering and construction services in piping, energy, chemical and both fossil fuel as well as nuclear power projects.

Shaw and Toshiba have collaborated in business ventures around the world, including the construction of nuclear power units in the United States and China. Shaw also has been tapped to build two new reactors in Georgia's Plant Vogtle and two new reactors at the V.C. Summer site outside Columbia, the first new U.S. reactors to be ordered since the 1970s.



Timothy DeVol

Timothy DeVol (pictured at right), director of the University's Center for Nuclear Environmental Engineering Sciences and Radioactive Waste Management in the Department of Environmental Engineering and Earth Sciences, has been named the University's new Toshiba Endowed Professor of Nuclear Engineering.

Clemson's nuclear environmental engineering and science graduate program is focused on preparing graduates who are "capable and qualified to take future leadership roles in the nuclear environmental community," DeVol said. "The role of nuclear environmental engineering is to ensure that activities involving nuclear materials are safe and environmentally sound."

Sealevel pledges endowment, scholarship

Sealevel Systems Inc. has created an endowment and scholarship fund to benefit students in the College of Engineering and Science. The \$50,000 endowment will establish the Sealevel Systems Inc. Annual Scholarship. Sealevel also has pledged \$3,000 per year for five years to fund the scholarship until the endowment is fully established.

Sealevel is a family-owned company in Liberty that develops new products leveraging emerging technology. Founded in 1986, the company provides hardware and software products that enable computer connectivity and control. Many Sealevel employees are Clemson graduates, and the company's CEO, Tom O'Hanlan, serves on the board of directors of Clemson's Research Foundation.

"Greenville and its surrounding areas are recognized among the best locations in the nation for engineers," said Tony Martin, Sealevel director of research and development. "Clemson is an invaluable asset to the area's growth as they train the engineers of tomorrow. During the past 25 years, Sealevel has recruited top Clemson engineering graduates and benefited from the University's state-of-the-art facilities for research and development."

Senior Class honors veterans

A U.S. Coast Guard medallion will complete the set of those signifying military branches at Memorial Stadium and the Scroll of Honor Memorial, thanks to the Class of 2012. The class has chosen the installation of the last service seal as its senior project; they have raised \$13,000 with a goal of \$20,000.



Clemson Corps presents the colors

At Reunion Weekend, representatives from the Clemson Corps presented President Barker with a flag flown over the Scroll of Honor Memorial. Pictured from left are Ann Hunter, president of the Alumni Association; Hap Carr, co-chair of the Scroll of Honor Memorial Committee; President Barker; Ed De Iulio, chair of the Clemson Corps; and Frank Cox, vice chair of Clemson Corps.



Golden Tigers honor Clemson presidents

Patrick McMillan, Jim Caughman '62 and Thomas Green Clemson cut the ribbon as the Class of 1962 celebrated its 50th anniversary by kicking off fundraising efforts for a new garden and brick walkway in the S.C. Botanical Garden. The Class of 1962 Presidents Garden will be in the Clemson Heritage Gardens, 10 acres of specialty gardens, such as the Caboose Garden and the Cadet Life Garden. The new ADA-accessible brick walk will connect all of them.

The brick path also leads to the proposed Presidents Plaza area, a part of the Presidents Garden that will feature each University president and his contributions to the school and the state. The plaza will have four swings, an entry arbor and 14 plaques — one for each of Clemson's presidents — with pictures and reliefs. The plaza also will include space to honor future presidents. Donors' names and a roster of the class members will be noted in the plaza.

Will to Lead events honor donors



Chapman Scholars reception

Prior to their graduation ceremony, the inaugural class of the Thomas F. Chapman Leadership Scholars was recognized by the program's founders, as they and their families joined Mr. and Mrs. Thomas F. Chapman for brunch.

Orange Glove event

Enjoying an opportunity for an up-close look at items from the Clemson University Libraries' rare book collection, guests donned their gloves at a series of Orange Glove events across the region.



Major donors breakfast

At the conclusion of Reunion 2012, donors got a taste of bacon, eggs and the bold future of the University.



The results of a planned gift can change generations to come.

THE WILL TO LEAD FOR CLEMSON

When Thomas Green Clemson penned the will bequeathing his land to establish the University, he could not have foreseen the incredible effect. Today thousands have felt the impact of his decision and benefited from his vision.

As the effort to raise funds for the future continues, estate gifts become even more important. What effect might **your** future gift have on the University and generations to come? To learn more about planned giving, contact JoVanna King at 864-656-0663 or jovanna@clemson.edu.

Clemson gives you more than you bargained for.



William Craig

These special hills have far exceeded Thomas Green Clemson's initial vision and large imagination. When I arrived here as a freshman, I also had a vision of where I thought Clemson would take me in four years. After three years, my aspirations have already been far surpassed by my experiences, and still, I have (at least) one year left!

As challenging as this architecture degree has been to pursue, the work has doubled the value. Aside from design studio itself, Clemson has allowed me to guide my own education through channels like minors, electives, study abroad and Creative Inquiry. Adding sociology allows me to understand the people I will design for. Courses like product design help me understand the ergonomics that function between the building and the person. And I don't have to explain the value of seeing and experiencing the great European works of architecture firsthand during study abroad.

Even more incredible is the opportunity to participate in a real-life, design/build Creative Inquiry. Serving the Student Organic Farm at Calhoun Fields, our team was able to simulate the workings of a real firm with a real budget, timeline, design limitations and client with real needs. And there's something wonderful about working on the fields that were so central to TGC's original vision for the school, and using them 150 years later to push South Carolina agriculture into the future and learn about architecture and ourselves in the process.

Outside of the curriculum, Clemson has allowed and encouraged me to step up and lead. Before my first semester was complete, I found myself as a director over one of the largest organizations on campus, Central Spirit. That leadership experience gave me the courage in the next year to become a founding father of the Kappa Sigma fraternity. And if that wasn't enough, this past year I was incredibly honored to be selected for the Blue Key Honor Society and serve Clemson in even more ways. I now find myself waving the Clemson flags, designing homecoming floats and making sure Tigerama is a success, all because Clemson allowed me to grow more than I imagined.

I'm William Craig, and this is my Clemson. 🌐

William Craig is a senior architecture major from Lexington, S.C.



World Domination Skills in Five Friday Sessions

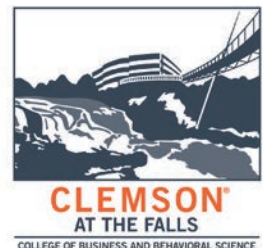
Clemson's Mini MBA Certificate Program is seeking a few business rockstars, radical thinkers, gamechangers and world dominators.

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