Emeritus Day was another grand affair this year. Over 100 emeriti attended the event. We remembered those who had passed away last year, heard interesting comments from speakers, and welcomed new and continuing partners. The highlight of the day was the presentation of the Distinguished Emeriti Award (see side bar).

We have been inundated with questions, concerns and complaints about the handling of emeritus parking decals. On behalf of President Barker and Provost Helms, I apologize for the problems this year. It was certainly not their intent to deny a parking decal to anyone who needs it. But in trying to better manage overall university parking needs, there was misinformation and miscommunication which resulted in much aggravation for you and me! We’re working to ensure a better system in the future. Clemson’s emeriti contributed over $10,000 to United Way last year. As the charity of choice for the Emeritus College, I hope you will consider making a gift this year. A pledge card is enclosed for your convenience.

Happy Holidays and GO TIGERS!

Diane

Message from the Director

Advisory Board News:

At the fall board meeting, Director Smathers provided an update on parking and space and presented the budget for this year. Numerous committees gave reports, and details of An Eye to the Future campaign were presented.

Faculty Senate President Bill Bowerman was welcomed and outgoing board members Peggy Cover, Dick Klein, Arnie Schwartz and Myles Wallace were recognized. Under board business, standing committees were announced, a membership application voted upon, and the board discussed the possibility of hosting a regional meeting of AROHE/ACC institutions with similar emeriti units. The board also voted to have a Cash Bar at Emeritus Night and revisited spouse participation in Emeritus Day.
Upcoming Events

**Holiday Reception**
President and Mrs. Barker invite everyone to attend the annual holiday reception at the President’s Home on December 10. Please check our website for more details. Invitations to this event will not be mailed; however, we will send an email reminder.

**Emeritus B.L.O.G.**
The next Book Lovers Only Gambit will be Thursday, December 17 at 10:00 am at McClure’s Bookshop in downtown Clemson. There will be a discussion on Mark Bauerlein’s *The Dumbest Generation*. The Emory professor asserts that “the intellectual future of the United States looks dim.” He says that today’s youth have a “brazen disregard of books and reading.” You don’t have to read the book to enjoy this discussion! Join us.

**Emeritus Night at the Brooks Center**
The 6th annual Emeritus Night will be held at the Brooks Center on Wednesday February 24, 2010. This year’s Clemson Players production is *Rent*, an award winning musical based on Puccini’s *La Boheme*. This racy play is about seven friends living in New York’s East Village. Mark your calendars now. Invitations will be mailed.

**The No Power Point Seminar**
The popular No Power Point Seminar is held the third Thursday of September, November, February and April at noon at the New China Buffet in Clemson. Check our website for more information. We send email reminders of this event so be sure we have your email address. Emeritus Gary Powell is this year’s coordinator.

Emeritus College Campaign Update

**An Eye to the Future** campaign is well underway. Over 60 persons have contributed over $6000! The campaign will run through December 31, 2010 so there’s plenty of time to make your donation or pledge. Persons contributing $250 or more receive a gold lapel pin while those contributing $50 or more receive a silver lapel pin. You may send your check to *Friends of the Emeritus College*, E304A Martin Hall, Clemson, SC 29634 or go to our website [www.clemson.edu/emerituscollege](http://www.clemson.edu/emerituscollege) to download a form for other options. BE SURE to indicate that your gift is for the Emeritus College and if it is an annual gift or a pledge. This is your chance to be a part of the future as well as the past! These funds support the activities of the Emeritus College including our undergraduate student scholarship.

In Remembrance

*Jordan A. Dean*
Professor Emeritus
Modern Languages
1911-2009

*Elena G. Fernandez*
Professor Emerita
Spanish
2009

*Victor Hurst*
Vice President and Dean Emeritus
1915-2009

*Charles M. McGee*
Professor Emeritus
English
1913-2009

*Landon C. Miller*
Professor Emeritus
Horticulture
1937-2009

*James H. Nicholson*
Professor Emeritus
Mathematical Sciences
1927-2009

*Edward F. Olive, Sr.*
Professor Emeritus
Education
1926-2009

*Malcolm J. B. Paynter*
Professor Emeritus
Microbiology
1928-2009

*Joel L. Richardson*
Professor Emeritus
Industrial Management
1920-2009

Have You:
- Completed the Retiree Survey?
- Made a donation to *Eye to the Future* campaign?
- Contributed to United Way?
- Volunteered to teach or continue research?
- Noted events on your calendar?
- Sent your email address to the College?
- Had your portrait made for the Archives?
- Informed the College of any awards received?

Patrick Square
Where Legacies Begin

Many thanks to Patrick Square for sponsoring the Emeritus Day luncheon.
Success Stories: Emeritus Day 2009

Friends of the Emeritus College
Donors since January 1, 2009

GOLD PLUS DONORS
($500-999)
Lloyd Blanton
Bob Lambert
John Luedeman

GOLD DONORS ($250—499)
Bernard Bayer
Ralph Elliott
J.C. Mike Hubbard
John Kenelly
Rob Roy McGregor
Frank & Gail Paul
Phil Prince
Jerry Reel
Diane Smathers
Jerry Whitmire

SILVER DONORS
($100—249)
Joe Allen
Michael Crino
Victor Hurst
Donald McKale
Madelynn Oglesby
Linvil Rich
Hilton Rogers
Roger Rollin
Dave Senn
Jimmy Sheriff
Michael Taras
Dave Van Lear
William West
Clint Whitehurst
Donna Winchell

SILVER DONORS CON’T
($50—99)
Larry Ackerman
Clarence Balch
John Bennett
J. Edwin Clark
Tom Collins
Bruce Cook
Garnet Craddock
Dee Cross
Dave Dumin
R.L. Edwards
Thom Efeland
Alvon Elrod
Robert Fennell
Lewis Fitch
Shelley & Ron Fones

Larry Gahan
William Hendrix
Don Henricks
Libby Hoyle
W.J. Kennedy
Richard Klein
Harry Law
Ron Moran
Roy Ogle
John Passafiume
Larry Reamer
Lucy Rollin
Ab Snell
Myles Wallace
Sam Wang
Harold Woodell
**Op Ed Piece by an emeritus**

This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product.

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your customers or clients.

This story can fit 100-150 words.

Microsoft Publisher includes thousands of clip art images from which you can choose and import into your newsletter. There are also several tools you can use to draw shapes and symbols.

Once you have chosen an image, place it close to the article. Be sure to place the caption of the image near the image.

**Inside Story Headline**

This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message you’re trying to convey. Avoid selecting images that appear to be out of context.

You can also research articles or find “filler” articles by accessing the World Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter to a Web publication. So, when you’re finished writing your newsletter, convert it to a Web site and post it.

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Once you have chosen an image, place it close to the article. Be sure to place the caption of the image near the image.
**Spotlight**

This story can fit 100-150 words.

This is a good place to write a small story featuring a new product, service, or program you’re offering.

Remember to make the information useful to your reader. Explain any features that distinguish what you offer from that of your competition.

You may also want to describe the history of the product, service, or program or highlight persons responsible for its development.

A good source of information for your story might be press releases, sales or market reports, or brochures you have created.

It is important to maintain the integrity of this publication as a newsletter, rather than a means of advertisement. In other words, your readers should feel that you’re informing them about what you offer, as opposed to selling it to them.

Emeritus Webb Smathers stands for conservation.

"The love of learning, the sequestered nooks, And all the sweet serenity of books." - Henry Wadsworth Longfellow

- Add Quote To Your Quote List

The Chair’s Corner

Book or Movie Review
Emeritus College Advisory Board 2009—2010

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Dr. C. Harold Woodell (Chair Elect), Professor Emeritus, English
Dr. Paul B. Zielinski (Chair), Director & Professor Emeritus, Civil Engineering

Ex-Officio:
Dr. Diane Smathers, Director, Emeritus College
Dr. Dori Helms, Provost and Vice President/Academic Affairs
Mr. Phil Prince, President Emeritus
Dr. Bill Bowerman, President, Faculty Senate

Calendar of Events

October......................................Newsletter
November 19........No Power Point Seminar
December 10.......President’s Holiday Reception
December 17..............Emeritus B.L.O.G.
January 26.......................Emeritus Board Meeting
January ......................................Newsletter
February 24.......................Emeritus Night

For other related events go to:
www.clemson.edu/emerituscollege