

happy holidays

Wishing you *peace* and *joy* in this new year!

Happy Holidays from Clemson University's Carolina Clear team!

This holiday note brings news from Carolina Clear from 2010, expectations for 2011, program announcements, and of course, good tidings and best wishes to all of our partners and friends protecting water quality!

2010 was certainly a year of learning. With more than 1600 telephone surveys completed, the Carolina Clear program and consortium partnerships received guidance directly from the public on where education is needed, how important water quality and natural resources are to our constituents, and what behaviors are ongoing in our own backyards that could be affecting water quality and modified through education initiatives. The full reports and summaries of this data collection effort are available at our website for your use. Also, a peer-reviewed article in the Journal of Contemporary Water Research & Education was published in December summarizing and comparing results across the state, and it will also be made available at the Telephone Survey Results page on our Carolina Clear website.

The Carolina Clear program also received Clemson Extension's Team Award for the collective work, team support and sharing, and for the program that we are building together. Speaking of the team, Carolina Clear excitedly added Ms. Terasa Young to the program in the spring of 2010. Terasa is a Natural Resources Agent in the Florence County Extension Office and coordinates the efforts of the Florence Darlington Stormwater Consortium, the youngest of the regional stormwater education efforts.

In terms of program staff, Carolina Clear will say congratulations and sadly so long to Marguerite Bishop (previously Marguerite Porter) and Erin



Filming final scene of 2011 media campaign



Preparing to film the Build Your Own Rain Barrel video



Carolina Clear Team in January 2010

Menchhofer. Marguerite, coordinator of the Pickens Countywide Stormwater Consortium will soon be leaving for NC with her husband, West. Erin, who assisted in youth programming for the Ashley Cooper Stormwater Education Consortium, will be continuing her Master's degree back at Purdue University and be closer to family. They will both be greatly missed.

With the long list of accomplishments that you can hear about through consortium meetings and on our website, what remains to be done in 2011? LOTS! So, here is my New Year's Resolution to you. Carolina Clear will continue our work in developing and implementing comprehensive stormwater education and involvement programs following the guidelines outlined in the anticipated new small MS4 permit.

The program will also:

- Complete a Build Your Own Rain Barrel Manual to be released with a Build Your Own Rain Barrel Video;
- Release 4 lesson plans and activities that meet SC Curriculum Standards for 5th and 7th grade science classes;
- Pilot a recognition program for homeowners and business following the guidelines set by the Carolina Yardstick Workbook.
- Develop and pilot outreach efforts and resources that target new commercial audiences;
- Launch a new mass media campaign targeting homeowner and pet owner practices and highlighting how individual behaviors affect recreation and people's ability to make their livelihood.
- Bring passion and creativity to the work that we do, knowing that strategic, regional education initiatives can have an impact on water quality restoration and protection.

From all of Clemson's Carolina Clear team, we wish you the happiest of holidays and a very blessed new year.

Thank you for your partnership,

Katie, Cal, Ben, Dave, Terasa, Bill, Mary, Marguerite, Angela & Dawn

Check out our new logos!

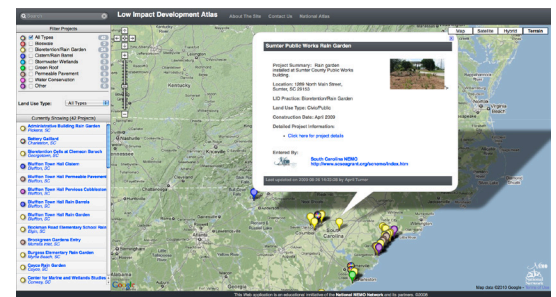


...and especially for youth programs

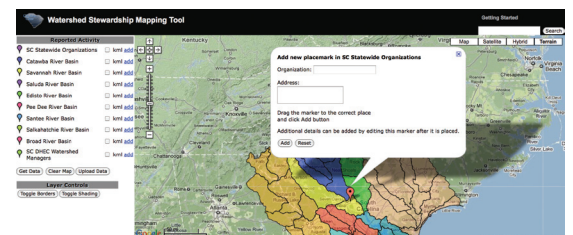


f On Facebook? Search for Carolina Clear to stay updated on stormwater news and upcoming events!

Continue to look for local LID and map your own projects at SC's LID Atlas!



Encourage watershed involvement through use of the Watershed Stewardship Map!



www.clemson.edu/public/carolinaclear



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