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### EXTRAS ON THE WEB

- Keep up with the latest University news at [twitter.com/clemsonnews](http://twitter.com/clemsonnews).
- Check out Clemson World on Facebook at [www.facebook.com/clemsonworld](http://www.facebook.com/clemsonworld).
- Visit the Clemson Alumni Association on Facebook at [www.facebook.com/clemsonalumni](http://www.facebook.com/clemsonalumni).

Cover: We designed this issue's cover to reflect Clemson's defining qualities — winning spirit, history and tradition, big ideas, student-centered, academic quality, Solid Orange, family, determination — as we reveal Clemson’s new brand architecture. See p. 20.

[www.clemson.edu/clemsonworld](http://www.clemson.edu/clemsonworld)
View from
30,000 feet

“When you’re down in the weeds dealing with problems like budget cuts ... it’s easy to think you would exchange your problems for your neighbor’s.”

I n the midst of getting ready for fall semester to begin, I received this e-mail message: “If we all threw our problems in a big pile in the middle of the room, when we saw everyone else’s, we would grab our own back.”

I decided there’s sometimes a lot of truth in Internet humor.

In preparing for our budget this year, Clemson University faced problems from a total reduction in state and private funding of $45.7 million. But one problem we do not have is lack of demand, and we are grateful for that.

Applications and enrollments were up to record levels for both undergraduate and graduate programs. This is a tremendous vote of confidence in Clemson. The campus community welcomed its largest freshman class in history this fall, along with a large group of transfer students. Clemson actually accepted and enrolled more South Carolina students this year than ever before.

Campus housing was literally full to overflowing in August. About 300 students were in temporary housing in study lounges and common rooms in the high rises.

Contrary to rumor, no one was asked to live in a broom closet! They all had air conditioning, Internet access — even cable TV. Except for the lack of a window, most temporary rooms are very similar to permanent ones.

Departments added lecturers and class sections to make sure we could honor our commitment to offer students the classes they needed. As in a normal year, some did not get a preferred room assignment, class section or teacher, however. Not everyone can be in the weeds dealing with problems like budget cuts, staff shortages, financial need.

Clemson’s policy on enrollment has not changed. We want to remain a “right-sized” university, one that combines the classes and the close faculty contact of a private, liberal arts school with all the advantages of a big-time public university with major research programs and Division I sports.

So why is the campus so crowded this fall? Three reasons.

• We accepted more applicants because, at a key decision point last spring, it looked like enrollment might be down from previous years. Two weeks before the May 1 deadline, paid deposits were lagging 15 percent behind last year. We erred on the high side to make sure we maintained enrollment, not to increase it.

• Yield, thankfully, remained very strong. Students want to come to Clemson because of our strong reputation and outstanding student experience. They just delayed their decisionmaking this year, probably because of the economy.

• We were able to offer additional, last-minute aid in the form of our own “Clemson Stimulus Plan” to continuing students who needed extra financial help to graduate. Thanks to almost $500,000 in unrestricted gifts to a new program, the Leadership Circle, we were able to restore about 175 student jobs and offer emergencies grants to more than 40 continuing students who were at risk of dropping out because of severe financial need.

Leadership Circle donors cast another very strong vote of confidence in Clemson University, as did all the 28.3 percent of alumni who gave back to Clemson last year.

That level of alumni support helped us maintain our No. 22 rank among all public universities in the U.S. News & World Report guide for 2010. This is our highest ranking ever and keeps us shoulder-to-shoulder with some of the most highly regarded research universities in America. It also proved that our entry into the top 25 was not a one-year phenomenon. We were able to sustain a high level of academic quality.

When you are down in the weeds dealing with problems like budget cuts, staffing shortages and over-crowded residence halls, it’s easy to think you would exchange your problems for your neighbor’s. I would not. In fact, this fall we are off to our finest start ever.

When I look at Clemson with a wide-angle lens, I see a university with a strong reputation and growing demand ... a school with alumni and donors of character, who are engaged in our success ... and an institution with a tremendous sense of purpose and community. The absence of any of these things is a problem; overcrowded dorms are not.

Best wishes from campus.

President

James F. Barker, FAIA

P.S. — I have entered the blogosphere! Bookmark www.clemson.edu/barkersblog where I will share regular updates and thoughts about my day-to-day life as Clemson’s president.
Clemson to leverage available federal funds, which cover 75 percent of wages for eligible work-study students. Both will give priority to low-income students. The Clemson stimulus program is privately funded through donations to the Leadership Circle, a new annual giving society that encourages unrestricted gifts, allowing the University to determine how gifts can best be used.

You did it again!

YOU KEPT CLEMSON AMONG THE TOP UNIVERSITIES in the country in alumni giving. More than 28 percent of Clemson's alumni gave back to the University during the 2008-09 fiscal year (ending June 30).

In fact, private gifts to the University totaled $78.7 million for the fiscal year. The total includes $43.1 million given by donors to the Clemson University Foundation to support academics and athletic capital projects, $16 million added to the inventory of planned gifts and $19.6 million to IPTAY, which supports athletic scholarships. Your generosity and trust in Clemson made this the third best fundraising year in the University’s history.

Private gifts are essential to expand scholarship opportunities for students, support excellent faculty, improve learning environments and enrich the overall Clemson experience.
Tissue research gets major boost

**THE S.C. ENDOWED CHAIRS REVIEW BOARD APPROVED**
the establishment of a tissue research center at Clemson using $3 million in state funds and another $3 million in non-state funds.

The Center for Economic Excellence in Tissue Systems Characterization, to be housed at the University’s Institute for Biological Interfaces of Engineering (IBIOE), is expected to connect expertise in cellular engineering and biomaterials.

“The potential remains great for new medical advances in the juncture between engineering and biology,” says Karen Burg, IBIOE director. For more information, go to www.clemson.edu/centers-institutes/ibioe.

Clemson’s Tiger Varsity 4+ captured the 2009 national championship at the NCAA rowing championships at Cherry Hill, N.J. The winning crew consists of Kelly Murphy, Lydia Hassel, Callen Erdey, Allison Colberg and coxswain Meredith Razzolini. In addition, Tigers Varsity 8+ was named the ACC Crew of the Year, and the Clemson Rowing team, coached by Richard Ruggieri, won the 2009 ACC championship.

Clemson joins nine other S.C. universities and colleges in a research program that offers new hope for the thousands of individuals whose lives are threatened by organ failure and who wait in vain for too few available transplant organs.

A $20 million grant from the National Science Foundation (NSF) creates a statewide alliance in the field of tissue biofabrication, which could lead to the ability to produce human organs. The award is one of the largest in the state’s history.

The resulting intellectual property could be the basis for new startup companies that would be part of the emerging biomedical-device cluster in the state, creating a wide range of jobs at every level, from technicians to researchers.

The research alliance was managed by the Experimental Program to Stimulate Competitive Research (EPSCoR) and Institutional Development Awards, two federal-state-university partnerships.

Pediatricians for anti-bully program at Clemson

A bullying-prevention program based in the University’s Institute on Family and Neighborhood Life has been endorsed by the American Academy of Pediatrics as an effective way to address youth violence in schools.

The academy identified the Olweus Bullying Prevention Program as the model for successful programs. Clemson’s Institute on Family and Neighborhood Life oversees all product development, research and training for the program in North and South America. For more information, go to www.clemson.edu/fnl and www.olweus.org.

Groundbreaking organ replacement research

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Stronger roads and bridges

CLEMSON AND COLLABORATORS FROM Purdue and PSI Inc. have received $1.1 million to improve durability of concrete infrastructure materials.

The four-year grant from the Federal Highway Administration will help researchers better understand the challenges facing the durability of concrete infrastructure and develop new test methods to address them.

“The research could have a wide-spread effect on how various agencies build or rebuild concrete infrastructure, such as roads and bridges, with a potential to save millions or even billions of dollars down the line,” says Clemson civil engineer Prasad Rangaraju.

Glover brings home U.S. Open

2009 U.S. OPEN CHAMPION LUCAS GLOVER ’02 GETS A superstar welcome home from Clemson President Jim Barker, Alumni Association Board President Leslie Callison and many other fans. The Alumni Association with the Greenville Clemson Club hosted the celebration to honor Glover in July at Fluor Field in Greenville.

Glover, an All-American at Clemson, became the first former Tiger golfer and the first native of South Carolina to win a major professional golf championship. He already made Clemson history when he became the first alumnus named to the U.S. Presidents Cup team (selected by captain Jack Nicklaus in 2007).

Walker Course, a LINKS choice

LINKS Magazine rated the John E. Walker Sr. Golf Course at Clemson University as one of the top-25 collegiate courses in the country in its recent “Best Of” issue. In South Carolina, the course was voted the best public golf course in the Upstate by the S.C. Golf Course Ratings Panel.

Bullying Prevention Program as the model for successful programs. Clemson’s Institute on Family and Neighborhood Life oversees all product development, research and training for the program in North and South America. For more information, go to www.clemson.edu/fnl and www.olweus.org.
New frontier for cleaner energy

Clemson researcher David Bruce will participate in a multi-university Energy Frontier Research Center — funded with $12.5 million from the U.S. Department of Energy — focusing on the development of new catalysts for the production of clean fuels and chemicals from renewable sources.

The ultimate goal is to develop new environmentally friendly, cost-effective re-action processes that will help to decrease the nation’s dependence on fossil fuels. Clemson’s Palmetto high performance computer system and Internet 2 connectivity will greatly enhance abilities to model these reaction systems and interact with the other center investigators.

Bruce, coordinator for all simulation efforts for the project, will use advanced computational methods to provide the molecular insights for collaborators to prepare catalyst materials best suited to convert cellulose and other waste organic materials into renewable liquid fuels and bio-derived chemicals.

One Clemson, One World

Students plant flags representing hate crime statistics from the FBI, with each color representing a different type of hate crime. The Field of Flags is a traditional highlight of Clemson’s annual One World Project, a campus and community forum for discussion on tolerance and diversity.

It’s organized each year through the Harvey and Lucinda Gantt Center for Student Life, which is committed to fostering a welcoming and inclusive campus community that values and celebrates the diversity of its members.

For more on Clemson’s diversity programs, go to www.clemson.edu/jtc/diversityeducation/programs.

Cryovac Lab for food-packaging research

Cryovac and the University have combined efforts to build a multiluse food-packaging laboratory in Clemson’s Center for Flexible Packaging. The 2,000-square-foot laboratory — The Cryovac® Flavour Mark® Retort Laboratory — is a teaching, research and service facility in the University’s renowned packaging science department. The Flavour Mark food packaging system, donated by Cryovac and its parent company Sealed Air Corp., is an integral part of the laboratory’s research and instruction effort.

Cryovac has a long history of supporting Clemson including an endowed chair in packaging science and providing adjunct faculty for both packaging science and food science. Cryovac employs many Clemson graduates and hires undergraduates as interns and co-op students. It’s also the first large business to be recognized as a Champion for Children through Clemson’s Strong Communities program. For more information, contact Scott Whiteside at wwhts@clemson.edu or (864) 656-6246.

Grad engineering among U.S. best

Eight graduate programs in the University’s College of Engineering and Science are among the nation’s 40 best (in public universities) with three of them in the top 25 of their respective categories, according to the 2010 edition of U.S. News & World Report’s guidebook of graduate programs.

Each program was ranked against similar programs at all national doctoral-granting public universities. Clemson’s environmental engineering and science program is ranked 19th; biomedical/bioengineering program, 22nd; and industrial/manufacturing engineering, 24th.

Pandemic communication

Industrial engineers Sandra Garrett of Clemson and Barrett Caldwell of Purdue are monitoring signals in human behavior during a pandemic.

They’re working to identify what specific event phase of a pandemic the public is in and the action triggers that are appropriate for response strategies — for example, when to begin social distancing measures such as school closures.

The research will help in determining the need for additional community education in influenza and the best ways to communicate new information as the pandemic progresses.

Garrett and Caldwell collaborated with health officials and hospitals in the test state of Indiana to determine the feasibility of an alternative-care system that may require activation once a pandemic illness reaches a local area. The study looks at how authorities react, what facilities are available and how to communicate timely information.

To learn more, go to www.clemson.edu/newsroom/articles/2009/may/pandemic.php.

Life-saving class work

Nonprofit marketing students, led by professor Patricia Knowles, are working with Donate Life South Carolina and LifePoint Inc., the state’s nonprofit organ and tissue procurement organization, to bring Donate Life’s “Every 11 Minutes” campaign to campus.

Although many South Carolinians believe that they are already identified as organ donors because they have a red heart on their driver’s license, they now must either register at every1min.org or sign forms when they renew their driver’s license. The new symbol is a red heart enclosed in a red circle.

Last semester, students identified reasons that other students may or may not want to register for organ donation. Then, they developed messages to reach potential donors about the need to register online or when they renew their license. A group of USC students prepared some materials to reach students there, too.

Now, marketing students in promotional strategy classes are joining nonprofit marketing students to promote a virtual Clemson vs. USC Organ Donor Registration Bowl coinciding with the annual Blood Donation Bowl.

For more information, go to every1minut.org or contact Patricia Knowles at pkpatric@clemson.edu.
The 400-page book includes a 16-page color signature of historical portraits and selections from Mr. Clemson’s art collection. In addition to each chapter’s illustrations, the biography features genealogy charts of the Clemson and Calhoun families from the 1600s to the 1970s. You can purchase Thomas Green Clemson through the Alumni Center at clemuni. clemson.edu/bookoffer or call (864) 656-2345.

S.C. Market Maker

The Palmetto State's freshest seafood and agricultural produce are just a mouse click away. S.C. Market Maker is an online resource that puts the state's agricultural products and from-the-boat seafood in the hands of consumers. At www.scmakermaker.com, users can search the database for products or register their own business.

S.C. Market Maker is a cooperative effort of Clemson's Public Service Activities, the S.C. Department of Agriculture, the S.C. Sea Grant Consortium and the U.S. Department of Agriculture Natural Resources Conservation Service.

Traffic Bowl Champs, again!

FOR THE FOURTH YEAR IN A ROW, MEMBERS OF the University's chapter of the Institute of Transportation Engineers are Traffic Bowl winners. They represented South Carolina at the Southern District ITE's "Top of the Tarmac" style competition — the William H. Temple Scholarship Challenge — that tests students' road engineering mettle.

Graduate students Vijay Benidigers, Johnatan Dillon and Gabe Dobbs represented the Clemson team, advised by civil engineering faculty Wayne Sarasua and Jennifer Ogle.

For the sixth year in a row, Clemson also took home the Southern District ITE Outstanding Student Chapter Award.

Clemson Blue, a big cheese

Clemson Blue Cheese was rated among the best in the nation at the 15th biennial U.S. Championship Cheese Contest in Green Bay, Wis.

Clemson Blue Cheese's history dates back to 1941 when it was cured in the damp air of the Stumphouse Mountain Tunnel near Walhalla by a Clemson dairy professor. Now the cheese is made by ARAMARK food service in Clemson's Newman Hall, where air-conditioned rooms replicate the temperatures and humidity of the tunnel. The famous cheese is available in the East Side Food Court in the Hendrix Student Center or online at www.clemsonbluecheese.com.

Clemson favorites on Facebook

MAKE CLEMSON ALUMNI Association and Clemson World your new favorites on Facebook. See Clemson Alumni Association at www.facebook.com/clemsonalumni for up-to-the-minute news on alumni events, services and opportunities in your area. Join Clemson World at www.facebook.com/clemsonworld to stay connected with us between issues. You’ll see new campus shots, videos, a sports blog and other features. And, best of all, you can post your own photos and news.

Find us on Facebook

Clemson Blue biography — bestseller

THOMAS GREEN CLEMSON — THE NEW BIOGRAPHY OF the University’s founder — is a hit with alumni. The biography, published by the Clemson University Digital Press, is written for general readers as well as scholars, history buffs and students.

Global Clemson classroom

TOUGH ECONOMIC TIMES ARE NOT keeping an unusual group of graduate students out of the classroom. In fact, these full-time professionals are benefiting from the convenience and camaraderie of a global Clemson classroom experience.

The program — a master’s degree in industrial engineering with a concentration in capital projects supply chain and logistics — is a first-of-its-kind online graduate program that has working professionals from around the world and across the spectrum of disciplines sitting in a virtual classroom any time of the day or night that fits their schedule.

This program is offered by industrial engineering in collaboration with the civil engineering and management departments at Clemson as well as with owners, contractors and suppliers in this industry segment including Fluor Corp., CH2M Hill, Chevron, Duke Power, Emerson and Anixter. For more information, go to www.clemson.edu/ces/departments/ie.

Inflation station at CU-ICAR

MICHELIN NA AND CLEMSON'S Automotive Safety Research Institute open a tire-inflation station for safety and fuel efficiency at the entrance level of the AutoPark at CU-ICAR in Greenville. The Michelin Tire Inflation Station features a six-foot replica of the iconic Michelin Man, a visible reminder for drivers to check and adjust tire-inflation pressure as they leave the parking area. To learn more about the Automotive Safety Research Institute, go to www.clemson.edu/centers-institutes/cu-icar/ASRI.

S.C. switchgrass could power Europe

RESEARCHERS AT CLEMSON’S PEE DEE RESEARCH AND EDUCATION CENTER, in an initiative with Charleston-based Carolina-Pacific LLC, are supplying switchgrass to European power plants as a substitute for coal to generate electricity.

Carolina-Pacific will need more than 350,000 tons of switchgrass per year for its European markets beginning in 2012. The initiative could be worth more than $20 million a year to S.C. farmers during the next decade, according to company officials.

The company will pay farmers for their crops, and Clemson researchers will assist in how to plant crops and make the most from their fields.

For more information, go to www.clemson.edu/newsroom/articles/2009/april/Rural_Heritage_2009.php5 or contact Jim Frederick at jfrederick@clemson.edu or (843) 622-3526.

American Hunter ranks

Clemson No. 2 on its list of Top Ten Colleges for Hunters, behind Penn State and ahead of Cornell, University of Wisconsin-Madison and Michigan State. Clemson is also home to a collegiate powerhouse air rifle team, former national champions. The team is currently fourth in the U.S. and has never ranked lower than seventh in the national competition.
“I knew at an early age I wanted to be an engineer. I liked to make things,” says Martine LaBerge, chair of Clemson’s bioengineering department. “In graduate school, I studied biomedical engineering and biomaterials. All of my professors spoke very highly, almost reverently, of Clemson” — the birthplace of the field — LaBerge recalls, leading her to jump at a chance to join Clemson’s faculty in 1990.

Now known internationally for her orthopedic research, LaBerge continues to find ways to make knee replacements more comfortable and longer lasting. “Physicians come to us with the problems, and we look for solutions,” she explains. “It’s my job to disseminate my passion for the field and help my students leave here as inventors and problem solvers.”

Savor your Chili’s favorites at Chili’s Too, located in the University Union. Choose from a selection of flavorful appetizers like Boneless Buffalo Wings and our warm and crispy tostada chips served with house-made salsa. And try one of our refreshing salads. The Southwestern Cobb is piled high with juicy chicken, corn relish, bacon and lots of other mouth-watering ingredients. We also have Big Mouth Burgers, classic sandwiches, Guiltless Grilled Chicken, a wide array of beverages including beer and margaritas, and other American cuisine with a Southwestern flair.

Party platters and takeout are available.
Clemson's commitment to ethics has enhanced my ability to make those decisions — not only in my study of finance, but beyond the classroom. I feel I already have an edge in my chosen career and in my everyday life.

Financial management student Kelsey Sontag, author of this piece, has received Bank of America, Trustee, Class of ’38 and other scholarships. Scholarship support makes the Clemson experience possible for her and many other students.

To learn how you can help, go to www.clemson.edu/giving or use the enclosed envelope.

“Economic advance is not the same thing as human progress.”

— John Clapham, economic historian

For all students

Clemson’s Robert J. Rutland Institute for Ethics serves students, faculty, staff and the community. Its Ethics Across the Curriculum program teaches students in all majors — whether they plan to be architects, teachers, medical professionals, engineers, biologists, managers, marketing or finance specialists — how to incorporate ethical values in rewarding careers and personal development.

Clemson’s Intercollegiate Ethics Bowl team, sponsored by the Rutland Ethics Institute, is a national powerhouse. Over the past three years, the team has won first, second or third in the nation at the Ethics Bowl Championships.

The Rutland Institute is home to the national Center for Academic Integrity, a consortium of more than 360 educational institutions who share with peers and colleagues the center’s collective experience, expertise and creative energy.

To learn more about Clemson’s ethics programs, go to www.clemson.edu/ethics.

What a time to be a business student!

by Kelsey Sontag ’10

With the recent economic downturn and the fact that some of the responsibility falls onto the shoulders of the once-roaring financial institutions, the areas of finance and ethics have been on everyone’s mind.

Few would argue that ethical misconduct in banking and business has been among the catalysts for this economic crisis that our country is currently experiencing.

But the news is not all bad. For finance students, the recession has offered an amazing opportunity to experience and learn about the causes and cures for recessions as well as the importance of adhering to business ethics.

The international spotlight on business ethics also highlights Clemson’s commitment to ethics firsthand.

The teaching of business ethics plays a major role in the study of finance here. Classes include case studies, discussions and other forums concerning the importance of upholding both personal and professional integrity.

‘Shock marketing’

I’ve also had the opportunity to expand my knowledge and experience as a member of the University’s nationally recognized Intercollegiate Ethics Bowl team. (We call it the ‘Orange Wave’ to show our energy and Clemson pride.)

Being on the team offers members a way to apply ethical theories to solve real-life problems while competing for Clemson. The bowl works like a debate tournament that focuses on difficult issues in the form of cases for which we prepare theoretical support for the correct action. My perspective for the team is on business ethics and market economics.

One of my recent cases focused on the ethical justifiability of “shock marketing.”

Shock marketing often uses offensive material or grotesque images to get attention and thus boost sales. Case in point was a billboard advertisement for a clothing company that featured male clothing with the phrase: “Looking good sure beats rape.” The ad certainly got attention and probably increased sales and profits for stockholders. But responsibility — not causing harm or serious offense to the general public — was totally lacking.

On the other hand, ad campaigns against drunk driving often use shock marketing as well. And the American Journal of Preventive Medicine has shown that mass media campaigns can reduce alcohol-related car crashes significantly. Of course, this use isn’t for financial gain, but it does aim to get attention and change behavior.

Beyond ‘right’ or ‘wrong’

One of the biggest lessons I’ve learned is that, often, there’s no right or wrong answer to an ethical dilemma. Each perspective that you apply to the case at hand will produce a different course of action.

If you apply utilitarianism, the action will produce the greatest good for the greatest number of people with no regard for what is “right” or “wrong.” If you apply deontological ethics, which emphasizes moral intentions and motives, the action focuses almost completely on what is right or wrong.

And to make matters even more complex: The most ethical action for one person may not be the same for another. These discrepancies illustrate the difficulties that people in professional industries face in the pursuit of desired outcomes with integrity.

Ethics isn’t something we just “learn.” But through studying the different theories, deciding what’s appropriate for given situations and applying that knowledge in and out of the classroom, I have gained experience and confidence in analyzing complicated issues.

The international spotlight on business ethics has enhanced my ability to make those decisions — not only in my study of finance, but beyond the classroom. I feel I already have an edge in my chosen career and in my everyday life.

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library for St. Helena Island
Clemson students help bring library to historical Penn Center.

Here’s the assignment. Find the perfect building site and design for a library. Not just any library. But one that blends modern technology with the essence of the Penn Center on St. Helena Island in Beaufort County — a location that’s among the most significant African American historical and cultural centers in existence today. Take into account the massive oak canopy, dripping with moss and alive with birdsong. The marshes and rolling Atlantic. The Gullah culture. The storied structures on the 50-acre campus of the Penn School. The island itself.

Think big, but not big box. The site must support a 25,000-square-foot structure with the option to expand another 10,000 square feet. It must be easily accessible, yet fit in seamlessly with the surroundings — especially those incredible live oaks.

Be prepared to communicate your site choice and design to civic leaders, architects, librarians, horticulturists and a diverse general public.

Listen. Revise. Refine. Present again — until you have a plan with elements worthy of inclusion into the final design.

That’s exactly what seven teams of Clemson architecture and landscape architecture students, mostly undergraduates, have recently accomplished. In fact, their work, as part of a multidiscipline design team, has made the construction of the St. Helena Branch Library at the Penn Center closer to becoming a reality.

Beaufort County officials have already advertised the project among architectural design firms for quality-based selection, narrowed the field and begun interviews. Selection is anticipated by this summer, followed by public input. Design and bid should be completed by next spring with construction to begin in the summer of 2011 if all follows the current (tentative) schedule.

Who you gonna call?

Last fall, when Beaufort County planners secured funding and authorization to build a branch library in or near the Penn Center, planning director Tony Criscitiello picked up the phone and called Clemson architecture professor Lynn Craig.

With good reason. Criscitiello had collaborated with Craig and Clemson students on a mixed-use urban design project in North Augusta several years earlier. He knew Craig’s combination of expertise, respect for community and high expectations.

Craig’s international, academic and professional knowledge brings a wealth of experience to his teaching. So does his belief in service-learning. His students’ work is visible in numerous community improvements across the state and as far away as Dominica.

As soon as the call came in, Craig began planning a design studio and charrette to assist Beaufort County, Penn Center...
administrators and St. Helena Island residents with possible ideas for a branch library.

In architecture design studios, small groups of students work with master teachers on a semester- or yearlong team project to devise solutions to a problem or to meet a particular need.

For every project, students interview key people; gather statistics on demographics and traffic patterns; collect previous plans, deeds and plats; photograph the site from every conceivable angle; and compile all data. Then, they brainstorm ideas, discuss them, refine them and present them to their teachers and clients in a process called a design charrette.

In planning for the St. Helena Island library project, Craig invited landscape architecture students and faculty to join. “It just made sense to have the two — both driven by landform and function — coordinating, rather than one following the other,” says Craig. “And the collaboration gave each student a richer perspective.”

He enlisted fellow faculty Robert Bruhns, Pernilla Christensen and Doris Gistach and architects David Moore ’89, M ’90, Center Ramsey, Jim Tiller and Brian Wurst ’84. The team worked closely with Beaufort County library director Wlodek Zaryczny.

Everyone gets into the act

Students started with the architectural program from Zaryczny. The library must meet the educational, recreational and career development needs of a multi-generational and historically unique community and one that supports 21st century technology. Elements include:

• Children and family service areas along with collections and after-school programs and resources for younger children outfitted with specific literacy education standards.
• Teen services and programs to include a teen room with collections, collaborative learning area, educational and after-school programs and resources for younger children and family service areas.
• Areas of service would also include a computer lab, large community meeting room, study rooms, cafe, shop and art gallery space.
• Program space would accommodate a heavily populated PC environment and central commons area.
• Depending upon funding, a 10,000-square-foot Gullah-Geechee/African American Resource Center.
• Zaryczny gave them a final directive: Make it a place where young people as well as adults will want to be.

Outside the library, the students aimed to come up with a variety of options and ideas to accommodate current students and staff, as well as potential growth in the future.

For more about the design charrette, contact professor Lynn Craig at lynn@clemson.edu or call (864) 656-3905. For more about the St. Helena Island Branch Library, contact library director Wlodek Zaryczny at wzaryczny@cbo.org.net or call (843) 470-6505.

Lee Hall, a top priority

Keeping Clemson’s architectural programs among the best in the nation will bring exceptional opportunities to our students and help our graduates continue to lead the field. With a marketplace focused on increasing environmental, health, geographical and spatial concerns, graduates in these fields are in high demand.

Meeting this demand will require adequate space for Clemson’s design and building disciplines to grow and thrive. Studios and galleries, spaces for design charrettes and library collections, and cutting-edge technology and equipment are essential.

Yet, as Clemson’s design and building disciplines have grown and multiplied over the years, their physical home — the 50-year-old Lee Hall — has fallen far behind in providing adequate space for its inhabitants. Today, Lee Hall has only half the space needed for the design and building studies and projects.

Underscoring the urgency of the proposed expansion are accreditation board reviews that have cited the current facilities in Lee Hall as a deficiency that must be addressed.

Clemson has proposed a design and building complex to be home to architecture, planning and landscape architecture, and construction science and management departments, and temporarily house the visual arts department. The renovation and expansion will nearly double the space available in the current Lee Hall.

Expanding Lee Hall will allow Clemson to accommodate current students and staff, increase enrollment in response to market demands, address the facility-related concerns of our accreditation boards, add programs of study and continue on that path of excellence of a top-20 university.

Fulfilling this goal, however, will require Clemson to raise millions in private investments. To learn how you can support the expansion of Lee Hall and Clemson’s nationally recognized programs, contact LeRoy Adams at ladams@clemson.edu or (864) 656-0445; or Daniel Bozard at dbozard@clemson.edu or (864) 656-2742.
The strong Clemson brand just got stronger.
You may have noticed Clemson World’s new look — fresher, bolder, more active and interactive.

The transition is part of the University’s overall new master brand architecture. By “new” we don’t mean radically different. Clemson’s Tiger Paw is already among the best-known collegiate icons in the nation. And we like to think we own the color orange (although a few other schools attempt to claim varying shades).

The Clemson brand goes beyond logos, colors, typography and art.
Brand is the overriding concept of a product or an institution. It tells you what the product’s values are and what it aspires to be. It’s dynamic. It generates both feeling and action.

Clemson’s unifying concept is “determined spirit” — the shared sense that drives our progress, unites our family, generates our diverse stories, shapes our experience. In fact, the very foundation of the University rests on the determination of Thomas Green Clemson and his wife, Anna, to create a high seminary of learning.

How do we know?
Clemson has evolved into a major research university, so has our identity. We felt it was the right time to take a good look at what sets the Clemson experience apart — whether it’s something new and different or deeply rooted in our founding.

Once we could answer that, we could refresh and refine our visual identity and the way we tell the Clemson story to reflect the heart of the Clemson brand.

Refreshing an image, especially one that’s long been valued, allows room for some new elements. Our overriding goal was and continues to be telling the Clemson story accurately and consistently.

Up-close and engaged photography
Primary photography reflects those same attributes such as boldness and spirit, sense of family, tradition, Clemson people engaged in activity.

Hitting the mark
Clemson has one of the strongest college symbols in the country — the Tiger Paw. The new architecture does not alter the paw, but places it alongside the University seal and redesigned wordmark as one of three master brand symbols in the new architecture. These marks are all strong enough to identify the University in the marketplace.

A new academic symbol based on the Bengal tiger and the tiger symbol in Clemson’s centennial flag has been created. The shield design includes the founding date and a star to represent our military heritage. This mark is seen as a secondary symbol to the three masterbrand marks and must be used as shown with the new wordmark.

Colleges, schools, departments and units will use a variation of one of the three wordmark options to the right.

Clemson-related entities such as alumni groups, funded student organizations, special projects and ongoing programs will be allowed to use unique logos as long as they contain a wordmark or Tiger Paw and Clemson Orange.

Orange plus
Based on popular demand, tradition and just plain common sense, Clemson Orange, of course, remains our predominant color, and purple and white, the secondary colors. Research, however, shows a need for a more versatile color palette for official documents, displays, departmental communications and other uses. Twelve colors now compose the Clemson color palette. These colors were drawn from the campus environment — Tillman brick, Centennial Oak, Howard’s Rock, Bowman Field and the Blue Ridge Mountains.

Just our type
Four typefaces will be used for most of the University’s communication needs. These fonts are Goudy Oldstyle, Trade Gothic, FG Saga and Zapfino. Verdana is the approved font for use in electronic media where the other four faces are not available or practical. Each was chosen for its “personality” and its ability to convey Clemson’s brand attributes.

These official logos, colors, typefaces, photography style and other details are simply communication tools to help tell the Clemson story — an exciting story of determined spirit, remarkable people and extraordinary successes.

So, if you notice that our look has changed a little, rest assured that Clemson’s DNA and our commitment to honoring it have not changed.

For more information on Clemson’s new master brand architecture, go to www.clemson.edu/guidelines or contact Dave Dryden at drydende@clemson.edu or (864) 656-2469.
We want it all ... and we want it now. But we also want it to open easily, reseal snuggly, resist spoilage, prevent breakage, store conveniently and somehow be recyclable. We are, after all, savvy consumers of lots of stuff. Not that we give packaging that much thought, at least not consciously, until it doesn’t work. Like those bulletproof blister packs or double shrink-wrap you need Edward Scissorhands to get into. Foam peanuts that defy gravity. Anything that leaks.

Clemson’s Sonoco Institute of Packaging Design and Graphics is all about getting it right. And with its new Harris A. Smith Building, state-of-the-art equipment, industry support, across-the-campus collaboration and well-established reputation, Clemson has secured its position as a national leader.

“Modern” packaging may have begun with the metal can and contents label (or glass container, depending on your source). But “appropriate packaging” is as old as the New Testament if you consider the analogy of not putting new wine in old wineskins.

Maybe that’s a stretch. But the economic impact of the packaging industry isn’t. In fact, consumer packaging is a $4 billion global industry with well over $1 billion in the United States (REXAM, Consumer Packaging Report 2007-08).

Tonkin, who holds Clemson degrees in mechanical engineering (1992) and graphic communications (M 1994), brings his own industry experience from the diversified, global company of International Paper.

He returned to the University for the chance to guide Clemson’s bold approach to preparing students for the packaging and graphics industry — a concept that relies on academic excellence, willingness to think beyond “separate towers” and eagerness to engage industry leaders — all for the best possible experience for Clemson students.

Clemson’s Sonoco Institute of Packaging Design and Graphics does just that. It focuses on the big picture by integrating the multiple steps in package design, graphics and construction into a single workflow including:

- Designing environmentally sustainable packages;
- Developing electronic films;
- Testing the impact of package design and graphics on consumer attention, buying patterns, use and disposal in its consumer experience lab.

Environmentally friendly packaging is moving from “a good idea” to preferred in most areas. And no one is more concerned with environmental impact of packaging than current students going through the institute. In fact, the Smith Building itself was constructed for LEED Gold certification.

Printed electronics for packaging — including displays, radio-frequency identification, and environmental and/or biological sensors — just may be the new frontier in the packaging graphics industry.

According to IDTechEx, of the total $1.92 billion market for printed and potentially printed electronics in 2009, 35 percent of these electronics will be predominantly printed. Initially, photovoltaics, organic light-emitting diodes (OLEDs) on glass, and e-paper displays will grow rapidly, followed by thin film transistor circuits, flexible OLEDs, sensors and batteries. By 2019, the market will be worth $57.2 billion, with 76 percent printed and 73 percent on flexible substrates.

Clemson is perfectly positioned to be a leader in printed electronics.
“Advancing the applications and usage of printed electronics in packaging is a natural fit for the University,” says Tonkin. “We have a practical applied approach to the printing process, advances in optical materials research, high-quality engineering and science programs, and thorough knowledge of the packaging requirements and test procedures.”

The Smith Building “classrooms” are laboratories designed for interaction among students, faculty and industry. They include a state-of-the-art computer-aided packaging design lab; a package prototyping lab capable of using paperboard, corrugated board, plastics and other materials; and a printing lab with a variety of small-scale and production-class printing equipment. Offices, conference rooms, even casual seating areas reflect a combination of art, technology and open communication.

Collaboration with a big C

The institute, like Clemson’s other innovative centers and partnerships, thrives on collaboration. The institute wouldn’t exist without the ongoing support of industry icon Sonoco. Nor would it have a new 28,000-square-foot home without the generosity and foresight of Harris Smith, former chairman, president and chief executive officer of Smith Container Corp. of Atlanta, Ga.

Smith made gifts and pledges of $3.7 million and Sonoco Products Co. of Hartsville $2.5 million for the construction of the building and to launch the packaging and graphics institute.

Other companies have given top-of-the-line equipment, software and additional materials that will be used to train students and help industry partners research packaging methods, technology and design. And it gets even better.

“The institute will have a great deal of positive impact on student and faculty opportunities and will do it without affecting the University’s budget,” says Tonkin. “The ultimate goal is to be self-supporting with revenue streams from faculty research, assistantships, intellectual property, and industry fees and contributions.”

For more on the Sonoco Institute of Packaging Design and Graphics, go to www.clemson.edu/sonoco_institute or contact Chip Tonkin at sonoco_institute@clemson.edu or (864) 656-4732. ©

“Growing up, I would rather play in the creek looking for aquatic forms than play sports,” says Keenan Adams, doctoral student in forestry, wildlife and natural resources.

He excelled in both, playing football on scholarship while earning a biology degree at Furman. His passion for the environment has led him to Clemson, where he’s completed an M.S. degree in forestry and is pursuing a Ph.D. in wildlife and fisheries biology.

Adams is focusing on the human dimensions of natural resources, which studies the impact people have on the natural world and seeks solutions that benefit both humans and nature. “My dream is to become a professor who will impact the lives of students,” says Adams, “and produce research in the natural resource field.”

Make your gift to support Clemson students like Keenan Adams as they make life better now and for the future. Call (864) 656-2121 or visit www.clemson.edu/isupportcu/students.
Clemson World

The Quinn Twins

Classmates

Part of U.S. naval history

Clemson at-Jo-Kell

Online journalism pioneer

26  Clemson World — SUMMER-FALL 2009

SUMMER-FALL 2009 — Clemson World & 27
of Greenville was appointed a member of a second four-year term as managing partner of Sutherland Asbill & Brennan LLP law firm in Atlanta and Washington, D.C.

1983

James E. Amundsen (FOMGT) of Murrells Inlet was recalled to active duty in the U.S. Army. He’s a major, Special Forces, sta-
tioned in Grafenwoer, Germany.

Brian H. Nilsson (HIST) of Arlington, Va., is on a one-year
rotation from his posi-
tion at the Commerce Department at the White House serving as
director of nonprolif-
eration at the National Security Council.

1984

Bridget Bennon Lyttess (POSC) of Columbia
is director of account
management in the national accounts
department of Colonial
Life & Accident
Insurance Co.

John W. Raymond (ADMGMT) of Colorado
Springs, Colo., was
appointed to the rank
of brigadier general
in the U.S. Air Force.
He’s serving as the
commander, 21st Space
Wing, Air Force Space
Command, Peterson Air
Force Base.

1986

J. Walker Coleman
IV (ECON) of Mount
Pleasant was named
one of the 2009 S.C.
Super Lawyers for
Employment Litigation:
Defense. He’s an at-
torney with Parker Poe
Adams & Bernstein LLP
in Charleston.

Alice Ryan Strilbing (ADMGMT) of Columbia
is assistant vice
president, enrollment
	technologies at Colonial
Life & Accident
Insurance Co.

Mount Vernon gardens

J. Dean Norton ’77

A lumnum Dean Norton of Alexandria, Va., must
have known what he wanted to do at an
early age. The director of horticulture at George
Washington’s Mount Vernon
Estate and Gardens actu-
ally began his career there as
a high school
student.

After earning a horticulture
degree at
Mount Vernon, Norton returned to Mount Vernon. A few
years later, he became the estate’s horticulturist.

He’s taught courses through the U.S. Department
of Agriculture Graduate School and, fittingly, for
George Washington University.

Throughout his career, he’s earned an array
of honors including the American Horticultural
Society’s Professional Award. For more on his work
at Mount Vernon Estate and Gardens, go to www.
mountvernon.org.

1987

Joseph J. Cappello Jr. (POSC) of Manassas,
Va., retired from the
U.S. Air Force. Clemson
alumni who gathered
at the Pentagon to
wish him well were

Tom K. Saxe ’82
(INDMGT), Roger A.
Wilson ’85 (COMPSIC,
M ’91 BUSMGT), Bob
J. Cappello ’89 (HIST),
Bruce A. Dubois ’83
(ETL), Jeff D. Lowry
’83 (MATH) and
F. Carlos Hill ’86 (CE).

A Literary Reference to Her Life and Work.
She’s assistant director of African and African
American Studies at
Wright State University
in Dayton, Ohio, and
associate professor of
English language and
literature.

John R. Perkins Jr.
(CE) of Simpsonville
is special counsel
for intellectual prop-
erty at Nexen Pruin in
Greenville.

Sarah Ann Richardson
Turnip (ELED) of
Clemson is a recipient of the
2009 American Civic Education Teacher
Award by the Center
for Civic Education, the
Center on Congress at
Indiana University and
the National Education
Association. She’s a
teacher at Clemson
Elementary School.

Centennial flashback

University graphic designer “Connie Mack
Floyd M ’77 (left) collaborated on the design
for the Clemson centennial flag with University
historian ‘Jerry Reel during Clemson’s centen-
nial celebration in 1989. (See how art from
the flag is reflected in our new academic
symbol on p. 20.)

Bouknights go racing

The Bouknights guys at the 2009 Indy 500, from left, Justin ’03, “Leonard’ 76, Jeremy ’06, Wes LePage and ‘Mendal ’74.

M.D. Anderson legacy

S. Eva Singletary ’77

Physician Eva Singletary, professor of surgical oncology at the University of Texas M.D. Anderson Cancer Center
in Houston, has a story to tell.

The 1977 premied graduate is one of 26 successful women faculty
members profiled in the book Legends and Legacies: Personal journeys of
women physicians and scientists at M.D. Anderson Cancer Center edited by
Elizabeth L. Travis.

The S.C. native’s journey takes her from her hometown of Coward
to Clemson to medical school to her present position at M.D. Anderson.
In a field populated early on by so
few women, Singletary made a commitment to treat cancer patients and
followed it unwaveringly.

In Legends and Legacies, she recognizes those who inspired her along
the way and includes her time at Clemson. She notes that the faculty and
students created a sense of family that still exists today.

For more on women faculty at M.D. Anderson or to order the book, go
to www.mdanderson.org/departments/womenfaculty.
Young Engineer of the Year

L. Suzanne Aultman ‘00, M ‘02

Success is nothing new to civil engineering graduate Suzanne Aultman of Atlanta, Ga. She is, after all, a chief engineer with Metromont Corp., one of the largest privately owned precast/pre-stressed concrete companies in the country.

In his project — “The Color of the Land” — Lanham is contacting, educating and providing technical support for African American rural landowners across South Carolina. He’s learning that there’s a significant but underserved population of potential conservationists value and manage their property. He’s also helping them develop strategies to implement sustainable timber and wildlife management practices.

Lanham, who holds Clemson degrees in zoology and forestry, is one of only 40 people selected nationwide for the TogetherGreen Conservation Leadership Program, part of a new initiative of the National Audubon Society with support from Toyota. For more on the project, contact Lanham at (864) 656-2794 or lanhamh@clemson.edu, or see his video at www.clemson.edu/public/jsp/ env/lanham_land.html.

INFORMATION SOURCES

Shawn McDonald

Wesley Summey

Clemson mechanical engineering graduates Kirk Hawkins (right) and David Crook are in a business designed to help people live out their dreams of flight — ICON Aircraft in Los Angeles, Calif.

Hawkins, who’s also a graduate from Stanford Business School, founded ICON Aircraft in 2005 with Stanford classmate Steen Strand. Its first product is the ICON A5, a spectacular sport aircraft to inspire pilots the way great sport cars do drivers.

Hawkins got the idea soon after the Federal Aviation Administration’s groundbreaking regulatory change in 2004 creating the Light Sport Aircraft category and sport pilot license.

An accomplished engineer, former U.S. Air Force F-16 pilot and longtime motorsport enthusiast, Hawkins began his love of flight at Clemson. As a student, he built an ultralight airplane on his own and equipped it with floats so that he could land it on Hartwell Lake.

Clemson classmate and friend David Crook joined GE Manufacturing Management Program after graduation, which included assignments at GE Aircraft Engines. He gravitated toward finance and later became a director for GE Capital. After Crook earned an MBA from UCLA’s Anderson School of Management, he became a senior vice president at CWCapital.

In 2005, he joined ICON part time as chief financial officer and came on board full time in 2009. Since January 2009, ICON and the A5 have been hot topics for “FOX News,” the Discovery Channel and other media outlets and publications. For more on ICON, its full team and its A5, go to www.iconaircraft.com.
Great smiles! This Clemson gathering took place at the College of Dental Medicine at the Medical University of South Carolina. The new dentists are, first from left, June Winston Price ’05, Chris Costa ’05, "Mary Frances Ross ‘04, Maylyn Price ‘04, Lori Simmons Cook ‘04, second row, Michael Snider ‘05, Sarah Proulx Donald ‘05, third row, Reese McElvene ‘04, Eric Jones ‘00, Will Owen ‘00 and Robin Strickland Skowronski ‘05.

2001
Robert M. MacMeccan (ME) of Greer received a master’s degree and Ph.D. from Georgia Tech and is a research engineer in the medical products division of Milliken Research Corp. in Spartanburg. 

2002
Asa T. Briggs (POSC) of Antioch, Tenn., was recognized for his leadership and involvement in the Nashville Junior Chamber of Commerce. He’s account executive with Zycorn Inc.

2003
Jennifer K. Heffron (BIOSCG) is married and living in Tallahassee, Fla. She received a Ph.D. in molecular biology from Florida State University and a postdoctoral fellowship from Yale.

2006
Bryant N. Blakeslee Jr. (ECON) of Columbus was awarded the Chartered Life Underwriter designation from the American College. He’s a financial planner of Blakeless & Associates, MetLife.

John Alex (ME) and *Tanya Diaz (SPECED) Tenney are married and living in Greenville. He’s a mechanical engineer with Fluor Corp., and she’s a special education teacher with the Greenville County School District.

2007
H. Walt (MTG) and Haley Hardgrove (‘08 L&T) Clay are married and living in West Columbia.

Sonya Nazar (MICRO) and *Cocker B. (‘07 MTG) Prosser are married and living in Lynchburg, Va.

Lindsey S. Simpson (PKGSC) of Wilmington, N.C., was a finalist in a Hallmark Card Creation Contest. She used her winnings to donate to the Make-A-Wish Foundation and to Tanner’s Totes Inc. She’s associate package developer for Cout Beauty, a division of Cathy Inc. in Rocky Point.

2008
Marshall D. Saunders (ME) of Greenville is pursuing a Ph.D. in automotive engineering at Clemson’s Carroll A. Campbell Jr. Graduate Engineering Center located in the CU-ICAR campus.

2009
Clemson cooperative education students and Clemson at Parker

Clemson cooperative education students and Parker at Hannifin Corp. in Morcks Connor, from left, Silas Turner (student), Kyle Webster (student), Kevin Dejonckheere (student). Doug Billings ’04, Kelly Wright ’90, Erik Akerop ’06, Brandon Bland ’00, Ross Epstein (student) and Barry Blackbarbry ’84.

Happy graduation times 2!
*Paula A. and *Jeronica Williams ’09

During the morning ceremony of Clemson Commencement May 2009, Jeronica Williams walked across the stage in Littlejohn Coliseum to receive her packaging science degree while her family glowed with pride.

Then, in the afternoon ceremony, they glowed some more. This time the new graduate was Jeronica’s mom, Paula Williams, who walked across the same stage and received her degree in human resource development.

In fact, Paula, an administrative assistant in Clemson’s PEEER office (Programs for Educational Enrichment and Retention), is a living example of the PEEER philosophy and an inspiration to PEER students. Both mother and daughter plan to pursue their master’s degrees.

In 2009, Paula, an administrative assistant in Clemson’s PEEER office (Programs for Educational Enrichment and Retention), is a living example of the PEEER philosophy and an inspiration to PEER students. Both mother and daughter plan to pursue their master’s degrees.

31K miles in 36 days
Ryan Fernandes ’08

Biochemistry graduate and MSA student Ryan Fernandes already knows something about world travel. A native of Mumbai, India, and longtime resident of Greer, Fernandes spent the month of May in a whirlwind tour that included Australia, Belgium, China, France, Germany and India.

Fernandes’ enterprising trip came together because of Clemson connections and experiences in and out of the classroom. As an undergraduate, he took two executive leadership and entrepreneurship classes related to his major. During his senior year, he received the John Copes Business Scholarship, awarded by the Spiro Institute for Entrepreneurial Studies. And his extracurricular experiences included student government and co-founding (with Oliver Bas’07) an indoor soccer league at Clemson.

This year, he received a fellowship through the Clemson MSA Student Association for a study abroad program and decided to complete a two-week program in China. From there, he put together a return trip through other countries.

He stayed with family in Australia and India and with Clemson friend Oliver Bas in Belgium. His trip to Brussels was based on recommendations from Brussels students who had visited Clemson and student government who competed a Maymester at the Clemson University Brussels Center. For more photos and a travel journal, go to www.ryanfernandes.com.
Kristen Grubb ’95 and Christopher ’97 Patterson, a daughter, Caitlin Rose, April 17, 2009.

K. Wesley Porter ’95, a daughter, Audrey Ann, July 24, 2007.

Daniel M. and Mary Almar Owing Bradley ’96, a son, William Almar, April 24, 2009.


Joseph L. Munn ’96, a son, Joey Lynn, Nov. 29, 2008.


Andrea Schinck ’99, M ’00 and Robert M. ’01 MacMeccan, a daughter, Avery Grace, June 9, 2008.


Jennifer Vaughn Beaver ’00, a son, Nathanael Jackson, Feb. 25, 2009.


Bryan K. ’00 and Julie Long ’01, M ’03 Taylor, a daughter, Sarah Kate, April 13, 2009.

Patrick W. and Susan Wiggins Thompson ’00, a son, Owen Patrick, Oct. 21, 2008, great-grandson of the late L. Lester Thompson ’42.

Miguel L. Green ’01, a son, Miguel L. II, Nov. 28, 2008.

Jonathan Ryan Glenn ’02, a daughter, Madison Nicole, Nov. 20, 2008.

Heidi Donald Bowman ’03, a son, Hunter James, April 11, 2008, grandson of Bill J. Donald ’73.

Daniele Mathers and M. Brad Hutto ’04, a daughter, Perrin Elizabeth, Jan. 29, 2009.

Douglas M. and Sarah Slyker Perkins ’04, a daughter, Margaret Elizabeth, Feb. 10, 2009.


Sorry for the delay! You may not see your class note in the issue or two after you send it in because of the amount we receive and the cutoff time necessary to keep the magazine on schedule. But we will include it as soon as possible. Thanks for your patience.

Are you receiving duplicate copies of this magazine? Please help us keep our mailing costs down by sending your address information from the back cover so that we can delete it from our list.

Address changed? Please send your old address information from the back cover with your new address.

We welcome general comments, address information, class notes, birth announcements and passing announcements.

Send your news by email to sleight@clemson.edu or FAX to (864) 656-5004.

Or mail your news to Clemson World, 114 Daniel Drive, Clemson, SC 29631-1520.

You can also update your information online at caulumni.clemson.edu/

Remember — include your name, year of graduation, major, town and state.
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<td><em>Jim</em> ’57 and <em>Beth Coleman</em> celebrating their 50th wedding anniversary with a gondola ride</td>
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<td>2.</td>
<td>Alaska</td>
<td><em>Alex</em> ’61 and Dale Newton McLeod with granddaughter, Madison Smith, atop the Monteverdi Glacier, Juneau</td>
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<td>3.</td>
<td>South Africa</td>
<td><em>Hunter Gettstrap</em> ’05, three-year letterman for Clemson soccer, now pro soccer player with Murtzburg United, and his father, Bill ’72, three-year Clemson football letterman, atop a gondola ride at the University of KwaZulu-Natal, Pietermaritzburg</td>
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<td>Costa Rica</td>
<td>Joe ’77 and Karla ’78 Guy and <em>Luna</em> ’75 and <em>Steve</em> ’76 Ross with their tilapia from the Tempisque River</td>
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<td>Maine</td>
<td><em>Cindy Bruce</em> ’77 and Michael Langley at Thunder Hole, Acadia National Park, Bar Harbor</td>
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<td>Italy</td>
<td><em>Mike</em> ’78, <em>Carol</em> ’83 and <em>Chris</em> ’98 Del Campo at the Colosseum</td>
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<td>7.</td>
<td>Iraq</td>
<td>Lt. Col. Floyd “Bandy” Harris ’78 (retired) with the Boy Scouts of Iraq in Baghdad</td>
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<td>8.</td>
<td>Yellowstone National Park</td>
<td><em>Garrett</em> ’97, Meghan (student), Ashley Ruby ’79, Beth ’94 and <em>Sunny</em> ’79 Ables atop Mount Washburn</td>
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<td>10.</td>
<td>China</td>
<td>Sharonheckeblohr Struthers ’81 at the Beijing Olympics overlooking Lake Lucerne</td>
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<td>Malaysia</td>
<td><em>John Wilde</em> ’83 at the Petronas Towers in Kuala Lumpur</td>
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<td>Buddha</td>
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<td>New Zealand</td>
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<td><em>Kim Sandefur Goltzth</em> ’92, <em>Ellen Frame</em> ’83 and Michelle Fracalossi ’83 at the Gator Bowl 5K in Jacksonville</td>
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<td>Capt. Todd Shaw ’82 (right) on his last mounted patrol in Zhob Province</td>
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<td>England</td>
<td><em>Shannon Kelley</em> ’94, Julia Barthum ’93 and <em>Colin Kelley</em> ’94 in front of Hampton Court Palace</td>
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<td>Grand Cayman</td>
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22. Hawaii
*Kristie Campbell ’98

23. U.S. Virgin Islands
*Tim and *Shara Witherspoon Clark ’99 atop Ram Head, St. John

24. Colorado
*Sarah Stathopoulos ’02, M ’07, Susan Perrone ’93, Chris Clapp ’92, M ’93, *James Meadley ’92 and *Jim Povos ’92 at Beaver Creek Ski Resort in Avon

25. Caribbean Sea
*L. Stephanie “Pants” Johnson ’95 in the b-3 AWACS over the Caribbean Sea

26. Argentina
*Bill and *Kacie Lewis Forrest ’96 in front of Mount Aconcagua in the Andes Mountains

27. China
Sri Kapali M ’06, who works for TM GE Automation Systems in China, taking in the sights

28. Oklahoma
*2nd Lt. Sabrina Mcalister ’06 and *2nd Lt. Timothy Christiansen ’08 during a short break from training at Ft. Sill

29. Alaska
*John Putnam ’06 and *Kelly Rogers ’07 drive from California to Alaska on the Alaska Highway

30. Australia
Andy Campbell ’08 visiting Sydney

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*Chesney Carpenter ’08 and *Drew Powell ’08, volunteer teachers, in Copan

32. Italy
*Ryan Stirling ’08, Rachel Harrison ’08, David Duncan ’08 and *Mary Kathleen Weeks ’08 in front of St. Peter’s Basilica, Vatican City

33. Puerto Rico
*Leslie Thornton, creative services editor, and *David R. Novak, communications studies professor, in Vieques

For more Clemson World Travelers …

If you sent in a Clemson World Travelers photo earlier this year, but haven’t seen it in print, go to the online version at www.clemson.edu/clemsonworld/travelers.

You can post your own Travelers photos on the Clemson World Magazine Facebook site at www.facebook.com/clemsonworld. Or send them, with a brief description, directly to Sallie Leigh at sleigh@clemson.edu.
New directors on board

The Clemson University Alumni Association board of directors has elected five new members to three-year terms. Teresa Sarvis Coles ’84 of Lexington, a principal with marketing and public relations firm RIGGS Inc., has served on Clemson’s Alumni Council and Women’s Alumni Council board.

Sandy Edge ’72 of Clemson, a retired Air Force colonel and current director of the College of Business and Behavioral Sciences’ Academic Advising Center, is chairman of Clemson Corps.

Jessie Richardson Hood ’94 of Atlanta, Ga., a health-policy analyst for the Centers for Disease Control, is chairwoman of Women’s Alumni Council.

Andrea Schinck MacMeccan ’99 of Greer, a vice president and process-design consultant for Bank of America, has served on the Alumni Council and is former chairwoman of Women’s Alumni Council.

Evans Vutinas ’79 of Old Hickory, Tenn., a vice air-traffic controller for the U.S. Department of Transportation, is president of the Nashville Area Clemson Club.

Call for Alumni Association Board nominations

We need your help in selecting a few outstanding alumni to join the Clemson Alumni Association board of directors.

We’re looking for candidates with sound judgment, strong work ethic, demonstrated service to the University and Alumni Association, leadership qualities and potential, and the desire and vision to advance the goals and objectives of the Alumni Association.

The board is responsible for overall policy, direction and organizational vision of the Alumni Association. Its members oversee financial and administrative affairs of the Alumni Association, establish policies and goals to fulfill its mission and purpose; deliberate and decide on any proposed contractual relationship or partnership between the Alumni Association and any outside parties; and give reports to the Alumni Council.

To nominate such a candidate (by November 30), go to cuaalumni.clemson.edu and click on “alumni travel.”

Welcome back, Alumni!

Clemson’s golden anniversary class — the Class of 1959 — celebrated its 50th anniversary. Since their graduation, Class of 1959 members have given $2.8 million to support students, programs and other University priorities. Their generosity continues to help Clemson students and generations to come.

Class of ’57 opens rotunda

During reunion, the Class of 1957 cut the ribbon on its golden anniversary gift to the University, a magnificent rotunda in the President’s Park along S.C. 93.

The structure, made of sand-face finished brick, is 30 feet in interior diameter, 21 feet tall and has a domed roof covered with standing seam zinc.

The centerpiece of the rotunda is a black granite medallion set flush into the brick-paved floor. The medallion has initial bronze elements inscribed by the 1957 Clemson ring.

President Jim Barker and 1960 alumni Luther Bigby, Don Fowler and Allison Dalton dig into class project.

Save your energy to cheer for the Tigers.

For away games this fall or international travel throughout the coming year, go to cuaalumni.clemson.edu and click on “alumni travel.”

Pack your Tiger rag for travel!

Tigers sing Clemson Golden Anniversary

President Jim Barker and 1960 alumni Luther Bigby, Don Fowler and Allison Dalton dig into class project.

That the Tiger’s roar may echo

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Pack your Tiger rag for travel!
Clemson Clubs prowl & growl

Clemson's College of Agriculture, Forestry and Life Sciences (CAFLS) tailgate & golf • CAFLS tailgate & golf • Clemson Corps' memorial takes shape

Check the Alumni Association events calendar for these and more events at cualumni.clemson.edu. CAFLS tailgate & golf • Clemson's College of Agriculture, Forestry and Life Sciences (CAFLS) kicks off its annual tailgate on September 19 at Five Recreation Center. Doors open at 11 a.m. before the Clemson vs. Boston College tailgating at noon. CAFLS Alumni Golf Tournament is Thursday, October 1, at the Walker Course with a shotgun start at 10 a.m. For more information on both events, contact Sennah Honea at sennah@clemson.edu or (864) 656-3177.

Tiger fans make the coaching during spring meetings

The Alumni Association has made it official: These three individu- als — who exemplify the passion and spirit typically found among the most dedicated of former students — have earned the title of Hon- orary Clemson Alumni.

Robbie Templeton of Greenwood, a Super Tiger recipient, has been a tireless supporter of Clemson through IPTAY, his Clemson Club and as a Clemson parent. He’s the Greenwood Clemson Club secretary and has also been its president, vice president, treasurer and director. He has assisted with Clemson’s Board of Visitors’ high school reception in the Greenwood area. His son, Reit, is a junior at Clemson.

Van Jones of Charlotte, N.C., a Golden Tiger recipient, has been a leader in the Charlotte Clemson Club, was instrumental in revising his club’s Young Alumni chapter, and for a long time IPTAY volunteer. He and his wife, Ashley, ‘94, are Fort Hill Society scholarship donors. He’s pictured (left) with Brian CR’86, director of development and alumni affairs.

Robert Barkley of Anderson has been shaping future Clemson alumni several decades. Director of undergraduate admissions, he travels the country promoting the University’s vision to prospective students. His work has been in- strumental in attracting an annual freshman class that continues to surpass itself in academic achievement and position Clemson as a top-choice institution. His efforts support the value of the Clemson degree that he will now hold as an honorary alumnus.

Researchers’ choice

The 2009 Alumni Award for Outstanding Achievement in Research goes to Stephen J. Klaine, professor of biologi- cal sciences and interim director of Clemson’s Institute of Environmental Toxicology. Klaine’s work focuses on characterizing the effects of human activities on ecosystem health, particularly on aquatic ecosys- tems. His laboratory examines the effects pesticides, metals, pharmaceuticals and nanomaterials can have on fish and the water they live in. He also develops and researches strategies for land development that reduce the impacts on aquatic ecosystems.

The Alumni Association recognizes research excellence as another part of Clemson’s mission. The award is administered by the Office of University Research with a selection committee from each of the academic colleges who are members of the Sigma Xi and/or Phi Kappa Phi honor societies.
You don't have to know that the Clemson Experimental Forest took root in the bleakest of times and the poorest of land to enjoy its 17,500 acres of beauty.

You don't have to be aware of the teaching, research and public service that go on every day in this working forest to experience its gift of shade, wildlife and serenity.

You don't need to know that this forest supports itself financially through timber production to find your way along the cool walking paths and riding trails of Issaqueena.

And you don't need a degree in wildlife management to enjoy the sight of a deer or wild turkey in a woodland, or a hawk soaring overhead.

But if you do know something of the Clemson Forest's history, its educational and research activities, the careful attention to wildlife within its borders, its positive impact throughout its educational and research activities, the careful attention you don't have to know how this once barren chunk of land entrusted to Clemson stewardship more than 70 years ago has led to this extraordinary natural habitat.

Still, you don't have to know how this once barren chunk of land entrusted to Clemson stewardship more than 70 years ago has led to this extraordinary natural habitat.

During the Great Depression, the view from atop Tillman Hall revealed a bleak landscape of nearly bare hillsides and eroded fields of over-cultivated farmland. The few trees were mostly stunted from lack of topsoil or decaying from lack of management. Both the land and the economy of South Carolina were exhausted.

By the time Franklin Roosevelt took office as U.S. president in 1933, South Carolina had 19.5 million acres available for cultivation. Of those acres, about 5 million were planted and harvested. Most of the rest was virtually destroyed from depletion or unfit for agriculture.

Much of the nation suffered from similar (though not as severe) conditions. In response, Roosevelt established funds "to buy land, retire it from cultivation and develop it for pasture, forest, range, park, recreation, wildlife refuge and similar uses."

This possibility and a deep love for his native state gave Clemson College graduate (Class of 1919) and faculty member George Aull an idea — Why not get the government to buy up land around the College, and let experts from the College reclaim the land for education, research and surrounding communities’ enjoyment?

Thanks to Aull’s and other visionaries’ efforts — that included several years of proposal writing, revisions and red tape — reclamation of the land finally seemed within reach. Then World War II interrupted. (In fact, some of the land was used as a site for bombing practice!)

After the war, Clemson gained legal guardianship of the land, and by 1955, the forest was in a growth spurt — one that the construction of Hartwell Lake would shape into its current demographics.

Wild and wonderful

Today, the Clemson Forest is home to a grand assortment of native plants and animals, as documented through research by University biologists.

In addition to bears, bobcats, coyotes, deer and other mammals (50 species in all), it’s among the southernmost breeding area of wood frogs, the discovery site of five new species of insects and a canopy to 170 bird species.

On weekends, you’ll find horseback riders, bikers, joggers and walkers winding along designated trails breathing in the forest’s natural beauty and tranquility.

During the week, you’ll see a host of students and researchers at work with interests ranging from forestry to architecture, from biology to military science.

Along with students, researchers and recreational users, you’ll find individual farmers and other landowners learning better ways to manage their own land.

At the Clemson Outdoor Lab on a beautiful peninsula along Hartwell Lake, you’ll find conference and retreat goers or campers attending Jaycees Camp Hope, Camp Sertoma, Camp Lions Den and other camps, many for children with special needs.

Behind the scenes, S.C. Department of Natural Resources biologists and technicians are busy assessing and supporting wildlife, and making sure the forest is free of hunting except in limited areas and at designated times.

All the while, experts are harvesting timber and replanting trees to help the forest support itself — including more than 100 miles of road maintenance. And people you don’t see are seeking funding from state and federal sources, competitive and special grants, foundations and industries, and private donors.

To learn more about the forest, go to www.clemson.edu/cef or contact forest manager Knight Cox at kcox@clemson.edu, (864) 656-4833; or professor emeritus Ben Sill at sbenjam@clemson.edu, (864) 506-1920.

You may also want to purchase the coffee-table book Quiet Reflections, The Clemson University Forest featuring photos by nationally recognized conservationist and photographer Tommy Wyche. For more information, call (888) 772-2665 or go to www.clemson.edu/psapublishing.

Clemson has the largest university forest connected to a campus in the nation. But that’s only part of the story.

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Giving Back

Building blocks

Guests at the Major Donors Breakfast in June were put to work building the new Lee Hall. Each guest received a piece of an image of the structure and was challenged to work with others at the table to put the pieces together to create the total picture.

President Jim Barker used the exercise to emphasize the importance of renovating and expanding the real Lee Hall: “We need your help to get this project done. The picture won’t be complete without your piece of the puzzle.” The Major Donors Breakfast is held annually on the Sunday morning of Alumni Reunion Weekend.

Major donors are essential to the overall Clemson experience. Their support expands scholarship opportunities for students, helps develop and retain excellent faculty, and improves learning environments. For more on becoming a major donor, go to www.clemson.edu/giving/donors.

Investing in women’s leadership

Clemson graduate Cheri Dunmore Phyfer ’93, M ’99 of Dallas, Texas, an executive for Sherwin-Williams, has given $25,000 to support the Women’s Leadership Initiative in Clemson’s Division of Student Affairs. Sherwin-Williams is matching her gift with a $25,000 contribution, meaning a total of $50,000 will be given over a five-year period.

The money will be used to support existing and new women’s leadership initiatives, including the Food for Thought luncheon series and the annual Women’s Leadership Conference. The program brings to campus keynote speakers, workshops and monthly gatherings to enhance confidence, ethical decision-making and civic engagement in female students.

Phyfer is the president and general manager of the Southwestern Division of Sherwin-Williams, a region that includes 800 stores.

Gift for China Studies

An anonymous donor has given $10,000 to the Clemson University Center for China Studies to support its mission and programs.

“This gift will assist the College of Business and Behavioral Science in maintaining an international focus at a time when having an international presence is crucial but funding is limited,” says Claude Lilly, dean of the college.

The Center for China Studies promotes a better understanding of the U.S.-China relationship, China’s economic development and its impact on the world. It also assists in arranging scholarships and study-abroad programs for Clemson students with top Chinese universities.

Oxford bound

2009 Duckenfield Scholar Adrienne Rankin of Johnsonville gets a send-off from her family and the Duckenfield family before leaving for St. Peters College, Oxford University.

The scholarship, in memory of longtime Clemson administrator Chris Duckenfield, supports an honors student’s summer study in England each year. Rankin is the fifth student to advance her studies and world travel experience thanks to private donors’ endowment for the scholarship.

Hutchinson endowed the scholarship fund with a $25,000 initial investment because he understands how critical scholarship dollars are for today’s students. To be sure this endowment could touch as many students’ lives as possible, he set up a charitable remainder unitrust in which he named the Clemson University Foundation as one of three beneficiaries of his estate.

“My parents taught me about giving back at an early age,” says Hutchinson. “Whether it was to church or school or other small organizations, I was raised to be involved, to invest in the future.”

Thinking back to his college days, Hutchinson gets a little choked up. “I feel very emotional about Clemson. The ties that I made, the connections with people, it is just all so special,” he says. “And there is no question about the inner reward you get for giving back. ... It’s a great sense of self-satisfaction.”

For more information about supporting the University through planned giving, please contact Jovanna King, senior director of gift and estate planning, Clemson University, PO Box 1889, Clemson, SC 29633-1889 or call (864) 656-0663 or 1-800-699-9153 or e-mail jovanna@clemson.edu.

Scholar Adrienne Rankin (right) with Marty Duckenfield

Students meet with Chinese Embassy diplomats in D.C.

Scholar Adrienne Rankin (right)

Brenda Patton and Steve Hutchinson with Jimmy and Dinny Addison

Orange ‘blood brothers’

After years of study, service, athletics and other activities on the Clemson campus, saying goodbye after graduation can be difficult.

This was the case with Steve “Hutchy” Hutchinson ’68 and roommate, fraternity brother and friend Jimmy Addison ’68, whom he calls, even some 40-plus years later, a “blood brother.”

“The day that we graduated, I was heading to Sunnerville, Jimmy to Alabama, and we just hugged one another and cried,” he recalls. “Clemson represented four of the best years of my life. The people I got to know, like Jimmy, have been extremely influential to me. My life wouldn’t have been the same if I hadn’t gone to Clemson.”

Clemson legend Frank Jervey first introduced Hutchinson to the campus. But, upon entering, he wasn’t too crazy about college life. “All your hair got cut off, you had to wear a little orange cap, and no girls would date you being bald!”

But, soon, he discovered the Delta Kappa Alpha fraternity, which completely reversed his prior opinion. “The fraternity was always very supportive, and it’s where I bonded with some of the best friends I’ve had,” he says, “Jimmy Bell, Jimmy Addison, Frank Cox, Randy Mahaffey, Harry Frampton, Jim Sutherland, John Welborn. ...”

Through the fraternity, Hutchinson made friends with a young pledge named Jim Barker. “I was the pledge master of Clemson University’s president!” says Hutchinson. “To have been there and known Jim all these years is unique and has encouraged me to do something to support Clemson.”

Prompted by his long-term friendship with college roommate and best friend, Jimmy Addison, and the desire to help students achieve their aspirations despite economic situations, Hutchinson established the James W. “Jimmy” Addison ’68 Scholarship Endowment to provide scholarships for College of Business and Behavioral Science students who demonstrate financial need.

Students, professionals and others learn the latest China’s economic development and its impact on the world. It also assists in arranging scholarships and study-abroad programs for Clemson students with top Chinese universities.

A gift with a $25,000 contribution, meaning a total of $50,000 will be given over a five-year period.

The money will be used to support existing and new women’s leadership initiatives, including the Food for Thought luncheon series and the annual Women’s Leadership Conference. The program brings to campus keynote speakers, workshops and monthly gatherings to enhance confidence, ethical decision-making and civic engagement in female students.

Phyfer is the president and general manager of the Southwestern Division of Sherwin-Williams, a region that includes 800 stores.
I grew up in Maryland and hadn’t heard much of Clemson until I was a high school junior. My math teacher, Carole Wilson Oakley [’71, M ’73], told me if I was serious about college I should apply there. I did, along with several other schools that were much closer. Clemson won out because it offered the best deal and a new experience in a different part of the country.

As far as the University was away from home, I found a friend in the president’s office — Mrs. Elsie Wilson, Carole’s mom and the longtime secretary to several Clemson presidents.

But when that first Thanksgiving away from home came around, I was one homesick freshman. Maybe it was the holiday or just the first few months as a college freshman that caught up with me, but I was pretty miserable.

Then came a Thanksgiving dinner invitation from Mrs. Elsie. She put out a Southern-style feast, and she and her husband, Betts [’41], welcomed me as one of their family. They talked to me about Clemson and living in the South and made me feel so much better.

When Mrs. Elsie opened the door to her office and to the Wilson home, she opened the door to my true Clemson experience. She continued to treat me like a family member throughout my days at Clemson. She’s one reason I stayed.

I went on to earn my undergraduate [’79] and graduate [’82] degrees and marry my high school sweetheart, Cindy [’80]. Cindy came to Clemson a year after I did. After graduation, we moved to Greenville where we started our careers and family. In 1990, we moved to Nashville, Tenn., where we met more fellow Tigers. We became involved with the Nashville Area Clemson Club and have helped make it one of the most active in the country. Now, I’ve just begun a three-year term on the Clemson Alumni Association Board of Directors.

Our eldest son, Chris, and his wife, Megan, each earned undergraduate and graduate degrees at Clemson. And we’ve recently established a Clemson bequest for a scholarship endowment in our family’s name.

An act of kindness not only made an impact on me, and then my family, but it has ultimately resulted in our being able to give back to the University. I, like many other Clemson students, am forever indebted to Mrs. Elsie and her generous family.

I’m Evan Vutsinas and this is "My Clemson."
"The Reserve has really embraced Clemson. I love that it’s just 20 minutes from the university. My family absolutely loves Lake Keowee, especially the Reserve amenities."

— Dabo Sweeney, Reserve Member and Clemson University head football coach

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