

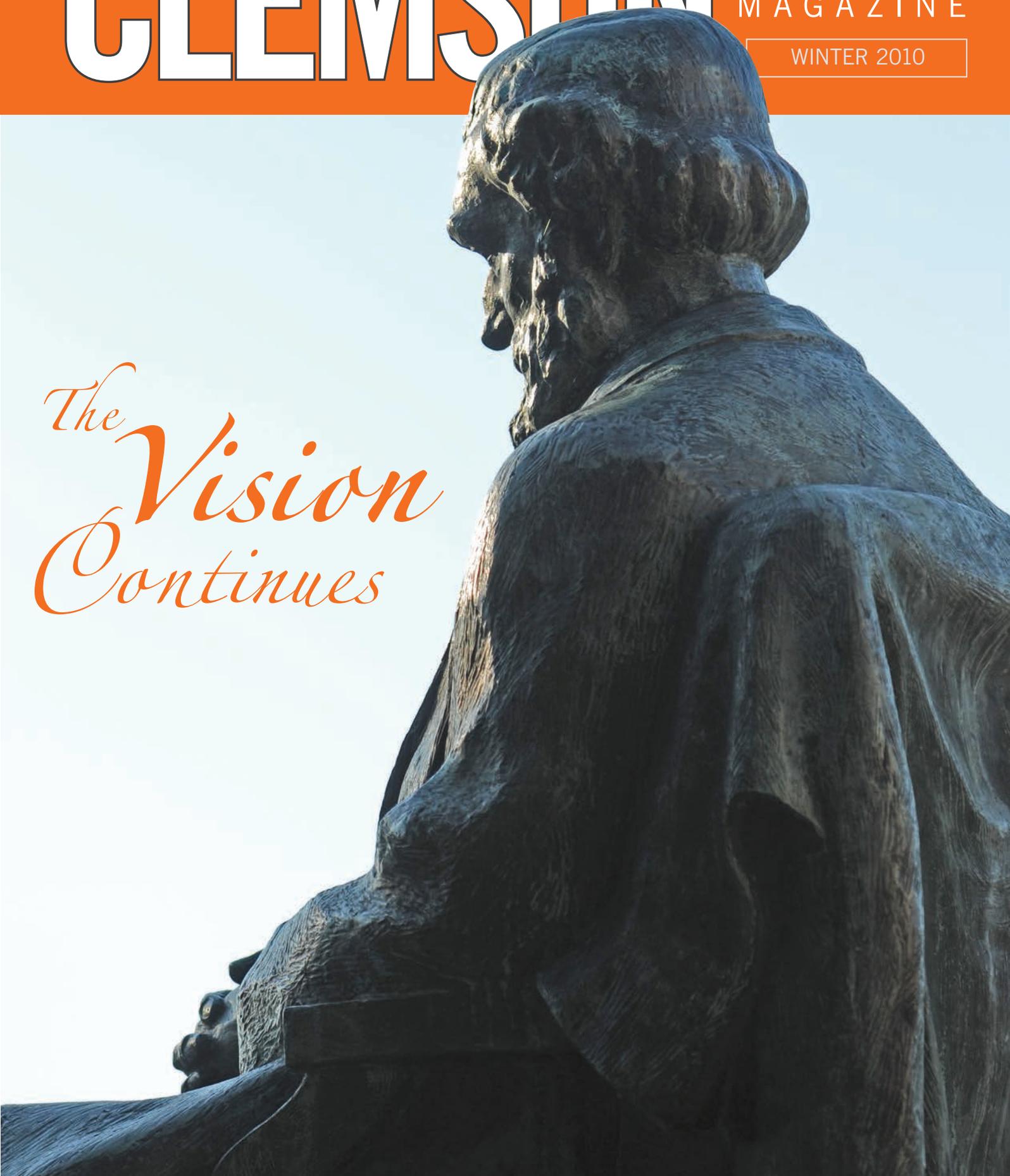
What a Decade! | 'Expeditions' Goes Big Time | Risky Business | Bells in the Background

# CLEMSON WORLD

MAGAZINE

WINTER 2010

*The  
Vision  
Continues*



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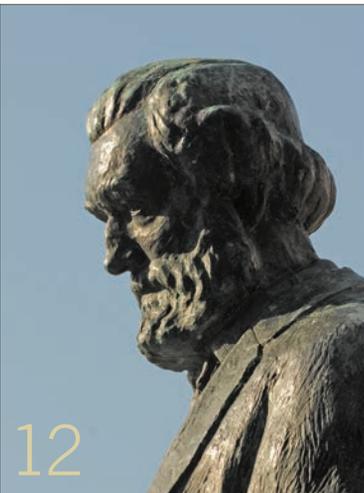
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## EXTRAS ON THE WEB

See what's happening on Clemson YouTube at [www.youtube.com/clemsonuniversity](http://www.youtube.com/clemsonuniversity).

Keep up with the latest University news at [twitter.com/clemsonnews](http://twitter.com/clemsonnews).

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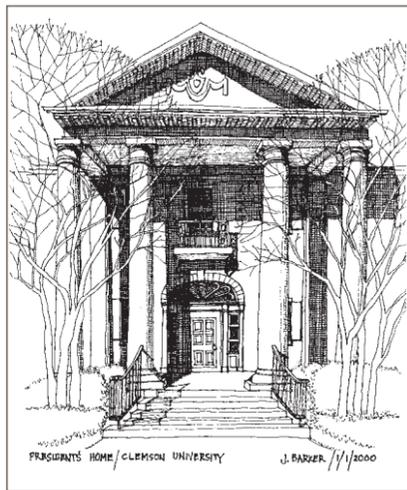


Cover photo: Thomas Green Clemson statue in front of Tillman Hall — by Patrick Wright

[www.clemson.edu/clemsonworld](http://www.clemson.edu/clemsonworld)

# Constant state of beginning

*“There’s real value in getting started again and again – a constant state of beginning.”*



**O**ver the past 10 years, Clemson President Jim Barker has addressed a variety of University topics with our readers. He’s introduced big ideas, shared campus history, outlined Clemson’s plans to succeed despite challenges and often talked about accomplishments of Clemson students and other members of the Clemson Family.

But, in all his “President’s View” pieces for the Clemson World audience, he hasn’t said much about himself. So, for this issue, we’ve asked a series of questions, hoping the answers might reveal a little more about the person we know as Clemson’s 14<sup>th</sup> president.

**Q: You’ve sketched quite a few historical Clemson scenes around campus from Bowman Field to Death Valley. How do you go about it? And what’s the best Clemson scene you haven’t sketched yet?**

Finding a subject is easy. There are so many views of traditional sites. And then there are new campus features like the Harris Smith Building, the Class of 1957 Rotunda, the Scroll of Honor Memorial that’s going up now.

Finding time is the hard part. I usually try to begin a sketch during holidays when the students are off. If I can get 30 or 40 minutes to draw on-site, I can usually finish it in one or two hours.

Drawing is therapy. And I have memories associated with every Clemson scene, whether it’s from when I was a student or from an event in the past year. As I draw, I reflect. It’s like a little holiday.

A scene I’d like to sketch — decades from now — is one of Clemson University on both sides of Lake Hartwell. Someday, I think Clemson will be a campus connected by a body of water rather than just bordering it.

**Q: Is it true that you answer the door to the President’s Home when you’re there? Any notable surprises on the other side of the door?**

Yes, either Marcia or I answer the door. A lot of the stories of our life in the President’s Home start with the doorbell ringing. Students come by at least once a week. They’re always respectful. It may be to play Frisbee or to help send off a Tiger team to an away game.

Last night I opened the door to find students on a scavenger hunt looking for an unusual photo — something connected to the President’s Home. So our granddog, Mookie, and I joined them for a group photo.

**Q: Before you began serving as the University’s president, you were a Clemson student, athlete, alumnus, professor, dean and parent. Which of these roles has had the greatest impact?**

Really, I draw on all of them.

Because I was a student athlete — an extremely average pole-vaulter — I understand the extra pressure and time restraints student athletes have. And as an alumnus, I know how much pride we have in our alma mater, along with our expectations.

I’ve experienced the heartfelt concerns that parents have when our children are in college. Being a faculty member has given me insight into teaching and relating to students, the drive to contribute to your field of study and earn tenure. The same is true for being a dean, only more so, with added responsibilities.

But the role with the strongest impact is definitely being a student at Clemson. I remember walking across Bowman Field as a freshman and feeling a sense of encouragement and support — a sense that Clemson would help me find my best self, even in that uncertain state of being new. That’s the basis for most everything Clemson does — helping students find their best selves as they experience change and growth.

**Q: Fans know that when they see the Tiger mascot, it just might be the president inside. How many push-ups do you think you’ve done as the Tiger? Any upcoming events where we might find you inside the Bengal stripes?**

I don’t remember the number of push-ups. Seems like a lot. I’ve worn the Tiger mascot suit during two football games, a basketball game and a pep rally. Luckily I didn’t have to do push-ups at the basketball game!

I’ve learned that when you’re posing for pictures in the Tiger suit, you don’t really need to smile, although it’s hard not to. And I’ve gained a new appreciation for the students who carry on the tradition. It’s a lot of hot work. And a lot of fun.

Becoming the Tiger mascot is pretty spontaneous for me. I hope to cheer on the Tigers from inside the suit at some of the other athletic events this year.



**Q: During the past 10 years of your tenure, Clemson has made amazing strides in its mission of education, research and outreach. At the same time it has undergone a substantial amount of adversity. As the point person, how have you kept your cool?**

Public universities, like most everything else, constantly face change. It’s not an easy process. Part of my job is keeping Clemson prepared for change while finding the right balance with its strong core of tradition.

I have plenty of role models who navigated the University through times of change. They kept students at the forefront, and, as a result, Clemson came out stronger and better. I’ve learned that as long as we keep the focus on the students, we’re going in the right direction.

And I run — a great way to relieve stress and restore optimism. Most mornings, I go for a pre-dawn run around campus (with Mookie). Everything seems fresh and new as the sun comes up behind the buildings and begins to light this beautiful campus.

**Q: During your inauguration in 2000, you shared a vision for what Clemson could become. Then you began your tenure with the concise statement: “Let’s get started.” Now, 10 years later, what’s your directive for this new decade?**

It could be: “Let’s finish what we started.” Clemson is a better university because we had a plan relentlessly focused on what we do exceptionally well (which is not everything), and we fully leveraged every available resource (which was never enough) to enhance quality and deliver results for students and the state.

The challenge will be to maintain positive momentum in the most challenging economic climate most of us have ever experienced — a major, and perhaps permanent, cultural and structural shift that we have begun calling “the new normal.” So, for the next decade at Clemson, “Let’s keep going” might be more appropriate. But “Let’s get started” still seems right. There’s real value in getting started again and again — a constant state of beginning.

**Q: Anything else you’d like to share with Clemson World readers?**

Marcia and I wake up every morning feeling blessed to have a role in this great idea called Clemson. We can hardly believe it’s been 10 years.

What I’ve learned over the past decade is that the successes Clemson has had and will continue to have are all direct results of students, faculty, staff and alumni. This success is the result of working as “One Clemson.” These Clemson Family members have come together, faced problems, suggested solutions and helped bring about action.

It’s been my great honor to be their spokesperson.

James F. Barker, FAIA  
President



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### Clemson gets \$9.3 million NIH grant for tissue regeneration center



**CLEMSON HAS** received a \$9.3 million, five-year National Institutes of Health grant to establish a Center of Biomedical Research Excellence for Tissue Regeneration. The center — South Carolina Center of Biomaterials for Tissue Regeneration

— will be housed in Rhodes Hall.

“End-stage organ failure and tissue loss create health care costs of nearly \$400 billion annually in the United States. The center’s research focus will be on tissue regeneration through cell-biomaterials interactions with the goal of restoring functional tissues,” says Naren Vyavahare, Hunter Endowed Chair, professor of bioengineering and chief architect of the proposal.

Vyavahare also will act as principal investigator and the center’s director. Faculty from the Medical University of South Carolina and the University of South Carolina also will collaborate, providing expertise in medicine and developmental biology. For more on the center, go to [www.clemson.edu/scbiomat](http://www.clemson.edu/scbiomat).

**Clemson is known as the international birthplace of the field of biomaterials, providing building blocks of medical devices for knees, hips, nervous tissue and hearts.**

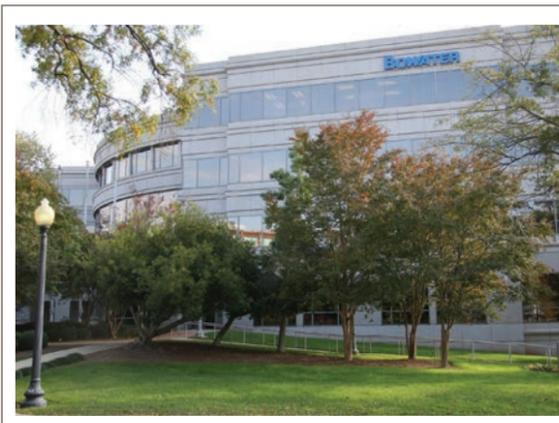
### Clemson epicenter for business education in downtown Greenville

**IN NOVEMBER, CLEMSON’S BOARD OF TRUSTEES APPROVED LEASING** space at 55 East Camperdown Way in Greenville that will be home to the Master of Business Administration program, professional and continuing education, and resources for small businesses and entrepreneurs.

**The move will allow Clemson to better serve the Upstate business community and will require no additional state funds, new degree programs or curriculum changes, and it already has strong support from Greenville city and business leaders.**

The lease still must be approved by the South Carolina Commission on Higher Education, the Joint Bond Review Committee and the State Budget and Control Board, which are expected to consider the request soon.

Upon approval, Clemson will relocate and consolidate its MBA programs, the Renaissance Center, an office of the Spiro Institute for Entrepreneurial Leadership, regional offices for the Small Business Development Center, and Professional Advancement and Continuing Education under one roof.



### Clemson lands \$98 million funding to develop next-generation wind turbines

**THE CLEMSON UNIVERSITY RESTORATION INSTITUTE WILL** test next-generation wind turbines and drive trains in a move expected to create hundreds of jobs and place one of the most important sites for wind energy research and development in South Carolina.

The Restoration Institute and its partners have received a \$45 million grant from the U.S. Department of Energy, combined with \$53 million of matching funds, to build and operate a large-scale wind turbine drive train testing facility at the institute’s research campus on the former Navy base in North Charleston.

“As the wind energy market emerges along the East Coast, South Carolina is strategically positioned to serve as a hub for this evolving industry,” says John Kelly, executive director of the Restoration Institute and vice president of public service and agriculture. “Clemson’s research expertise and proven collaboration combine to make this possible.”

The Department of Energy estimates that South Carolina could gain 10,000 to 20,000 new jobs related to the wind power industry during the next 20 years.



### New industry collaboration facility for Sonoco Institute

**CLEMSON RECENTLY UNVEILED THE RONALD & KATHERINE** Harper Industry Collaboration Room on the top floor of the Sonoco Institute of Packaging Design and Graphics in the new Harris A. Smith Building.

Ron and Katherine Harper, well known in the printing industry, have helped shape and support Clemson graphic communications for decades. Their latest gift of \$1.1 million is associated with the sale of family property at Lake Wylie.

**The new collaboration room will facilitate cooperation with industry in the institute — a hub of interaction among faculty, students and others related to the industry.**

The gift will also support the graduate program in the graphic communications department, especially in the area of flexographic printing.

### CU-ICAR, top emerging technology research center

The International Association of University Research Parks recently presented its Emerging Research/Science Park Award to the Clemson University International Center for Automotive Research (CU-ICAR). The award recognizes a research park that has been in operation less than five years and that has excelled in bringing technology from the laboratory to economically viable business activities, promoting the growth of businesses, jobs and public revenue.

### Deep Orange offers radical approach to automotive engineering education

**DEEP ORANGE — A NEW LONG-TERM INITIATIVE** at the Clemson University International Center for Automotive Research (CU-ICAR) — will offer students the opportunity of a lifetime.

Deep Orange will transform the Carroll A. Campbell Jr. Graduate Engineering Center, which houses the automotive engineering master’s and doctoral degree programs, into an innovative model original equipment



manufacturer and supplier. Leaders will collaborate with a wide spectrum of the automotive and motorsports industry.

**Students, faculty and partners will engineer and manufacture a new vehicle prototype each year, giving the students experience in vehicle design, development, prototyping and production planning.**

The first Deep Orange vehicle is expected to be completed in the spring. For more on CU-ICAR, go to [www.cuicar.com](http://www.cuicar.com).

### Like mother, like child?

**CLEMSON PROFESSOR MARIA MAYORGA AND MEDICAL** University of South Carolina professor Kelly Hunt have received a \$735,000 grant from the National Institutes of Health to study the effects of a mother’s obesity or diabetes on the health of an infant, and how the risk factors vary across ethnic groups.

Mayorga, an industrial engineer, and Hunt, an epidemiologist, will team up for three years to create a computer simulation model that predicts the impact of having these health conditions during the prenatal period on future generations of Caucasian, Hispanic and African American women.

For more information, contact Mayorga at [mayorga@clemson.edu](mailto:mayorga@clemson.edu).



### Researchers share in \$14 million USDA grant for fruit research

**UNIVERSITY PLANT SCIENTISTS** are part of the largest USDA grant awarded to improve fruit crops. Federal officials and stakeholders provided \$14.4 million for RosBREED. The project seeks to revolutionize the translation of DNA-based information into practical applications for crops in the rose family (which includes peaches).

**Clemson's funding share will help address critical issues in development of improved peach cultivars suitable for Southern growing conditions and train the next generation of peach breeders in combining traditional breeding techniques with DNA-based tools.**

The Specialty Crop Research Initiative project will run four years and involve scientists from 11 U.S. institutions, including land-grant universities and USDA labs, along with six international partners from the Netherlands, South Africa, New Zealand, Chile, France and the United Kingdom.

### New professorship in parks and environmental ethics

A WIDELY RESPECTED VETERAN OF the National Park Service and early advocate of conservation measures in the parks, John M. Kauffmann has created a professorship in parks and environmental ethics at Clemson.

Kauffmann's \$524,500 gift will establish the George B. Hartzog Jr. Professorship in Parks and Environmental Ethics. Kauffmann served the National Park Service for 20 years and was chief planner for two of the parks when Hartzog was director of the service.

The professorship will be housed in the Department of Parks, Recreation and Tourism Management and affiliated with the George B. Jr. and Helen C. Hartzog Institute for Parks. The gift was announced during the 30th annual Hartzog Lecture and Awards ceremony in November.

### Clemson gets national recognition for diversity efforts

For the second year in a row, the University has been recognized for its commitment to diversity by Minority Access Inc., a national nonprofit organization dedicated to promoting diversity and access to public and private institutions of higher education.

Clemson was cited for efforts including the Chief Diversity Office, the Call Me MISTER® program, its Access and Equity Office, its One Clemson program, numerous multicultural programs offered by the Gantt Center for Student Life, the Charles H. Houston Center for the Study of the Black Experience in Education and other programs.

### Clemson student earns reporter spot on Royal Caribbean

Senior communication studies major and aspiring journalist Joyce Allison of Simpsonville won the opportunity to represent the U.S. as a reporter covering the debut of the world's largest cruise ship, Royal Caribbean's *Oasis of the Seas*, in November.

Royal Caribbean International and USA TODAY sponsored a competition for students around the world to submit videos showcasing reporting skill and on-camera personality. **Voters across America selected Allison from 10 finalists to report on the ship's amenities on its first preview cruise.**



She was joined by the winners from Canada, Germany, Mexico and the United Kingdom. For her online blog, go to [reporteratsea.usatoday.com](http://reporteratsea.usatoday.com).

### Easing the pain of mammograms

**CLEMSON SCIENTISTS ARE MAKING** improvements to a new breast cancer diagnostic tool that eliminates the discomfort of traditional mammograms.

**Diffuse Optical Tomography (DOT) uses infrared light instead of X-rays to create images of the biological sample. The method is less expensive, safer and more comfortable than the X-rays in traditional mammograms, but the resolution is not quite strong enough to detect smaller cancers. Clemson mathematical sciences professor Taufiqur Khan is working to change that.**

Khan and Peter Maass of the University of Bremen, Germany, are developing mathematical models that will allow for sharper images.

Khan says there are no harmful side effects to DOT, and that the procedure will eliminate unnecessary radiation, as well as the false positives and negatives of X-ray mammography. In the future, DOT may be applied to other technology such as ultrasound.



Ed and Jane Duckworth support Clemson tennis

### 'Tennis family' boosts Clemson facility

**THE DUCKWORTHS OF ATLANTA, GA.** — Ed '61, Jane and their children, Jeff '88, Leanne '90 and Jim — have long been a tennis family. Fortunate for the University, the family also loves Clemson. Now, a \$500,000 gift from the Duckworths will allow Clemson to enhance its Hoke Sloan Tennis Center with a new pavilion.

**The Duckworth Pavilion will be a two-story expansion, offering an open top deck for watching tennis matches or hosting social events.** The covered lower deck will include an outdoor kitchen and facilities that can be used for team meetings and other functions.

"It will strengthen our tennis program in recruiting and student-athlete accommodations and will provide a great facility for our fans to enjoy as well," says Bill D'Andrea, senior associate athletic director for external affairs.

**"We love Clemson, and we believe in its legacy," says Ed Duckworth. "We felt the desire to give back. And over the years we have followed and had a passion for Clemson tennis."**

### NSF funds research on plastics that conduct electricity

CLEMSON CHEMISTRY PROFESSOR Rhett Smith will receive \$598,000 in a National Science Foundation (NSF) CAREER Award to study a new class of materials that conduct electrical currents and can be used in thin, lightweight and flexible plastic electronic devices.

**"Some of the most exciting applications that are targeted are ultrathin, flexible displays like television and computer screens or displays in hand-held electronics," says Smith. "Another exciting application is thin-film solar cells to harvest energy from the sun as a renewable, potentially cheaper alternative to petroleum and coal-based energy resources."**

The Faculty Early Career Development Program offers NSF's most prestigious awards in support of the early career-development activities of teacher-scholars.

### Clemson facial recognition research

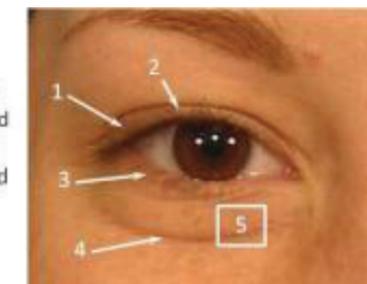
**IT OFTEN TAKES A PRISTINE LOOK AT THE IRIS TO PASS THROUGH SOME** security systems. Today, with the help of the Clemson University Image and Video Analysis Lab, systems may just need a wrinkle to verify identity.

The lab is working with a \$2 million grant from the Office of the Director of National Intelligence and has joined with other universities to create the Center of Academic Studies in the Identification Sciences. The aim of the center is to strengthen biometric identification, the measurement of physical characteristics to confirm a person's identity.

**At Clemson, computing professor Damon Woodard has led the way in developing periocular- and iris-recognition techniques,** which can achieve high performance when using less-than-ideal quality data.

"Historically, we have looked at the iris for identification, but what if the subject blinks? We then can look at eye region features such as skin folds and wrinkles for more accurate identification along with the iris," says Woodard.

- 1 Upper eyelid
- 2 Upper eyefold
- 3 Lower eyelid
- 4 Lower eyefold
- 5 Skin texture



Some areas of the eye that can be used for identification

Image by Damon Woodard

## Medical secrets from the Monarch

The National Science Foundation has awarded Clemson researchers \$2 million to study ways to mimic the suction mechanism used by butterflies and moths to feed so that the same method can be used in medical diagnostics.

The research will help develop a new class of fiber-based devices capable of probing and transporting previously impossible-to-reach liquids, such as those drawn from a single cell or tissue.

"Butterflies and moths have an amazing system in that they can adapt their proboscis, their long feeding tube, to accommodate hard-to-reach places," says principal investigator Konstantin Kornev. "It can also adjust to the difficult flow of both thin and thick liquids. We want to engineer that same ability, and we can learn a great deal from nature."

The research is part of an ongoing project to develop fiber-based medical devices in Clemson's School of Materials Science and Engineering and the Center for Advanced Engineering Fibers and Films.



## Clemson professor named to '50 Most Important African-Americans in Technology'

Professor Juan Gilbert, chairman of the Human-Centered Computing Division in the School of Computing, is included in the latest "50 Most Important African-Americans in Technology" list by eAccess Corp. for his efforts in research, education and outreach.

Two of his research projects have made the successful transfer to business. One is an accessible electronic voting system called Prime III. The other is a data-mining and software-analysis tool that allows education admissions officers to address diversity and capacity while adhering to academic standards and the law.

## New international dual-degree programs for undergrads and graduate students

Clemson's College of Business and Behavioral Science has created two new double-degree programs that immerse students in foreign cultures and allow them to gain new perspectives on business.

The Transatlantic Double Degree in International Business offers undergraduate students an opportunity to earn two bachelor's degrees in four years while studying between the Aarhus School of Business in Denmark, Universidad Carlos III de Madrid in Spain and Clemson. (For more information, go to [www.clemson.edu/studyabroad](http://www.clemson.edu/studyabroad) or contact Mark McKnew at [mamckn@clemson.edu](mailto:mamckn@clemson.edu).)

The college already has a double-degree study-abroad program for undergraduates in economics with Université Catholique de Louvain in Belgium and Maastricht University in the Netherlands.

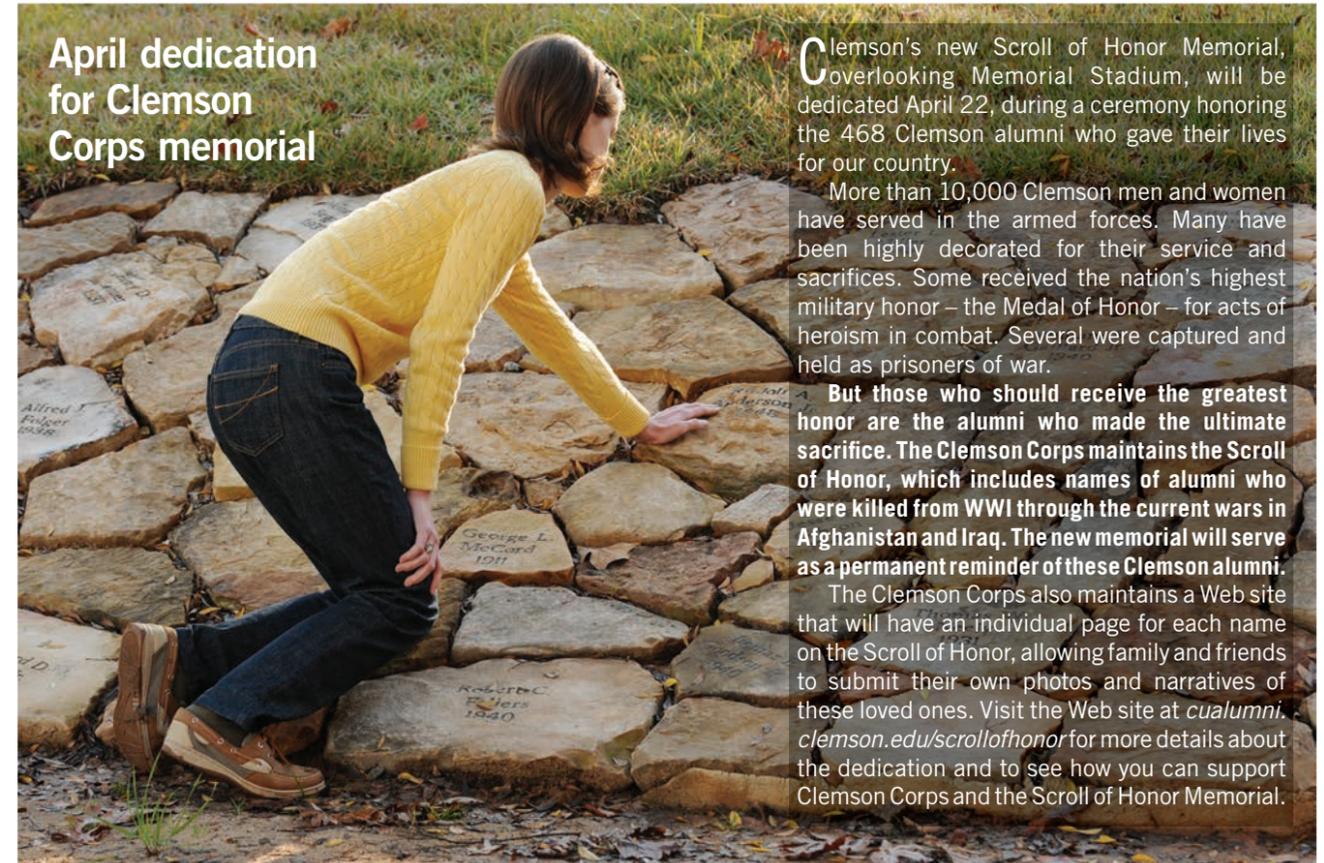
The college also recently unveiled a new graduate program in which MBA students can study in Greenville for one year and one year in Paris at the IESEG School of Management and receive an MBA and a Master's in International Business ([www.clemson.edu/cbbs/departments/mba/dual-degree.html](http://www.clemson.edu/cbbs/departments/mba/dual-degree.html)).

## Dance the night away

DANCE MARATHON ORGANIZERS are hoping to raise \$50,000 for Greenville Memorial Children's Hospital. The funds will be used to enhance the children's experience during their time at the hospital.

The all-night event to be held March 5-6 at Fike Recreation Center will include games, speakers and activities, as well as the all-night dance-off. Clemson students register as dancers to raise money, and the children's families are invited to attend. (For more details, e-mail [cudance@clemson.edu](mailto:cudance@clemson.edu).)

## April dedication for Clemson Corps memorial



Clemson's new Scroll of Honor Memorial, overlooking Memorial Stadium, will be dedicated April 22, during a ceremony honoring the 468 Clemson alumni who gave their lives for our country.

More than 10,000 Clemson men and women have served in the armed forces. Many have been highly decorated for their service and sacrifices. Some received the nation's highest military honor – the Medal of Honor – for acts of heroism in combat. Several were captured and held as prisoners of war.

But those who should receive the greatest honor are the alumni who made the ultimate sacrifice. The Clemson Corps maintains the Scroll of Honor, which includes names of alumni who were killed from WWI through the current wars in Afghanistan and Iraq. The new memorial will serve as a permanent reminder of these Clemson alumni.

The Clemson Corps also maintains a Web site that will have an individual page for each name on the Scroll of Honor, allowing family and friends to submit their own photos and narratives of these loved ones. Visit the Web site at [cualumni.clemson.edu/scrollhofhonor](http://cualumni.clemson.edu/scrollhofhonor) for more details about the dedication and to see how you can support Clemson Corps and the Scroll of Honor Memorial.

## Camp Odyssey

Another great summer is ahead for the kids who attend Camp Odyssey at the University's Outdoor Lab. Camp Odyssey is a one-week residential camp for children between the ages of 6 and 12. This year's camp will take place July 11-17. The program offers children the opportunity to enjoy fun and challenging group activities with other campers and leaders.

Activities may include, but are not limited to, hiking, fishing, canoeing, swimming, arts and crafts, outdoor games, archery, overnight camping trips and much more. Cost is \$480 per child with a discount given to additional children from the same family. Space is limited, so sign up early! For more information, go to [www.clemson.edu/outdoorlab](http://www.clemson.edu/outdoorlab) and click on "camps" or contact the Odyssey camp director at 864-646-7502 or [cualcamps-L@clemson.edu](mailto:cualcamps-L@clemson.edu).



## The perfect lab

A GROUP OF UNDERGRADUATES AND GRADUATES SPENT FIVE DAYS IN Cange, a remote village in the Central Plateau of Haiti, working to update a water system designed for a population of 2,000 that has now grown to 12,000. Back on campus, students designed a new pump house, a cartridge filtration and UV treatment system, and a new pipe support system.



Clemson Engineers for Developing Countries in Cange, Haiti, from left, Lindsey Speed, Greg Maher, Jeff Plumblee, Laura Simpkins, Marie Parker, Michael Dukes

They plan to return in the spring and summer as part of Clemson Engineers for Developing Countries to implement the designed

facility. Future work includes redesigning the water stations throughout the community so that they will be more sanitary and less congested. For more information or to help support their travel, contact Lansford Bell at [blansfo@clemson.edu](mailto:blansfo@clemson.edu).

## Green partnership for biofuels

CLEMSON AND ARBORGEN LLC, two of South Carolina's most recognized names in forestry and biofuels research, have partnered to develop purpose-grown woody biomass as feedstock for the biofuels industry.

**The cooperative will support the state's ethanol industry based on existing cellulose conversion technology, foster multi-agency collaboration and engage students in research and internships.**

This partnership also will see Clemson involve ArborGen in the Bioenergy Collaborative, an interdisciplinary team investigating commercial bioethanol production in the state.

## Breast reconstruction after cancer

CLEMSON RESEARCHERS KAREN BURG AND BRIAN BOOTH have received a grant from the Avon Foundation for Women to support research on using engineered tissue with anti-cancer properties in reconstructive breast surgery.

The tissue-biomaterial designed to reduce tumor occurrence is injected following a lumpectomy. The anti-cancer tissue is combined with healthy cells from the patient, and research shows that it gradually fills the defect as the material is absorbed into the body.

Burg and Booth work with the University's Institute for Biological Interfaces of Engineering, an S.C.-based organization whose goal is to develop engineered tissues for medical therapies.



## Flu vaccine priorities developed at Clemson

CLEMSON MATHEMATICIAN JAN MEDLOCK'S research on optimal flu vaccine priorities challenged the Centers for Disease Control (CDC) to rethink its immunization recommendations last fall.

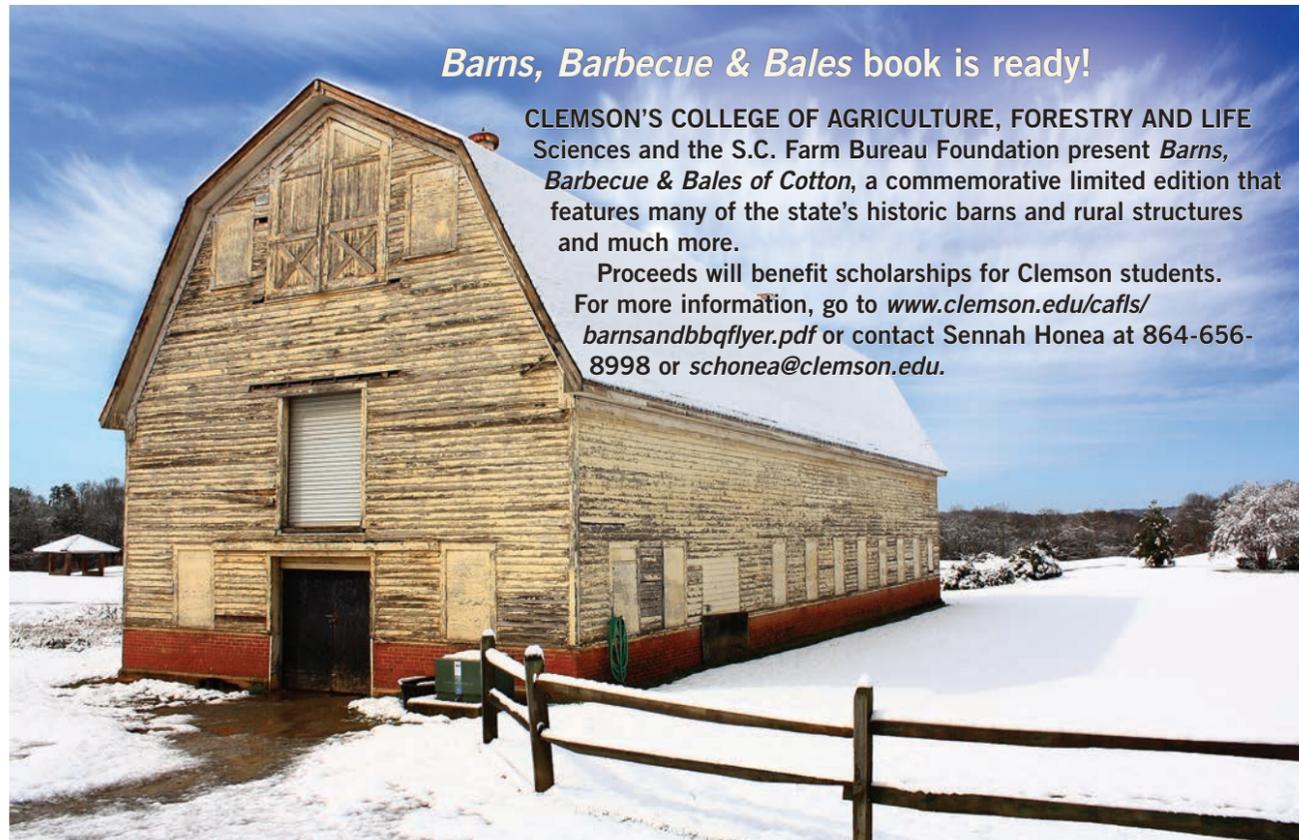
**The study by Medlock and colleague Alison Galvani of the Yale University School of Medicine found that optimal control of the spread of the seasonal flu and H1N1 is achieved by prioritizing vaccinations for schoolchildren and for adults aged 30 to 39 in the United States.**

The researchers concluded that when vaccine availability is limited (as in the production of H1N1) or when vaccine efficacy is low, optimal allocation of vaccines is imperative to minimize the spread of the illness. The research was funded with a \$650,000 grant from the National Science Foundation.

## Barns, Barbecue & Bales book is ready!

CLEMSON'S COLLEGE OF AGRICULTURE, FORESTRY AND LIFE Sciences and the S.C. Farm Bureau Foundation present *Barns, Barbecue & Bales of Cotton*, a commemorative limited edition that features many of the state's historic barns and rural structures and much more.

Proceeds will benefit scholarships for Clemson students. For more information, go to [www.clemson.edu/cafls/barnsandbbqflyer.pdf](http://www.clemson.edu/cafls/barnsandbbqflyer.pdf) or contact Sennah Honea at 864-656-8998 or [schonea@clemson.edu](mailto:schonea@clemson.edu).



## Clemson project to be featured at Smithsonian

A VIDEO MADE BY CLEMSON curriculum and instruction Ph.D. candidate Ron Knorr and his teacher education students about an African American Rosenwald School will become part of a new exhibit at the Smithsonian Institution.

The Hope School in the town of Pomaria was a Rosenwald School, a concept developed by Booker T. Washington as a way to provide education for rural African American students. James H. Hope, a member of Clemson's first graduating class and superintendent for public education in South Carolina, donated the land for this school.

Open from 1926 to 1954, the school became an unofficial community center but has since fallen into disrepair. **Knorr and his students, along with descendants of James Hope and local residents, have joined in an effort to save the building that once provided African American children their only opportunity for an education.**

As part of the project, Knorr interviewed on video six former Hope School students, who told stories of carrying water and firewood to the two-room schoolhouse. The video will be included in a new exhibit at the Smithsonian's National Museum of African American History and Culture, set to open in 2012.



## Math and science go 3-D

RESEARCHERS FROM CLEMSON and Appalachian State are using virtual worlds to excite seventh-graders about math and science. They began an ambitious teaching experiment last summer supported by a three-year, \$1.49 million grant from the National Science Foundation. The universities are partners in the Carolina Virtual Worlds Consortium.

"We're using 3-D virtual worlds to entice them, open their eyes to the career possibilities, while they are still young," says English professor Sean Williams, associate dean of the graduate school and co-principal investigator. He's collaborating with Clemson's Debi Switzer from education and Ken Weaver from computing.

So far, the project has involved middle schools in Oconee and Pickens counties. For more information, go to [www.stem-ict-3d.org](http://www.stem-ict-3d.org) or e-mail [sean@clemson.edu](mailto:sean@clemson.edu).

# What a decade!

Clemson has transformed from a respected state institution into one of the nation's best public universities.

2000-2010

A decade ago, Clemson leaders realized it was time for South Carolina to have a top public university with all the benefits that a national-caliber institution brings to its state and its citizens.

The goals in pursuing a top-20 public research university were (and still are) to:

- Increase the value of a Clemson degree and the Clemson experience for each student.
- Expand and strengthen the state's economy.
- Improve the quality of life for South Carolina citizens and beyond.

To do so, Clemson refocused its resources and energy to align its strengths with the needs of the state in particular and the nation in general. As a result, the University can better prepare students for top careers in new and expanding fields, convert research findings into practical innovation, and improve the economy and day-to-day life of South Carolinians.

Here are highlights of the past decade — evidence that having a dream, pursuing a vision and always keeping students first can produce incredible results.

## Raising the stakes

In 2001, Clemson was considered 39<sup>th</sup> in quality among doctoral public universities. Today, we've surpassed Rutgers, Virginia Tech, Michigan State, N.C. State, Auburn and others to take our place at 22<sup>nd</sup> in the same category.

Because of the increased value of a Clemson degree, more students than ever before are applying. Undergraduate applications have risen by more than 42 percent and graduate applications by 23 percent. Those who are admitted are graduating at higher rates, too, from 71 percent a decade ago, to the current 79 percent.

The first class of **Clemson National Scholars** entered the University in 2000 through a new program to attract the brightest student leaders from across the country. Among them — and other top students — have been Goldwater Scholars, National Science Foundation (NSF) Graduate Research Award recipients and national finalists for the Truman, Rhodes and Marshall scholarships.

Clemson increased study abroad opportunities with the founding of the **Thomas Green Clemson Brussels Center in Belgium**, a partnership with ICHEC Brussels Management School and UCL, in 2005.

**Phi Beta Kappa**, the nation's oldest and most respected undergraduate honors organization, established a chapter at Clemson in 2007.



Thos. G. Clemson



Clemson is attracting and keeping national-caliber faculty.

Over the past decade, 31 Clemson faculty members have been awarded **NSF Foundation CAREER Awards**, recognizing young faculty members who are excellent researchers and teachers. And 21 have been named Fulbright Scholars.

In just the past two years, at least 15 faculty members have been elected Fellows of prestigious national and international organizations. Esin Gulari, the engineering and science dean, is on the **National Science Board, which advises the U.S. president and Congress.**

Through the state's **Endowed Chairs** program, Clemson has recruited four internationally recognized scholars to lead key research areas to stimulate South Carolina's economy and create high-tech jobs that raise per capita income at all levels.

As a result, Clemson academics have made a dramatic rise in national standings, from no ranked academic programs a decade ago to currently 13 with national recognition.

In 2009, *DesignIntelligence* designated Clemson a "**World Class School of Architecture with High Distinction.**" Its graduate program in architecture is ranked 11<sup>th</sup> nationally, and the planning and landscape architecture program is 12<sup>th</sup> among undergraduate programs.

*U.S. News & World Report* (2010) again includes the University in the "**Writing in the Disciplines**" list of outstanding academic programs commonly linked to student success, recognized for making writing a priority at all levels of instruction and across the curriculum. This is a continuation of

**Value:** *Kiplinger's* "Best Values in Public Colleges for 2008-2009" ranked Clemson among the best educational buys in the nation and the highest-ranked public university in South Carolina.

**Payback:** *SmartMoney* (2009) rated Clemson No. 8 among public and private universities in "payback" — the ratio of graduates' earnings to tuition paid.

the quality that earned Clemson **TIME** magazine's **Public College of the Year** for 2001.

Clemson's undergraduate business school is No. 27 among Top Public National Universities, according to *BusinessWeek* magazine in 2009. And the MBA program is No. 7 for "most competitive students" according to *The Princeton Review* (2008).

Clemson's **Master of Real Estate Development** program was featured in the *Journal of Real Estate Literature* (2009) as one of the top new programs in the nation.

Eight Clemson graduate engineering programs are among the nation's best 40 (in public universities) with three in the top 25.

## Students come first

Clemson has made improvements for students on every level from tutoring, supplemental instruction and research opportunities to housing and recreation facilities.

The **Hendrix Center**, a three-story, 108,000-square-foot gathering place for students, opened its doors in 2000. It houses conveniences and services for students, including the **Michelin® Career Center**, home to career services that rank No. 3 in the nation among public universities by *The Princeton Review* (2010).

In 2001, the **Rutland Institute for Ethics** began serving students, faculty, staff and the community through Ethics Across the Curriculum programming and community forums. In 2007, the international **Center for Academic Integrity**, a consortium of more than 360 institutions, relocated its headquarters to the Rutland Institute at Clemson.

Clemson's **Academic Success Center** began providing students with the latest in customized academic assistance in 2001. It has now earned international recognition as an outstanding learning center.

**Fike Recreation Center** with Swann Fitness Center was completely revamped in 2003.

The **Clemson Class of 1941 Studio for Student Communication** facility, a corporate-like space for learning, teaching and research, opened in 2004. It's especially well suited to collaborative work and multimedia presentations.

Clemson's academic computing environment leaped to **top-10 status among U.S. academic institutions** (public and private) according to the latest TOP500 Supercomputing Sites.

**Creative Inquiry**, launched in 2005, is a unique initiative for all students that brings together mostly undergraduate students and faculty to research important issues that affect our world. It's profiled in *The College Solution: A Guide for Everyone Looking for the Right School at the Right Price*, and described as a "best practice in undergraduate research."

**Bridge to Clemson**, a collaboration with nearby Tri-County Technical College that started in 2006, provides greater access to a Clemson education.

Clemson has **12 living-learning communities** (11 added in the past decade) in which students with common academic interests live together in the same residential area and have staff, programming and resources dedicated specifically to them. **The National Study of Living-Learning Programs recently rated Clemson's living-learning communities among the best in the nation.**

## Still about the economy (and quality of life)

Clemson came into existence in the worst of economic times to raise the standard of living for South Carolinians. And it has done exactly that for more than 100 years.

But in the past decade — not resting on status quo — Clemson has converted its research, intellectual brainpower and leadership into enormous potential for the state. And not just for economic gain — but for a sustainable environment and better quality of life for its citizens.

To do this, Clemson has formed new partnerships and strengthened existing ones, attracted and retained some of the best

research minds in the country, converted research and technology into practical uses, generated funding and profits, and given students a head start in top careers.

In 2003, Clemson broke ground on the 250-acre **Clemson University International Center for Automotive Research (CU-ICAR), an advanced-technology research campus where academia, industry and government organizations collaborate for the benefit of all.** Located in Greenville along I-85, it's halfway between Atlanta and Charlotte in the heart of the Southeast's automotive and motorsports industry.

Now, with more than \$215 million in investments, CU-ICAR represents the ultimate public/private partnership, directly fueling a knowledge base critical to the automotive industry.

**Clemson is also building expertise and research resources that can help the state claim a share of the expanding biotechnology industry** — a field that's expected to have a major impact on the world economy in the years to come.

The **Biosystems Research Complex** — a campus facility that opened in 2004 — is a focal point for biotechnology research that is creating breakthroughs in health, agriculture, the environment and other bio-based industries. The complex is home to the internationally recognized **Clemson Genomics Institute** for research on plants, animals and insects.

**The University and Greenwood Genetic Center became partners in 2005 in an effort to find causes and cures for birth disorders and susceptibility to premature birth, hypertension, obesity and diabetes.**

Also in 2005, **Clemson faculty and students began working with Greenville Hospital System (GHS) clinicians to improve patient care and boost economic development** through the state's GHS Innovative Biomedicine and Bioengineering Research and Training Program.

The **Clemson University Restoration Institute** was established in 2004 in North Charleston to drive economic growth by creating, developing and fostering restoration industries and environmentally sustainable technologies in South Carolina.

As part of the Restoration Institute, Clemson was designated in 2008 as a **Center of Excellence for Watershed Management** by the U.S. Environmental Protection Agency. It's the first center in the nation that focuses on using remotely sensed monitoring data, enabling scientists to collect and analyze information through this type of data network.

Clemson opened the **Renaissance Center** in Greenville in 2006 to bring together business and community leaders throughout the Upstate for economic development.

**The University closed the cyber gap in South Carolina in 2007 by joining the national high-speed research community** through direct fiber connections, providing direct access to the National LambdaRail, Internet2 and other national and international research networks.

In 2008, Clemson began construction on the **Innovation Center** to anchor a research and innovation complex at the Clemson University Advanced Materials Center in Anderson County. It will boost the county's role in the state's advanced materials industry.

Right now, the **University has 18 partners — private tech-based companies** — that have licensed Clemson University intellectual property or are located in University-based facilities.

### Show me the impact:

Since 2000, Clemson research has generated 830 jobs (not counting Clemson employees), 11 spinoff companies, 87 active patents with 37 licenses generating \$2.8 million a year and \$1.2 billion in research awards.

## Solving community problems

One of Clemson's strongest character traits that has evolved with society's needs, but never wavered in commitment, is service to people, especially the citizens of South Carolina.

That sense of community drives the University's **Public Service Activities** (PSA) programs, located throughout the state for easy access for all citizens. PSA works with researchers, professors, specialists — and, of course, students — in all academic fields to bring the latest solutions to community problems.

In the past decade, **as Clemson's research has surged, so have PSA efforts to get new information to South Carolinians.** Those efforts include getting the latest news in food production from the campus to growers, sharing new findings and teaching techniques for a greener environment to homeowners and businesses, helping communities with everything from economic development to managing new construction.

And PSA's traditional service to youths and families has stepped up to the social challenges of the past 10 years.

Clemson's **Institute on Family and Neighborhood Life** (IFNL), celebrating its 10<sup>th</sup> anniversary, is home to one of the country's leading anti-bullying experts and programs. In 2009, the **American Academy of Pediatrics** endorsed a bullying-prevention program overseen by IFNL.

IFNL was also cited by the American Orthopsychiatric Association for its "innovation, leadership, and dedication in the design, implementation, and study of strategies to strengthen community support for families in South Carolina, the nation and the world."

Clemson's **Youth Learning Institute (YLI)**, founded in 2001, reaches more than 26,000 young people annually in programs ranging from two-week residential experiences to one-day school training. Programs are designed for honor students, special needs youth, foster children and many more.

Hundreds of external partnerships have resulted in more than 80 groundbreaking programs. For example, the **Youth Development**

**Center**, a collaborative program of YLI and the S.C. Department of Juvenile Justice (DJJ), is an alternative placement facility for juvenile status offenders assigned to DJJ for short-term sentences.

Established in 2004, the center has served more than 1,000 young people, most who came as a result of not being successful in school. It helps them get a second chance on life and avoid the precarious environment of a juvenile prison.

The YLI's latest project is connecting S.C. children and their teachers at the S.C. **Teacher Renewal Center** to be constructed in the Jocassee Gorges in Pickens County.

### That's my school!

- In 2005, Clemson was included in *Colleges with a Conscience: An Engaged Student's Guide to College*.
- The University ranked No. 1 in computer cycle contributions to IBM's **World Community Grid for humanitarian research** (2008).
- In 2009, the **Carnegie Foundation for the Advancement of Teaching** recognized Clemson for its commitment to public service, outreach and community engagement.
- And the Corporation for National and Community Service named Clemson to the **President's Higher Education Community Service Honor Roll**.
- Clemson is ranked **No. 1 among public colleges in "Town Gown" relations** with its surrounding community.

Just like Clemson's faculty, PSA specialists and other professionals, Clemson students seem to be born with a sense of service. Or they catch it when they get to campus. The past 10 years have been especially rich with student projects that make a difference in surrounding communities and far beyond.

Consider the University's chapter of **Habitat for Humanity — named Chapter of the Year** in 2008. Or **Engineers Without Borders**, begun on campus in 2005 to help Katrina-wrecked New Orleans. Or **Alternative Spring Break**, a program that provides students the chance to exchange their vacations for service-learning experiences.

Or **Solid Green**, the student-driven anti-litter

and environmental sustainability campaign begun in 2005, which hosted the **National Teach-In on Global Warming Solutions** in early 2009. Or other student efforts through their studies, service-learning projects or common interests.

Practically all Clemson student athletes take part in community outreach. **Last year, while the Rowing team was winning championships, members were also averaging 35 hours per athlete in community service.** And in September, football student athlete **Xavier Dye was one of a select few named to the Allstate AFCA Good Works Team.** His community work ranges from elementary schools to mission trips to hospitals to a children's home and much more where he teaches, helps, coaches, runs and builds.

The latest figures show that **more than 10,500 Clemson students engaged in service resulting in 126,300 student service hours during the course of one school year.**

## Go TIGERS!

Clemson loves to win. It's in our DNA. President Barker has often said, "We don't care what the game is; we just want to win. Give us a challenge, show us the rules and get out of the way."

In the past decade, the University undertook a **capital improvement campaign in athletic facilities — the WestZone, Doug Kingsmore Stadium, the new rowing and track facilities, upgrades in Littlejohn Coliseum.** Clemson made greater investments in **Vickery Hall**, the student-athlete enrichment center, which resulted in higher student-athlete grade-point averages and graduation rates. Clemson also waged a "Solid Orange" campaign to raise school spirit to new levels.

And in the meantime, our student athletes and coaches did their part. For example:

- 2002 ACC Championships – Men's Soccer and Men's Indoor Track
- 2002 National Players of the Year – Khalil Greene, Baseball and D.J. Trahan, Golf
- 2002 National Champion, Women's Track – Jamine Moton
- 2002 College World Series – Baseball
- 2003 ACC and NCAA championships – Golf and NCAA Coach of the Year – Larry Penley
- 2003 ACC Championships – Women's Tennis and Men's Track
- 2004 Olympic Gold Medal – alumnus Shawn Crawford (He also medaled in the 2008 Olympic Games.)
- 2004 Final Four – Women's Tennis
- 2005 National Champion, Women's Track – Gisele Oliveira
- 2005 NCAA Final Four – Men's Soccer
- 2006 Division I Athletic Directors Sportsmanship Trophy
- 2006 ACC Championship – Baseball (regular season and tournament), College World Series and ACC Coach of the Year – Jack Leggett (3<sup>rd</sup> time)
- 2007 ACC Championship – Women's Volleyball and ACC Coach of the Year – Jolene Hoover
- 2007 NIT Finals – Men's Basketball
- 2009 NCAA Championship – Rowing's Varsity 4+ and ACC Championship – Rowing
- 2009 National Champion, Men's Track – Jacoby Ford
- 2009 U.S. Open Champion – alumnus Lucas Glover

- One of only 13 Football Bowl Subdivision programs with nine consecutive winning seasons and three Bowl Championships

But athletics hasn't cornered the market on competitive zeal. Students take just as much satisfaction in winning **academic and organization challenges** with other universities. Clemson has hosted the **Concrete Canoe** and **Steel Bridge** national championships for engineering undergraduates, and has won regional and national titles in both events. Because of our spirited **Ethics Bowl** students, Clemson has become known as a powerhouse for the intercollegiate competition. Clemson's **Pershing Rifles** are legendary. Whether it's a design-build or Traffic Bowl or club sports contest, our students are in it to win.

Since 2000, Clemson students have racked up

- two consecutive Concrete Canoe national championships
- third Steel Bridge national championship
- eight Pershing Rifles championships
- Ethics Bowl championship (only university that has reached quarterfinals at each national competition in the past seven years)
- Traffic Bowl championship
- Black Engineers National Chapter of the Year
- Most outstanding college yearbook — *TAPS* — four years in a row!
- Air Rifle team national championship
- And lots of regional championships and top-10 national finishes in other academic and club competition

Clemson alumni are just as competitive. In fact, for the past two years, **Clemson alumni have ranked No. 4** in the nation in alumni support to public universities as measured by alumni giving, according to *U.S. News & World Report*.

## Big ideas start here

Clemson was founded on a big idea and bold vision. Surrounded by the physical devastation and economic ruin of the Civil War, **Thomas Green Clemson and his wife, Anna Calhoun, had a big idea — a way they could help bring about better life for South Carolinians.**



**Their dream was to establish a "high seminary of learning"** to educate the state's youth in the practical application of science and technology, knowledge that would help restore the agrarian economy and improve day-to-day living.

After Mrs. Clemson's death and Mr. Clemson's many failed attempts to find support for a scientific and agricultural college, he probably came to the conclusion that only after his death and the execution of his will would their shared dream become a reality. Upon his death in 1888, he left his estate and his fortune for the betterment of education in South Carolina. And the rest is Clemson history.

Since then, the University has evolved through many big ideas and bold visionaries who helped bring about much-needed change **while still maintaining the tradition, history and nature of Clemson.**

In the past 10 years, Clemson has made stunning strides for students and the state by taking on big ideas and meeting the challenges they bring.

Consider the creation of **CU-ICAR** — described as a "technopolis" in the South — which has taken Clemson's automotive engineering (and related fields) to a national level, while creating jobs, improving auto safety and adding to the economy. The institute was highlighted at the Society of Automotive Engineers 2005 World Congress. In *Automotive Engineering International*, the editorial director wrote about Clemson's innovative concept and follow-through: "The unique ... approach to industry/academia collaboration should be nurtured, and I encourage other automotive companies and industry groups to build their own relationships with their local universities."

Or consider **Creative Inquiry** projects with real-world impact. For example, a team centered in the psychology department in collaboration with colleagues in civil engineering drew widespread attention for their study of text messaging and use of other

electronic devices while driving. The results were presented to the 2008 Annual Meeting of the Transportation Research Board in Washington. At least two states have banned texting while driving based on the results of the study, and six more are considering similar legislation. In praising our Creative Inquiry program, education author Lynn O'Shaughnessy wrote, "Unfortunately, the experiences that Clemson students enjoy are not nearly common enough among undergraduates elsewhere."

Or the bold thinking of **Clemson researchers.** Jan Medlock's findings (earlier this year) on optimal flu vaccine priorities were published

in more than 4,000 media outlets and challenged the Centers for Disease Control to rethink immunization recommendations. The latest research of Martine LaBerge, Shalaby W. Shalaby and other Clemson bioengineers is providing building blocks of medical devices for knees, hips, tissue and hearts.

Or the determination that new Clemson facilities will be green. In addition to function and cost, **Clemson facilities designs are now expected to follow the U.S. Green Building Council's Leadership in Environmental and Energy Design (LEED®) rating system**, and all buildings are to be designed to meet LEED Silver certification at a minimum. As a result, Clemson has the state's first public LEED-certified building, the first public LEED Gold-certified building and six additional facilities that have met criteria or are under review for certification.

These and many more big ideas have shaped the University over the past decade. But none is bigger than the audacious idea that Clemson should aim for the top — the top-20 in public universities — so that students, alumni, the state (and people far beyond) can experience the benefits.

**And no vision has been greater than that shown by the Clemson Family** — students, faculty, staff, alumni and administrators — those who formed 11 task forces to deal with everything from budget cuts to academic goals, environmental issues to safety measures, and much more; those who've volunteered as mentors, donors, ambassadors; and those who've cheered on the Tigers, sport after sport, season after season.

As Clemson approaches a new decade, you can be sure it will change with bold vision and more big ideas. But it will do so, as it always has, while remaining rooted in an amazing family tradition. The balance of these two distinct forces — change and tradition — will continue to make Clemson the university you're proud of and the alma mater you love. 🌐

# 'Expeditions' goes big time

"Expeditions with Patrick McMillan" — a public-television nature series produced by Clemson University Video Productions — now reaches audiences from coast to coast.

The weekly series has expanded to PBS stations that serve more than 54 million television households including seven of the nation's top-10 markets: New York City, Los Angeles, Philadelphia, San Francisco, Boston, Houston and D.C.

The most recent season features:

- coastal diversity in Port Royal Sound
- frogs as environmental bellwethers in South Carolina and around the world
- arid land tortoises from South Carolina to California
- Pigeon Mountain caves and ecosystem in northern Georgia
- Great Bear Rainforest in British Columbia
- temperate rainforests of Chile
- little-known wonders of the Clemson Forest and Table Rock State Park

Host and series writer Patrick McMillan holds a Ph.D. in biological sciences from Clemson, where he also teaches. His research has been featured in *National Wildlife* and *South Carolina Wildlife* magazines, as well as regional news media. He served as curator of Clemson's Campbell Museum of Natural History from 2006 until August 2009, when he became director of natural resource programs for the University's Youth Learning Institute. 🌐



McMillan (right) in Dominica with guest expert Elvis Steadman

*"Our goal in producing 'Expeditions' is to increase awareness of the critical importance of environmental issues, their global interconnections, and the need to develop a sustainable balance between nature and mankind."*

— Patrick McMillan, series host and creator

For more on "Expeditions," go to [www.clemson.edu/expeditions](http://www.clemson.edu/expeditions). For schedules, check ETV and PBS listings in your area.

# Risky business



When her beloved dog, Lady, became ill from melamine-tainted dog food, professor Aleda Roth realized firsthand just how critical her research into the risks of the global supply chain has become.

"Outsourcing and offshoring of production in the U.S. have escalated over the past decade," says Roth. "We already know that millions of U.S. jobs have been lost as a result, along with some basic manufacturing capabilities. But what about the quality of the final product?"

To find the answer, Roth and fellow researchers are studying how outsourcing food, pharmaceuticals and other consumer goods — and producing them offshore — affects product quality.

## Why all the recalls?

"Our global supply chain has become extremely complex," says Roth. "Over the past several years, the rash of high-profile quality issues has illustrated just how winding and knotted the chain can be."

**Clemson supply chain expert Aleda Roth is working to track down where our food and other everyday products really come from and how safe they are when they get here.**

Executive decisions to reduce production costs by outsourcing or sending to offshore facilities have, perhaps unknowingly, increased quality risk in everything from tomatoes to toys.

Roth says that many companies may not fully understand quality risks in their sourcing decisions. "Recalls are not only costly, but the faulty product can cause human suffering."

Consider these three recent headline scares:

- Since 2004, more than 9 million **laptop batteries** have been recalled because of overheating and risk of fire. No major brand was immune.
- The **tainted pet food** scandals showed that literally hundreds of well-known brands were produced by only one contract manufacturer, who sourced only one minute ingredient from China.
- In early 2008, Baxter's heparin, a blood-thinning drug, was blamed for multiple illnesses and at least 81 deaths in the United States. Investigations have revealed that the **heparin produced at an offshore plant of the American company Scientific Protein Laboratories had been tainted with a cheap fake additive** that may very well have been introduced intentionally.

### Hidden costs of cheaper food and drugs

These and other recalls reveal many weaknesses in the current system, which pose challenges to supply chain experts.

"Specifications, testing and inspections alone are obviously not a guarantee of final product quality. Nor is supplier certification, which is often used as a signal of quality," says Roth. "Poor traceability to the sources and lack of transparency in long supply chains cloud discovery, reporting and recovery

times. And the widespread use of a single defective raw material or component in multiple geographic locations has a far-reaching footprint."

Roth and her research partners (at Ohio State University

and Dartmouth) have designed and implemented two empirical studies in the U.S. drug industry to determine if and to what extent outsourcing and offshoring increase quality risk — in other words, inhibit the product from performing as intended. Their measure of quality risk was developed using U.S. Food and Drug Administration (FDA) data.

The first study — on pharmaceuticals — compares quality in domestic contract manufacturing (products made in U.S. plants according to the buyer's specification but not owned by the buyer) to internal domestic manufacturing (products made in U.S. plants owned by the buyer). **Early results indicate that contract manufacturers in the U.S. drug sector have, on average, a threefold quality risk in contrast to internal plants.**

The second study examines the effect of offshoring versus domestic production on quality risk, also on pharmaceuticals. The researchers developed matched samples of U.S.

and Puerto Rican plants that have the same U.S. parent company and produce similar products.

So far, they've found that for **U.S. drug companies, on average, their Puerto Rican plants will have a 38 percent chance of being in the highest quality risk group in contrast to only a 9 percent probability for their onshore domestic plants.** Roth expects product quality risks to be substantially higher in long global supply chains — with greater geographic distance; culture, language and economic differences; and an excess of external product quality issues associated with complex distribution systems before reaching end customers.

### Making a difference

Together these two studies — as well as Roth's prior and ongoing work on global food supply chains — indicate that from a policy standpoint, the FDA needs to ramp up fast the frequency and intensity of its overseas inspections for pharmaceuticals and food products. The studies also reveal that executives must become more aware of the real but difficult-to-measure quality-risk costs that are inherent in sourcing.

Roth says, "Our findings raise legitimate concerns about the many challenges associated with the decision to source production."



### Top 1 percent

Aleda Roth is the Burlington Industries Professor of Supply Chain Management in the College of Business and Behavioral Science at Clemson. An internationally regarded supply chain expert, she recently received the Lifetime Achievement Award from the Production and Operations Management Society and was named 2009 Distinguished Fellow of the Manufacturing and Service Operations Management Society, the first woman to receive the prestigious scholarly recognition in operations management. **She is ranked in the top 1 percent of production and operations management scholars in the country.** She and her research have been cited in news stories in the *San Francisco Chronicle*, *TIME* magazine, *Wall Street Journal* and elsewhere.

So far, the team has presented this research at a major professional conference, and papers from the studies have appeared in the *2009 Academy of Management Best Paper Proceedings* and the *Journal of Supply Chain Management*. **Mainstream media are starting to pick up the research.**

"We believe that as our findings move into mainstream media, the general public and the people who make policy will take notice and begin to bring about change — and consumers will demand it," says Roth. "It's a first step. There's much more to do."

*Roth is one of many outstanding Clemson professors who are making a real-world difference. By recruiting and retaining the best faculty members, like Roth, the University provides students with engaged learning and access to great minds. And as our researchers take on critical problems like these, they help improve the quality of life for us all.*

## What is Clemson?

*Making a way to succeed*

**A less resolute young man might have allowed tragic circumstances to alter his goals. But not Seth Huffman.**

While in summer school, Huffman received a call telling him his father had died in his sleep, an event he calls "the hardest thing I've ever faced." Circumstances worsened when he learned he was no longer eligible for the student loans that his father had co-signed.

Just two weeks before the start of the semester, Huffman received another life-changing call.



This one from President Jim Barker's office, telling him he had been awarded a **scholarship from the Leadership Circle**, a fund designed to support University leaders' top priorities.

Huffman and his family fully appreciate the difference the Leadership Circle made for him. "My family is from Connecticut, but they became huge Clemson fans when I started here," says Huffman. "When my dad was laid to rest, we outfitted him in his two most prized pieces of clothing — his 'Clemson Dad' shirt and his Clemson ball cap. I hope he knows what Clemson has just done for me — and what I plan to one day do for Clemson."

**Your annual gift of \$10,000 or more makes you a part of the Leadership Circle. To find out more, call 864-656-2121 or go to [www.clemson.edu/giving/leadershipcircle](http://www.clemson.edu/giving/leadershipcircle).**



CLEMSON FAMILY



## What is Clemson?

*world-changing service  
and leadership*

*Brave* is a word you could use to describe Matt Summers. Before joining the Clemson Family to earn a master's degree in real estate development, he spent five and a half years as a Green Beret. He served multiple tours, distinguishing himself with three Bronze Stars for valor and a Purple Heart for injuries sustained in Afghanistan.

He called on the skills he learned as an undergraduate at Bucknell University to help him grow as a **leader** during his time with the U.S. Special Forces — developing strategy, leading missions, training Afghan nationals, and



designing and constructing camp housing for Special Forces teams and their support personnel.

When his military service ended, Summers decided to follow in his father's footsteps and pursue a career in real estate development. He says, "I

felt I needed a way to transition back into civilian life — a way to re-sharpen my professional skill set."

Summers chose to come to Clemson after meeting with faculty. "The chemistry was great," he says, "and the program's reputation is spreading like wildfire." Summers graduated in May 2009 with a 4.0 GPA and the Ric Ritter Award for Spirit and Service. "Grad school was a great idea; Clemson was an even better idea. The stars kind of lined up for me to come here."

To support students like Matt Summers, call 864-656-2121 or visit [www.clemson.edu/isupportcu/students](http://www.clemson.edu/isupportcu/students).



LEADERSHIP



orange

*the experience*

published exclusively for donors to the  
Clemson University IPTAY scholarship fund

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## Orange...The Experience

— the glossy, 64-page magazine for IPTAY members — features stories about IPTAY donors, looks behind the scenes at your favorite Clemson sports and student athletes, and enhances your Clemson experience.

**myOrangeUpdate** — weekly e-newsletter — provides you with insights and feature stories in all areas of Clemson athletics. Photo galleries and membership information are available exclusively to IPTAY donors in this multimedia presentation.

In addition to receiving eight editions of **Orange...The Experience** and the weekly **myOrangeUpdate**, a membership card and vehicle decals, you'll be eligible to purchase season tickets to football, basketball and baseball games.

Your tax-deductible contribution will help students achieve their

academic and athletic goals (and Clemson meet its alumni participation goal). Be a part of the Experience!

Levels of membership start at just \$140. To join, go to [www.clemsonigers.com](http://www.clemsonigers.com), call 1-800-CLEMSON or return the form below to begin your membership to the IPTAY Scholarship Fund and your subscription to **Orange...The Experience**.

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Car Decals										
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Orange: The Experience Subscription										
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Football Ticket Priority*	2	4	6	8	8	10	10	10	12	14
Basketball Ticket Priority	2	2	4	6	6	8	8	10	10	12
Reserved Parking - Football (premium)**						1	1	1	1	2
Reserved Parking - Football				1	1				1	
Area Parking - Football (best available)			1					1		
Area Parking - Football (best avail. numbered or reserved area)		1								
Motor Home Reserved Parking Eligibility										
Basketball Parking										
Football Media Guide										
Basketball Media Guide										

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Are you an Alumnus of Clemson?

YES (year graduated \_\_\_\_\_)

NO

Is your spouse a Clemson Alumnus?

YES (year graduated \_\_\_\_\_)

NO

Are you a former student-athlete?

YES (sport \_\_\_\_\_)

NO

If your company has a matching gift program, you may increase your gift by sending the proper form with your contribution.

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My initial contribution of \$ \_\_\_\_\_ is enclosed.

This is a  Full Payment  Partial Payment (\$30 minimum)

50% of contribution must be made prior to February 15 for ticket priority. Complete contribution must be made prior to June 15.

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Please make check payable to IPTAY and include IPTAY # on check if renewing.

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Minimum Priority Contribution is \$140. Contributions of any amount to the IPTAY Scholarship Fund are welcome.

Please fill out and mail to IPTAY, PO Box 1529, Clemson, SC 29633



Clemson Filet



*Come gather around our table...*

Enjoy fresh local ingredients with a distinctive flavor, like our Signature Shrimp and Grits — stone-ground grits topped with shrimp and tasso ham in a spicy cream reduction.

Relax in a casual atmosphere while overlooking Hartwell Lake and the Walker Golf Course.



*A Clemson Dining Tradition*

**Doing the numbers**

**Marshall L. Dantzler '66**

Agricultural and applied economics graduate Marshall Dantzler of Chantilly, Va., knows numbers, and he's spent a lifetime helping farmers and growers across the nation with those numbers. He's currently the deputy administrator for field operations for the U.S. Department of Agriculture's National Agricultural Statistics Service (NASS).

**He began his career with NASS in 1965 as a student trainee in the S.C. field office. Upon graduation, he began full time with the agency and has since worked in South Carolina, North Carolina, Hawaii and Alabama field offices.**

His career quickly advanced with highlights including contributing to the first science and technology exchange with China; being part of the Office of the Secretary of Agriculture as a member of the task force charged with implementing the Paperwork Reduction Act; and serving with the U.S. Secretary of Agriculture's staff on a team that recommended the USDA's initial State Food and Agriculture Councils.

In his current role, he's responsible for overseeing the operation of the 46 NASS field offices, which cover the 50 states and Puerto Rico, as well as the coordination of training and career development activities and budget and administrative support to all of NASS.



member of the S.C. Commission on Higher Education. He's president of The Tarrant Co. Inc., a real estate brokerage firm and managing member of Tarrant Properties LLC.

**1967**

**William Gerald Stevens** (IM&TS) of Greenwood was awarded the Order of the Palmetto in recognition of lifetime achievement and service to the state of South Carolina.

**1972**

**Steve A. Mills** (DAIRY) of Saluda received the 2009 Master Breeder Award from the American Guernsey Association.

**1973**

**Hugh M. Bland** (AGSC, M '84 AGED) of Edgefield is the director of the diversified agriculture program at Piedmont Technical College's satellite campus in Saluda.

**Mark S. Stoudenmire** (ADMMGT) of Pendleton produced a CD, *Echoes of the Tiger's Roar*, that's a collection of stories and songs about the University's historic football program and coach Frank Howard. For more information, go to [www.echoesofthetigersroar.com](http://www.echoesofthetigersroar.com).

**1974**

**Alexander S. Hemingway** (SED) of Andrews was awarded

the 2009 Quarles Excellence in Teaching Award at Williamsburg Technical College. He's an adjunct instructor of anatomy and physiology.

**Valerie Page Truesdale** (SED-ENG) of Hilton Head was named the 2009 Superintendent of the Year by the S.C. Association of School Administrators. She's superintendent of schools for Beaufort County and a member of the external advisory board for the University's College of Health, Education and Human Development.

**1975**

**\*Katherine Guldge Stephens** (PRE-MED) of Columbia is president of the Association for Hospital Medical Education. She's vice

president for medical education at Palmetto Health and pursuing a doctorate in education leadership from the University of South Carolina.

**1976**

**Mike J. Biediger** (INDMGT) of Columbia is president and CEO of Lexington Medical Center. The center received an Earth Day award from the S.C. Department of Health and Environmental Control in the large business/entity category for implementing a multimedia environment awareness program.

**\*Walt G. Woodrum III** (FORMGT, M '82 FOR) of Orangeburg was named the 2009 Outstanding State Employee (male) for the S.C. State Employees Association. He's unit forester for the Santee

Unit, S.C. Forestry Commission (SCFC) and has worked for the SCFC for 27 years.

**1977**

**\*Richey M. Davis** (CHE) of Blacksburg, Va., is a professor of chemical engineering at Virginia Tech University. He has received a grant from the National Science Foundation for the project "Self-Assembled Polymer Scaffolds for Liver Mimics." He is working in collaboration with Padma Rajagopalan.

**Bruce G. Martin** (CE) of Greenville is an exam development engineer with the National Council of Examiners for Engineering and Surveying.

**1979**

**Dennis S. Ward** (DESIGN, M '81 ARCH) of Florence is a member of the National Council

of Architectural Registration Board's board of directors. He's president of F W Architects Inc., AIA.

**1980**

**Brian C. Broadus** (DESIGN) of Charlottesville, Va., has formed an independent architecture consultancy, Brian Carter Broadus LLC. He was appointed to the Virginia Board of Historic Resources and teaches historic preservation at the University of Virginia School of Architecture.

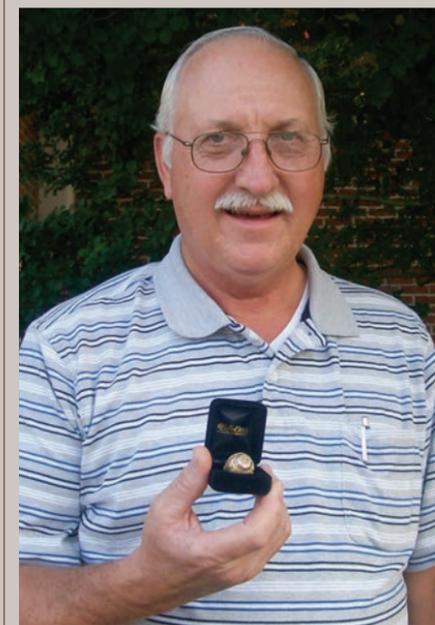
**John B. Foster** (ADMMGT) of Charleston received the 2009 Carolina Recycling Association's Recycler of the Year Award. He's recycling processing manager for Charleston County.

**Alexander "Sandy" Howe** (M ARCH) of Chestnut Hill, Mass., received an honorary degree of doctor of fine arts from Brooklyn College. He's a principal of the firm Shepley Bulfinch Richardson & Abbott in Boston.

**1982**

**\*M. Larry Craine** (FINMGT) of Greer is managing director, investments at Wells Fargo Advisors, LLL in Spartanburg.

**William A. Sottile** (BLDSC) is married and living in Palmdale, Calif. He's a software and systems engineer



**Lost and found**

**\*Thomas W. Acker '70**

After 37 years, Thomas Acker has found his long-lost Clemson ring.

**Acker, a poultry science major who worked as a Cooperative Extension agent for Charleston County, lost the ring in 1972 while participating in activities with children at a 4-H camp in Summerton.** He and the campers looked everywhere, but never found it.

More recently, after what he termed a "tough week" at the beginning of August, Acker's wife, Dawn, prayed for something good to happen to them. That same day, Henry Branham — site director for the 4-H Leadership Center in Summerton — called. He had found the ring, with Acker's name engraved in it, on the athletic field.

Acker, who now lives in Anderson, says, "It was truly an amazing thing to have this ring come back after 37 years."

\*Active Clemson Fund donor for 2010 Fiscal Year (July 1, 2009 – June 30, 2010) through November 5.

For more information, call Annual Giving at 864-656-5896.



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**Join Clemson World at [www.facebook.com/clemsonworld](http://www.facebook.com/clemsonworld) to stay connected with us between issues.**

**You'll see new campus shots, videos and other features. And, best of all, you can post your own photos and news.**



**1974-79 Chi Os reunion**

Last summer, 52 Clemson Chi Omega sorority sisters from the 1970s reunited at Eagle Rock Retreat in the Smoky Mountains of Tennessee. In addition to catching up on each other's lives, they stayed busy rock climbing and rappelling, canoeing, mountain biking and, as you can see, doing the limbo-o-o.

**Best Lawyers Tiger**

**Thornwell F. "Biff" Sowell '73**

History graduate Biff Sowell, of Columbia, was named to the 2010 edition of *Best Lawyers*® in the practice area of "Bet the Company" litigation and commercial litigation. He and seven other members of his firm, Sowell Gray Stepp & Laffitte, were named in the peer review publication.

Sowell's legal career has been recognized with a long list of awards — **Best Lawyers in America, commercial litigation and Bet the Company litigation, Chambers U.S.A. America's Leading Lawyers for Business, Fellow in the American Bar Foundation, S.C. Super Lawyer for general litigation and Benchmark Litigation, Local Litigation Star.**

His community service has included serving as commissioner and foundation member of Midlands Technical College and member of the board of directors of Communities in Schools.

For Clemson, Sowell is on the board of the Library Ambassadors, enhancing the excellence of Clemson University Libraries.



with Lockheed-Martin supporting F22 and F35 flight testing at Edwards Air Force Base, Calif., and Nellis Air Force Base, Nev.

**1983**

**\*Leigh Anne Whitlock Hoover** (SED-EN) of Kingsport, Tenn., had her book, *The Santa Train Tradition*, enter its second printing. The historic fiction captures a 66-year Appalachian tradition. Hoover has worked for over 25 years in the media. Some notable feature interviews include actress Andie MacDowell, artist Bob Timberlake, author Jan Karon and singer/songwriter Kenny Loggins.

Hoover is president of the Literacy Council of Kingsport and co-chair of the Clemson Parents' Development Board. The proceeds from the book go to the Santa Train Scholarship. For more information, go to [www.thesantatraintradition.com](http://www.thesantatraintradition.com).

**1984**

**Nancy Tringali Pihou** (ENGL) of Washington, D.C., has published a book, *My Two-Year-Old Eats Octopus: Raising Children Who Love to Eat Everything* (Bull Publishing). Pihou is president of NTA Inc., a D.C. public relations consulting firm that specializes

in media relations, nutrition and health communications, writing, recipe development and events management for businesses in the food industry. She has appeared on The Food Network and other media outlets. For more on the book, go to [mytwoyearoldeatsoctopus.com](http://mytwoyearoldeatsoctopus.com).

**1987**

**\*J. Barry Ham** (FINMGT) of Manning, president of The Bank of Clarendon, has been elected president of the Independent Banks of South Carolina.

**1989**

**Kevin J. Johnson** (ECON) of Palm Beach Gardens, Fla., won the Rex Hospital Open on the Nationwide Tour at TPC Wakefield

Plantation in Raleigh, N.C. He was a three-time All-American golfer at Clemson.

**1990**

**Samuel L. Erwin** (FINMGT) of Greenville is CEO and president of The Palmetto Bank. Erwin, **Will W. Huss Jr.** ('93 DESIGN) of Clemson and **A. Shane Massey** ('97 CHEM) of Edgefield were named members of the Liberty Fellowship Class of 2011, a statewide leadership initiative.

**1991**

**Mark D. Waggoner** (ENGL) of Hingham, Mass., is vice president and chief contracting officer for Blue Cross Blue Shield Rhode Island.

**1992**

**\*Harry Thomas "I.V." Hall** (CE, M '95 BIOENG) of Chester Springs, Pa., is president of Synthes Trauma, a global medical device company. He has patented two devices for the fixation of hip fractures.

**1993**

**Bill L. McDaniel** (EdD V&TED) of Forest City, N.C., received the Kimmel School of Construction Management and Technology's Faculty Student Engagement Award and the chancellor's Meritorious Award for Engaged Teaching at Western Carolina University. He's assistant professor in the department

**Design powerhouse**

Design and building science and management graduates of Greenville **Joseph M. Pazdan II '82, '83** and **\*Brad B. Smith '82, '83 ('85 ARCH)** of Greenville and design graduate **Ron G. Smith '84** of Spartanburg have merged their architectural firms to form McMillan Pazdan Smith.



The firm has offices in Spartanburg, Greenville and Charleston. Brad Smith is past president of the Clemson Advancement Foundation, and Pazdan is a foundation trustee. The firm has been awarded the Lee Hall Expansion, Renovation and Restoration project for the University. Pictured from left are Brad Smith, Ron Smith, Joe Pazdan.

of engineering and technology and the coordinator of the distance-learning program.

**Rodney J. Paul** (M ECON, PhD '00 APPLIC) of Fairport, N.Y., is a professor in the Department of Finance at St. Bonaventure University.

**Stephanie J. Shipley** (ENGL) of Delray Beach, Fla., is executive director of the Delray Beach Historical Society.

**Daniel M. Shirley** (ENGL) of Macon, Ga., has published the book *Hatch Attack* chronicling the career of Georgia Southern University football coach Chris Hatcher. For more on the book, go to [www.hatchattack-book.com](http://www.hatchattack-book.com).

**1994**

**\*John L. Laird** (MKTG) of Birmingham, Ala., has published a book, *Little Johnny Sarcasm & Wit*, a collection of misadventures of Little Johnny. Laird is described as a "computer programmer by day and humor enthusiast by nature." More information can be found at [littlejohnny.org](http://littlejohnny.org).

**Marc P.** (COMPSC) and **Cherie Sheffer** ('96 SPED) **Oburg** are married and living in Moore. He's a senior software developer for TRX, Atlanta, and she's a nurse at Mary Black Hospital in Spartanburg.

**1995**

**W. Kevin Bronson** (GRCOMM, M '00 PUBADM) of Camden is city manager.



**S.C. Congressional staffers**

Clemson's Office of Governmental Affairs hosted staffers from the S.C. Congressional Delegation for the 2009 Congressional Staff Education Days. From left are Angie Leidinger '90, Paul Patrick, Laura Bauld, Dalton Tresvant, Corey McGee '07, Mark Cothran '00, Jessi Knight, Gene Hogan, Van Cato, Whitt Hance, Catrina Rorke, Greg Thomas, Katy Bayless '06, \*Beth McInnis '94 and \*Kathy Coleman '81.

**Good business sense**

**\*Jeff DiMeglio '85**

Economics graduate Jeff DiMeglio of Vienna, Va., has found a way to help his community while growing his company, KKP Business Solutions. In fact, he was named 2009 Outstanding Business Citizen of the Year by the Greater McLean Chamber of Commerce.

**His print and copy business — which includes digital pre-press, color digital printing and direct mailing services — has been an ideal vehicle for in-kind charitable giving to nonprofit organizations.** Beneficiaries

include his church and related faith-based projects, the local chamber of commerce and the Baltimore/Washington, D.C., Clemson Club. (He's on the board of directors of the Baltimore/D.C. Club and president of the Northern Virginia/D.C. Club.)

He and his wife, Cindy (pictured here), are diversifying to include a franchise for re-manufactured printing cartridges. When asked why he's expanding in today's economic climate, he answers, "I'm sure my favorite Clemson economics professor, Dr. Bruce Yandle, wouldn't advise just sitting around and waiting for things to get better."



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**Santee Cooper experience**

Administrative management graduate **\*Cile Lachicotte Spivey '80** of Pinopolis is internship coordinator with Santee Cooper. "The Environmental Intern Program gives me a chance to see how well Clemson is preparing its students for the real world," says Spivey. **"The main thing I've learned from our interns is that our future is in good hands."**

She's pictured with Clemson students who recently participated in the Santee Cooper Environmental Internship Program. From left are **Josh Oden, Travis Lunn, Tripp Berry, Natasha Bell, Jay Bishop, Casey Johnson, Spivey and Emmett Dalton '09.**

**\*W. Kenneth Godsey** (CHE, M '97 ESE) of Atlanta, Ga., is director of brand licensing for AT&T.

**1996**

**Sandra Barbour Wilson** (PhD PLPH) of Fort Pierce, Fla., was named the 2009 Outstanding Undergraduate Educator by the American Society for Horticulture Science. She's associate professor of environmental horticulture at the University of Florida, based at the Indian River Research and Education Center.

**1997**

**\*Brad A. Blackburn** (FINMGT) of Blythewood is co-host on the "Kevin Skipper Radio Show" on NewsRadio 560 WVOC in Columbia.

**Natasha K. Friend** (M ENGL) of Northampton, Mass., will publish her fourth book for young readers in April. *For Keeps* is published through Viking Children's Books, Penguin Young Readers Group. For more information, go to [www.natashafriend.com](http://www.natashafriend.com).

**Michael T. Waldrop** (MGT) of Orlando, Fla., received the Florida Senate Spirit of Service Award for his U.S. Army service in Afghanistan and his successful initiative to create legislation to aid Florida's servicemen and women. He's vice president of construction for McCree General Contractors and Architects Inc.

**2000**

**Megan M. Allen** (L&IT) of Tampa, Fla., a fourth-grade teacher at Cleveland Elementary, is the Florida Department of Education Teacher of the Year. She serves as the roving Christa McAuliffe Ambassador for Education, representing Florida's teachers to both the state and nation.

**Hayes E. Schardt** (ENGL) of Winter Park, Fla., received a master's degree in library and information studies from Florida State University. She's been selected by the Florida Department of Education to serve on the Sunshine State Young Readers committee, choosing literature to be read by students in grades three through eight. She's a middle school media specialist for Orange County Public Schools in Orlando.

**2001**

**Ashley E. Sherry** (ENGL, M '03 PROFCOM) of Charlotte, N.C., is a senior account executive for public relations at Luquire George Andrews, an advertising, marketing and public relations firm.

**2002**

**Jim J. Ciallella** (COMPSC, M '07 BUSADM) of Taylors was named one of the 2009 Greenville First Best & Brightest 35

and Under by *Greenville Magazine*.

**Kit Adkins Menis** (GRCOMM) of Mount Pleasant has formed a business, Kit Creative Marketing, a full range provider of marketing, design and strategic planning services ([www.kitcreativemarketing.com](http://www.kitcreativemarketing.com)).

**2003**

**\*Kenneth B. Cosgrove** (MGT, M '08 BUSADM) of Greenville was appointed by S.C. Rep. **Dan Cooper** ('84 CRD) of Piedmont to the S.C. Tax Realignment Commission. Cosgrove is with the operations and marketing division of Piedmont Petroleum Corp.

**Lisa Huckabee Harrison** (TEXTMGT) of Greer is the owner of TWEAK, a business providing services to real estate agents, investors and homeowners trying to sell houses.

**Rob S. Stewart** (POSC) of Augusta, Ga., a lieutenant in the U.S. Navy, received a Bronze Star and an Air Medal for his service in Iraq.

**Kimairis Toogood-Luehrs** (POSC, ENGL) of Centreville, Va., is a doctoral candidate at the Institute for Conflict Analysis and Resolution at George Mason University in Arlington. She's the 2009 Kathryn Davis Peace Fellow, the Hunt Alternatives Fund Fellow



**Next stop, THE BLOB**

**David Mendez '87**

After a career in industrial technology, software and venture capital, David Mendez of New York City began a career in media in 2008, forming Monterrey Pictures Entertainment.

**The mechanical engineering graduate is now producer and executive producer of several major motion pictures, including a remake of the 1950s classic sci-fi horror THE BLOB. The new BLOB is being directed and written by horror master and rocker Rob Zombie.**

Mendez has also started a company with renowned photojournalist and commercial photographer Doug Menuez, called Menuez Archive Projects LLC (MAP), a stock photography business exclusively featuring the career archive of Menuez. They are also producing a documentary film on the history of Silicon Valley based on the photographer's archive of images from that era.

Amidst all his projects, Mendez finds time for Clemson. He serves on the advisory board of the College of Business and Behavioral Science. And he and his wife, Phoebe Sanders, a 1987 management graduate, are donors to the University's new Leadership Circle. For more information on his ventures and films, go to [www.dpmresources.com](http://www.dpmresources.com) and [www.monterreypictures.com](http://www.monterreypictures.com).

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**Boundless energy**

**\*Kellye R. Whitaker '90**

Industrial management graduate Kellye Whitaker of Atlanta, Ga., is a woman giving back. She's the national president of Clemson Black Alumni Council — the University's alumni constituency group that plans programs and events for African American alumni and undergraduates, while serving all alumni and supporting academic excellence.

**Whitaker is a member of the Atlanta Clemson Club and Women's Alumni Council. She's a former member of Clemson's Board of Visitors.**

She also contributes her talents to the National Black MBA Association, Delta Sigma Theta Sorority and the Chris Draft Family Foundation.

Whitaker estimates she has coordinated the efforts of 800 volunteers in more than 40 community service initiatives. These amazing gifts of time and energy happen while she's also senior proposal manager for Parsons Brinckerhoff, an international engineering firm specializing in transportation and planning.



and a 2009-2010 David L. Boren Fellowship recipient.

**2004**

**\*Amanda J. Culbertson** (AVS) of Simpsonville graduated from the University of Georgia College of Veterinary Medicine in Athens.

**2005**

**Elizabeth Belser Buckner** (AVS) of Summerton, **Mary Ellen Carino** (AFWB) of Simpsonville, **Ana Holly Gibson** (AVS) of Cary, N.C., **Amy Stadler Kerley** (AVS) of Manning, **Tanya Bruce Thomas** (AVS) of Conyers, Ga., and **Beth Westernen** (AVS) of Columbia graduated from the University of Georgia College of Veterinary Medicine in Athens, Ga.

**Jennifer D. Gibson** (BIOSC) of Johnson City,

Tenn., and **\*Sarah L. Gustafson** (BIOSC) of Winterville, N.C., graduated from East Tennessee State University James H. Quillen College of Medicine.

**Brian A. Parks** (EE) is married and living in Charleston. He's an engineer for Santee Cooper.

**2006**

**Aigerim A. Bizhanova** (M GEN), formerly of Kazakhstan, is pursuing a Ph.D. in molecular biology and genetics at Feinberg School of Medicine at Northwestern University.

**Abigail Daane** (M PHYS) of Portland, Ore., received a teaching fellowship from Knowles Science Teaching Foundation. She's earning a

teaching degree from Chapman University College in Walnut Creek, Calif.

**2007**

**Tara L. Harrington** (PSYCH) of Denver, Colo., received the Sue Lehmann Award for Teaching Excellence for High School, the highest honor awarded by the Teach For America Corp. The award was given for her dramatic impact on student achievement and the changed academic lives of her students at West Charlotte High School in Charlotte, N.C. She's a program director for Teach For America in Denver.

**Siqiang Zhu** (PhD CHE) of Springfield, Mo., works at Crosslink Inc. on the detoxification of chemical and biological warfare agents.



photo credit: Todd Vachon

**Farmstead Cuisine™**

**Phil E. Pyle Jr. '89**

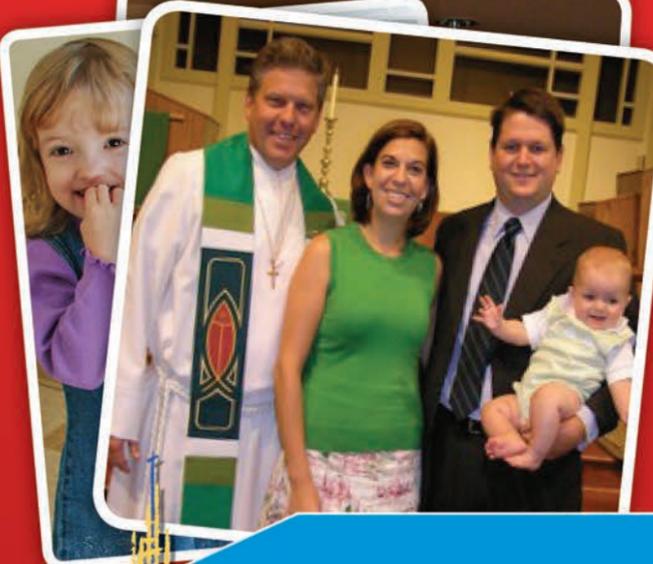
Construction science and management graduate Phil Pyle, pictured right, has broadened his career to include co-owner and chef of the nationally recognized Fair Hill Inn in Elkton, Md.

**Santé magazine for restaurant professionals recently named Fair Hill Inn one of three grand award winners as the Culinary Hospitality Restaurant of the Year.**

Pyle, who trained at Le Cordon Bleu, says that the entire team at Fair Hill is honored, humbled and truly appreciative of this very prestigious award — "the most professionally gratifying recognition we could ever receive."

Pyle, his wife, Venka, and their partner, Chef Brian Shaw (pictured left), have owned Fair Hill Inn for four years. They've perfected the farm-to-the-table concept in fine dining in what they term as Farmstead Cuisine™. ([www.fairhillinn.com](http://www.fairhillinn.com))

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 (Except Jun., Jul., Aug.)

## CW Classmates



### From ROTC to Iraq

Sociology graduate **\*Daniel S. Phillips '08** of Huntersville, N.C., and financial management graduate **Matt Heath '08** of Martinsville, Va., both second lieutenants, recently graduated from U.S. Army Ranger School and have since deployed to Iraq. Phillips is a member of Tiger Brotherhood, and both served in the Clemson ROTC program while students.



### New Clemson doctors

These Tigers — in the 2008 graduating class of the University of South Carolina School of Medicine — all earned M.D. degrees. Pictured, from left, are **Robbie Timmerman '04**, **Adam Przybyla '03**, **Jason Carnes '04**, **Krystal Southerlin White '03**, **Kim Kinard '01**, **Brannon Traxler '04** and **Heather Brown '04**.

\*Active Clemson Fund donor for 2010 Fiscal Year (July 1, 2009 – June 30, 2010) through November 5. For more information, call Annual Giving at 864-656-5896.



### Kids kickin' cancer

A group of Clemson students and alumni volunteered for eight days at Camp Happy Days, a camp for children ages 4 to 16 with cancer and their siblings. The camp is held at Camp Bob Cooper, Summerton. Pictured from left are (front row) **Sandy Jones Powers '86**, **Karen Steifle Patrick '07**, **Walter Robinson '06**, **Harmony Edelman Robinson '01**, **Patti Whitmire '84** and **Katie Hill '09**; (second row) **Jason Jones '01**, **Jon Austin '09**, **Katelyn Doerr '10**, **\*Kit Brownell '85** and **Debbie Dawson Donovan '92**. (Not pictured: **Alrinthea Carter '05** and **Jennifer Setzler '03**.)



### Clemson in Afghanistan

While visiting troops in Afghanistan, **U.S. Sen. Lindsey Graham** fits right in behind a Tiger Paw flag — even if he is a USC grad! **Brig. Gen. Bill Mayville**, left, father of Clemson sophomore and ROTC student **Margie Mayville**, and **\*Capt. Thomas R. Anderson '05**, right, help support the effort.

## CW Passings

**Samuel E. Lowery '32**, Seneca

**Joe D. Kinard Sr. '36**, Greenville

**Cecil O. Browning '37**, Greenwood

**Abel H. Chapman '39**, Norfolk, Va.

**Bennie Max Paulling '40**, Camden

**Marvin D. Beacham '42**, Savannah, Ga.

**Kenneth B. Jennings Sr. '42**, Winston-Salem, N.C.

**Joel L. Richardson '42**, Clemson, industrial management professor emeritus

**Archie L. Todd Jr. '42**, Camden

**Jesse P. "Jack" Williams '43**, West Columbia

**Charles K. Cheezem '44**, Weston, Fla.

**Aubrey D. Gantt '44**, Spartanburg

**William B. Nunn '47**, Rockledge, Fla.

**H. Bryan Whitmire '48**, Greenville

**James M. Hemminger Jr. '49**, Abbeville

**John W. Pettigrew Sr. '49**, Edgefield

**Dewey E. Sims '49**, Florence

**Stuart R. Penn '50**, Spartanburg

**John P. Strug '50**, Winston-Salem, N.C.

**Robert W. Westmoreland '50**, Taylors

**Richard P. Boyd '51**, Charlotte, N.C.

**John B. Hooper '51**, Anderson

**William H. Reed Jr. '51**, Savannah, Ga.

**Alan B. Silby Jr. '51**, Milledgeville, Ga.

**Charles R. Boyle Jr. '52**, Easley

**William S. Brown '52**, Spartanburg

**Paul B. Hazle '52**, St. George

**Sherman A. Rogers '52**, Lugoff

**Bryant I. Miller '53**, Greenville

**Theodore H. McCarty '54**, Crown Point, Ind.

**Samuel J. Player '54**, Pawleys Island

**Richard E. Whitlock '55**, Murrells Inlet

**James T. Wilkerson '55**, Anderson

**William D. Gilmore '56**, Greer

**Earl M. Moore '56**, Piedmont

**Jerry E. Brinkley Sr. '58**, Elon, N.C.

**William L. Thomas '59**, Clemson

**Vernon L. Longshore '60**, Marietta, Ga.

**James M. Adams '61**, Spartanburg

**James R. Ervin '61**, El Paso, Texas

**Landon C. Miller '61, M '64**, Clemson, horticulture professor emeritus

**James C. King '62**, Anderson

**Glenn W. Dukes '65, M '69**, Gastonia, N.C.

**R. Stephen Alexander '66**, Salem

**Ronald D. Hughey '67, M '78**, Taylors

**Charles H. Houck '68**, Hampton

**Thomas D. Holstein '70**, Monetta

**William T. Garrett '71**, Clover

**Samuel B. Baker Jr. '72**, Denmark

**James L. Brannen '72**, Central

**John Evans Keller '72**, Fresno, Calif.

**Billy M. Rabon '74**, Aynor

**James A. Binger '77, M '79**, Greenville

**Steven G. Stone '77**, Pelzer

**Billy James Gilstrap '78**, Langley Air Force Base, Va.

**Nelson L. Wallace '79**, Sumter

**Amy Frances Joye '90**, Columbia

**Trudy Miller Creasy '95**, Taylors

**Christopher D. Longley '01**, Charlotte, N.C.

**Drew M. Miller '05**, Seneca

**Donovan X. Jones, senior**, Sumter

**John D. O'Connor, senior**, Westminster

**Danielle R. Fleming, junior**, Glen Ridge, N.J.

**Jeffrey P. Brey, freshman**, Anderson

### FACULTY AND STAFF

**Jordan A. Dean**, Clemson, modern languages professor emeritus. Memorials may be made to the Jordan A. Dean Endowment for Study Abroad, Clemson University Foundation, PO Box 1889, Clemson, SC 29633-1889.

**Elena G. Fernandez**, Miami, Fla., Spanish professor emeritus

**Victor Hurst**, Clemson, retired vice president for academic affairs

**Charles M. McGee Jr.**, Clemson, English professor emeritus

**James H. Nicholson**, Clemson, mathematical sciences professor emeritus

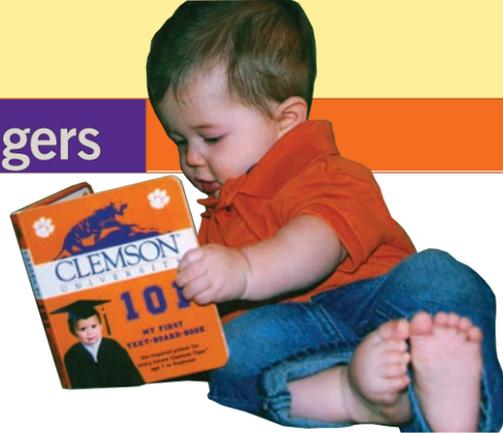
**Edward F. Olive Sr.**, Clemson, education professor emeritus

**Malcolm J.B. Paynter**, Clemson, biological sciences professor emeritus

**Susan Pruitt Rushton**, Pendleton, retired records and registration

### CLEMSON MEMORIALS

Family, friends and former classmates may choose to remember a loved one by supporting Clemson. To find out how to establish a memorial in someone's honor, please contact Ann Smith at [annsmit@clemson.edu](mailto:annsmit@clemson.edu) or 864-656-5895.



**Marvin E. "Gene" Abrams '75, M '81**, a son, Alexander Blake, April 22, 2009.

**Harry E. Childs III '89**, two sons, Harry Earle IV, Nov. 27, 2000, and Andrew Wiley, Feb. 8, 2006, and a daughter, Aleene Hope, Nov. 16, 2007, grandchildren of **Harry E. Childs Jr. '69**.

**Brian L. '91 and Stephanie Lewis '95 Beer**, a son, Glen Lee, Sept. 18, 2008.

**Katherine Wolla Carhart '91**, a daughter, Ella Grace, Aug. 19, 2009.

**Michael K. '94 and Heather Graham '98 Fleming**, a daughter, Lauren Elizabeth, May 2, 2009.

**Marc P. '94 and Cherie Sheffer '95 Oburg**, a son, Collin Joseph, Jan. 6, 2009.

**Ryan R. Hauck '95**, a son, Devon Thomas, March 24, 2009.

**Jeffery C. '95 and Sandi Thompson '97 Summers**, a daughter, Adeline Curry, July 25, 2008.

**Stacey Schutte Thomas '95**, a son, Grayson Van, July 21, 2009.

**Jim S. '96, M '06 and Amanda Siconolfi '00 Davidson**, a daughter, Anna Calhoun, April 21, 2009.

**Brad A. Blackburn '97**, a son, Ethan James Pearce, March 3, 2008.

**E. Marshall Easterling '98**, a daughter, Julia Bradford, March 28, 2009, granddaughter of **Barney B. Easterling '67** and great-granddaughter of the late **B. Brown Easterling '36**.

**Elizabeth Skipper Huffines '98**, a daughter, Helen Elizabeth, March 19, 2009.

**Allison Smith Farnell '99**, a daughter, Ainsley Elise, Feb. 18, 2009,

granddaughter of **Robert A. Smith '57** and **Edwin A. Farnell III '67**.

**J. Scott '99 and Mary Ann Taylor '00 Kennedy**, a son, William Cooper, Dec. 10, 2008.

**Stephen A. '99 and Lauren Sprecher '02 Price**, a son, Aaron William, July 22, 2009.

**Katy Riggins '00, M '04 and F. Chisholm M '03 Beckham**, a daughter, Emma Belle, May 17, 2009.

**Jennifer Parnelle Wilson '01**, a son, Sumter Bradford, June 2, 2009.

**Jamie Romano Aquino '02**, a son, Alexander Charles, April 17, 2009.

**Ashley Wilson Jaillette '02**, twin sons, Will and Spence, Feb. 12, 2009.

**Susan McKale '02 and Charlie E. M '03 Lloyd**, a son, Brady Charles, Dec. 4, 2008.

**Tony J. '02 and Jackie Barry '03 Robke**, a son, Luke John, Aug. 25, 2009.

**David '02 and Shelley Lindley '04 Suttles**, a son, Graham Walker, June 29, 2009, grandson of **Amy Smith Pickens '80**.

**Josh A. '02 and Amy Costello '02 Sweat**, a son, Jonah David, June 9, 2009.

**Cheryl Herrmann and Chris J. Bruno '04**, a son, Stephen Renwick, Feb. 11, 2009.

**Tiger Band alumni rock!**

Three generations — **Liz Saunders '02, Jim Sams '54 and Cindy Sams Saunders '78** — performed with the Alumni Tiger Band last fall.



**Thank you, Veterans!**

These three U.S. Army veterans and Clemson graduates met at the Charleston Club tailgate party for the N.C. State game. From left, **Mason "Mickey" Dorsey '49**, WWII veteran in Patton's 3<sup>rd</sup> Army European Theater and a POW at Lager Concentration Camp; **Phil Tompkins '66**, an infantry officer in Vietnam and Mobile Advisory Team leader who worked with the South Vietnamese militia; **Joni Byars '07**, Army veteran who spent four years on active duty before coming to Clemson.



**Tiger art for Tigers**

Clemson Black Alumni Council (CBAC) held a drawing for framed artwork as part of its campaign to raise money for CBAC scholarships, programs and initiatives. One component was the creation of tiger note cards from original artwork by **Mark Palmer '96, M '01**.

Those who purchased a set of cards were entered into a drawing to win the artwork. Winners were **Amanda and Robert '90 Clemson**, pictured here with Palmer. The 5x7 cards are still available and can be purchased by contacting CBAC President Kellye Whitaker '90 at [kellye.whitaker@alumni.clemson.edu](mailto:kellye.whitaker@alumni.clemson.edu).

# Saluting Clemson's Heroes

Join the Clemson Corps as we honor Clemson Alumni who have given their lives in service to our country. The Scroll of Honor Memorial will be dedicated **Thursday, April 22, 2010**.

For more information visit [cualumni.clemson.edu/scrollofthonor](http://cualumni.clemson.edu/scrollofthonor)



[cualumni.clemson.edu/clemsoncorps](http://cualumni.clemson.edu/clemsoncorps)



Winter 2010

*What's new?*  
We like to hear from you.



**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 e-mail to [sleigh@clemson.edu](mailto:sleigh@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 [cualumni.clemson.edu/update](http://cualumni.clemson.edu/update).

**Remember** — include your name, year of graduation, major, town and state.



**1. Alaska**  
\*Thomas E. '56 and Mary Ann Hayden showing their Tiger Paw pride



**2. Pismo Beach, Calif.**  
\*Matt Watkins '77, M '81, Fred Kellers, and \*Sheila and \*Frank '57 Kellers celebrating the Kellers' 50<sup>th</sup> wedding anniversary



**3. Moscow**  
Sheldon "Bo" '61 and Lillian Strickland near the Kremlin

**4. Alaska**  
Cressie '66, M '67 and Joselyn Holcombe at Denali National Park

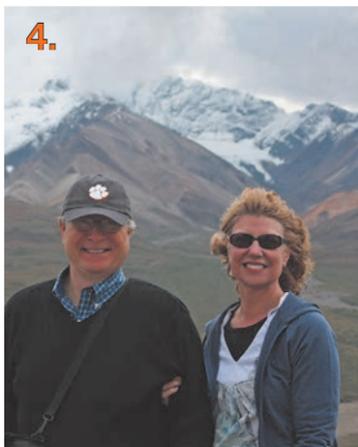
**5. Canada**  
\*Charles '68 and \*Debbie Matthews in the Northwest Territory at Tuktoyaktuk

**6. Estonia**  
\*Larry Craine '82 happened upon Mike Hass '71 in Tallinn and recognized his cap.



**7. France**  
Mindy Higgs '85 and Bill '74 Taylor in Old Town Calvi on the island of Corsica

**8. Alaska**  
\*Richard Adams '75 at Denali National Park

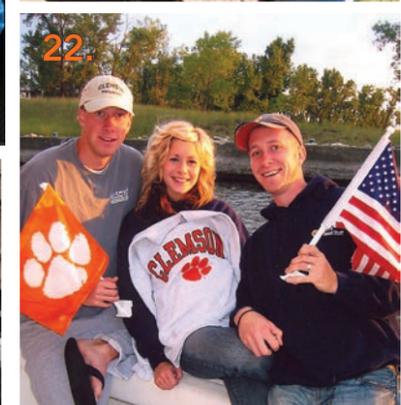
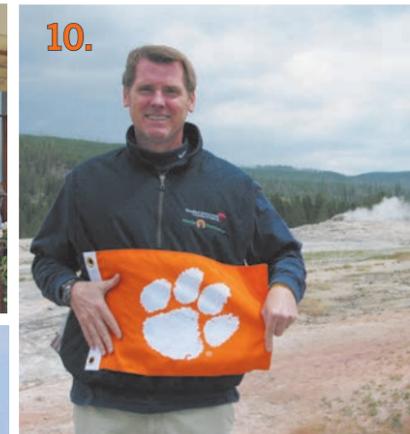


**9. South Africa**  
June Chapman '76 and Katherine '10 Cannon at Victoria Falls, Zambia

**10. Yellowstone National Park**  
\*George Howe '78 at Old Faithful Geyser

**11. Botswana**  
G. Scott Shipes '84 and \*Mark H. Johnson '92 at Baboon Hill, Gaborone

**12. Estonia**  
Suzanne Fulton Campbell '88 at Old Town Tallinn



**13. Pisgah National Forest**  
Anne Valdes Roberts '89 at the summit of Black Balsam Knob

**14. Egypt**  
Edward and Martha Fifer Aufuldish '90 and daughter, Mary Beth, atop Mount Sinai

**15. Afghanistan**  
Chris B. Kelley '92 with the Clemson flag flown over the Gardez compound

**16. Barbados**  
Tim H. Pickett '96 on surfing trip to "Soup Bowls" in Bathsheba

**17. Iraq**  
W. Lawton Brown '97 with the 402<sup>nd</sup> Army Field Support Brigade as a contractor for Honeywell Technical Solutions

**18. Argentina**  
Carolyn Schultz Cosentino '00 at Devil's Throat, Iguazu Falls

**19. Rome**  
\*Jessica Bush Rigler '03, \*Todd Rigler '04 and Alicia Rigler Henry '00 in front of St. Peter's Basilica

**20. Nashville**  
Charlie Walls '05, Zach Harris '03, Blake Boyd '02 and Alan Magee '02 at the Country Music Marathon

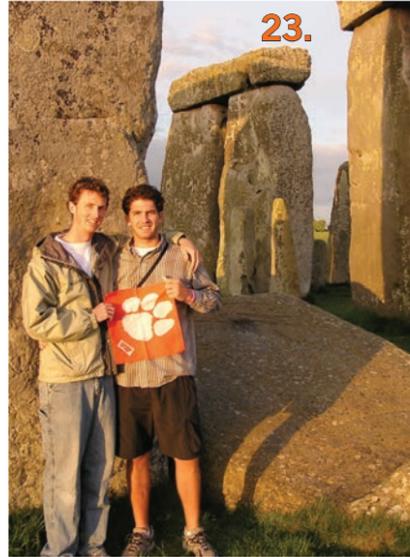
**21. Peru**  
Adam Witty '03 at Machu Picchu

**22. Michigan**  
Andrew Scheerhorn '04, along with Anthony and Stephanie Scheerhorn, salmon fishing



\*Active Clemson Fund donor for 2010 Fiscal Year (July 1, 2009 – June 30, 2010) through November 5. For more information, call Annual Giving at 864-656-5896.

**23. England**  
Tyler, senior, and Cody '05 Bair at Stonehenge



**24. Iraq**  
Scott Moore '05, a major in the U.S. Army, serving in Diyala Province



**25. German Alps**  
Joe '06 and Ann Hughston '09 Davis at the summit of the Zugspitze



**26. Chicago**  
Aigerim Bizhanova M '06 with husband, Askar Boranbayev, and daughter, Leila, at the Navy Pier



**27. Thailand**  
Megan McGregor '07 atop Kiew Ta, while volunteering at a wildlife rescue center



**28. Utah**  
Kevin Hackett '08 in the backcountry of Zion National Park



**29. Africa**  
Justin B. Johnson '08 on the summit of Mount Kilimanjaro in Tanzania



**30. Bahamas**  
Andrew Copeland '09 snorkeling in the Great Stirrup Cay



**31. Czech Republic**  
Graduate students Matthew and Sherry M '09 Jensen in Wenceslas Square, Prague



**32. Italy**  
Laura Morgan '09 and Chris Winchester '09 bringing Tiger pride to Bellagio



**33. Brazil**  
John Ballato, Clemson professor and director of the Center for Optical Materials Science and Engineering Technologies, at Iguazu Falls



**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](http://www.clemson.edu/ClemsonWorld/travelers).

You can post your own Travelers photos on the *Clemson World Magazine* Facebook site at [www.facebook.com/clemsonworld](http://www.facebook.com/clemsonworld). Or send them, with a brief description, directly to Sallie Leigh at [sleigh@clemson.edu](mailto:sleigh@clemson.edu).

# YOUR "Determined Spirit" ensures Clemson's success.

Clemson's dramatic success over the past decade is a direct result of the thousands of Clemson Family members who have shown their determination to help Clemson become a stronger, better university through annual support.

We'd like to say "Thank You" and let you know that because of your investment, Clemson is keeping its promise to deliver quality and value to our students, create jobs to boost our economy and solve real-world problems to make all our lives better.

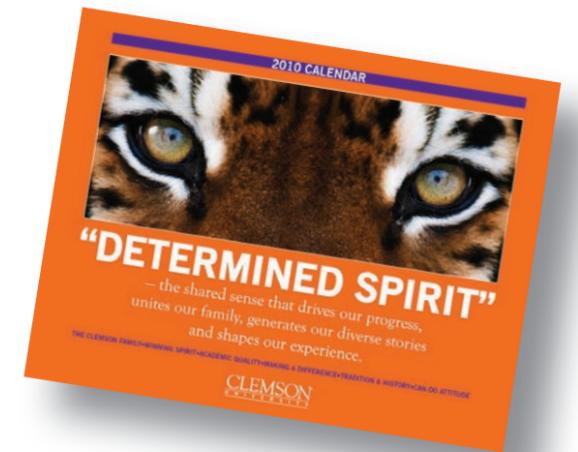
Please make a tax-deductible contribution to ensure Clemson's continued success. Use the enclosed envelope, call 864-656-5896 or go to [www.clemson.edu/isupportcu](http://www.clemson.edu/isupportcu).



## Get your exclusive "Determined Spirit" calendar.

It's not too late to get your limited-edition 2010 calendar reflecting Clemson's "determined spirit." Make a gift to the Clemson Fund, and we'll send you this full-color wall calendar to show our appreciation for all that you do for Clemson. See the enclosed gift envelope for details.

**"DETERMINED SPIRIT"**  
the shared sense that drives our progress, unites our family, generates our diverse stories and shapes our experience.



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Your annual gift makes a difference.

# We hear you

The Clemson Family speaks, prompting opportunity and expressing loyalty

In the recent Alumni Association survey, we learned a lot from you.

Regardless of your era, you are loyal to and supportive of your alma mater, its athletic programs and its individual colleges. You value your degree, and you want continued assurances — from the University and the Clemson Alumni Association — that your diploma will continue to increase in value. Those of you who live out of state are less engaged in activities because of time and geographic restraints. And job/career-related programs are more desirable than ever.

## Specially designed survey

We used the 2009 Alumni Attitude Study®, a comprehensive survey tool designed to define and measure the key drivers of alumni loyalty, to provide feedback and communicate needs, and to set benchmarks to track progress. More than 120 universities across the U.S. have participated in the past six years, making it possible to compare results among peer schools.

The survey consisted of demographic questions as well as core questions that focused on alumni loyalty, communication methods, overall Clemson experience and more.

Many questions were posed in a way to help determine what is most important to alumni and to assess how well the Alumni Association delivers accordingly. The findings were reported not only on a total alumni level, but also by age group, degree obtained and specific to college.

We sent out the survey in August by e-mail to all alumni for whom we had an e-mail address. We received 4,336 responses, a 45.93 percent response rate based on opened e-mails. About 50 percent of survey respondents stated that they reside out of state, 48 percent live in state, and about 2 percent are residents of another country. About 33 percent of those who responded live more than 250 miles from the Clemson campus.

- providing opportunities for your feedback year-round,
- increasing and encouraging professional development and networking opportunities,
- communicating differently with our diverse alumni segments and age groups,
- developing a stronger branding presence and articulating available alumni resources,
- creating more effective ways to engage out-of-state alumni.

These implications will enable the Alumni Association to better connect with you and to implement strategic planning and program development efforts more efficiently.

## ‘Ever Loyal’

Approximately 98 percent of all respondents said that their decision to attend Clemson was a “great” or “good” decision (significantly higher than the national all-school ranking of 61 percent).

Nearly 69 percent of survey respondents described their experience as a student as “excellent,” with another 28 percent noting a “good” experience. Respondents said they promote the University to others “regularly,” with more than 50 percent saying that they promote it “all the time.” Overall, respondents held a very high opinion of the University, with about 72 percent giving it an “excellent” rating.

Nearly 78 percent provided feedback about a person or program that made a difference.

Here are some of the highlights.

## On your mind

In general, findings showed that Clemson and the Alumni Association are ranked slightly higher than comparable universities and associations and that Clemson alumni have an extremely high loyalty factor.

We also discovered some opportunities for us to serve you better by

- communicating how your diploma is increasing in equity,

## Value and respect

You told us that you want to know — no matter when or in what specialty you earned your diploma — that your degree is increasing in equity. **Almost 95 percent of survey respondents said that “value and respect for degree” was the primary influencer of their opinion of the University — especially our most recent graduates.** “History and tradition” ranked second, and “campus aesthetics,” third.

Survey results show that the Alumni Association must develop, strengthen and communicate the value of and respect for a Clemson diploma among all generations of alumni.

*“No matter how in-depth or comprehensive, surveys can never replace individual contact through conversation with you. We are always open to your feedback and suggestions on how we can better serve you, our Clemson Family.”*

— Wil Brasington,  
senior director,  
Clemson Alumni Association

## Communication

When asked, “How would you most like to be contacted by the University?” 88 percent of respondents preferred e-mail. Postal mail was second (about 8 percent), followed by direct face-to-face contact (2 percent) and telephone (1 percent).

E-mail, *Clemson World* and the University Web site were all reported to be “very important” methods of communication. “Somewhat important” were invitations to University activities, electronic newsletters, periodic informational communications, communications regarding services or benefits, the alumni Web site and reunion mailings.

Surprisingly, viral videos, YouTube and online networking ranked the least important of all categories — although still “somewhat important.”

## Alumni activities

Serving as ambassadors for Clemson and identifying job opportunities for graduates were “very important” among alumni responders. However, opportunities were identified for the Alumni Association to provide additional assistance in these areas.

When asked about barriers to participation in alumni activities, three factors surfaced. Among current in-state responders, 72 percent stated that time was the greatest barrier, followed by family or job commitment. Not surprisingly, 68 percent of alumni who are out of state confirmed that geographical distance was a key barrier, second only to time.

## Next steps

The Alumni Association has taken immediate action to create more targeted communications, enhanced professional development and networking programs, strategies to cultivate and energize the younger alumni audience, and improved communication mechanisms.

To all of the 2009 respondents, thank you! To all alumni, we care about your opinions. Today we move forward, responding to the issues you care about most — making every effort to exceed your expectations!

For complete results of the 2009 Alumni Attitude Study, including college-specific findings and results by era and degree obtained, go to [www.clemson.edu/alumni](http://www.clemson.edu/alumni) or e-mail the Alumni Association office with any questions, [info@alumni.clemson.edu](mailto:info@alumni.clemson.edu).



## The 2009-10 Clemson Alumni Association Board

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Evan Vutsinas '79  
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Greg Younghans '93  
Camden, [gyoungghans@go2uti.com](mailto:gyoungghans@go2uti.com)

Ex-Officio members include:  
Leon J. “Bill” Hendrix '63, Clemson Board of Trustees  
Kiawah Island

Wil Brasington '00, Alumni Relations senior director  
Clemson, [wil@clemson.edu](mailto:wil@clemson.edu)

Brian J. O'Rourke '83, M '85, Development and Alumni Relations executive director  
Clemson, [orourke@clemson.edu](mailto:orourke@clemson.edu)

**Volunteers extraordinaire**

The Clemson Alumni Association has named Ann Harvin Whetstone Hunter '80, M '82 of Greenwood and Allen Martin '69 of Vienna, Va., its Volunteers of the Year for 2009.

Hunter, a chemical engineering graduate, worked for Union Carbide until she became a "full-time mom and full-time volunteer." She's served her Greenwood community in a variety of leadership roles including PTO, Girl Scouts, Women's Club, Danse De Noel Assembly and her church. She's been twice recognized as Greenwood High School's Volunteer of the Year.

For Clemson, Hunter is the chairperson of the reunion and special events committee for the Alumni Board of Directors. She has served on the Women's Alumni Council, on the board of directors for the Greenwood Clemson Club and has been an IPTAY representative for 12 years. She and her husband, Wilson '79, help host receptions for high school students in Greenwood interested in attending Clemson.

Martin, a history graduate, worked for 22 years as chief of staff for Congressman Bob Livingston of New Orleans, La. In 1999, he joined Livingston in starting the Livingston Group, a lobbying firm in Washington, D.C. He's an advocate for the Leukemia and Lymphoma Society and has run 15 marathons to raise money for the organization. He's also active in his church.

For Clemson, he's a member of the Alumni Association Board of Directors, serving as chairman of the special interest groups committee. He's a member of the Baltimore/Washington Clemson Club's board of directors and has served two terms as club president. He's also a charter member of the new Leadership Circle. He has helped start Clemson Clubs across Virginia and works with the University's Michelin® Career Center to help students and alumni find internships and jobs.



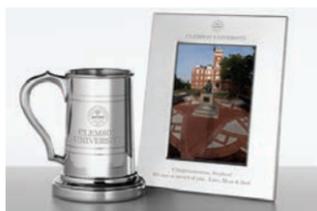
From left, Wil Brasington (director), Alumni Association Volunteers of the Year Ann Hunter and Allen Martin, and Leslie Callison (president)

**Looking for the perfect Clemson gift?**

Need something for graduation, retirement or a birthday gift for that special Tiger? Want to add to your own collection of Clemson memorabilia? Whatever your gift needs may be, the Alumni Association can help.

We have a variety of unique gift ideas available in a wide range of prices.

A portion of the proceeds of these gift items helps to fund alumni programs and activities. For more information, go to [cualumni.clemson.edu/merchandise](http://cualumni.clemson.edu/merchandise) or call Randy Boatwright at 864-656-5671.



CLEMSON *young* ALUMNI



**Young Alumni basketball viewing parties**

Young Alumni, mark your calendar for the Clemson Basketball Viewing Party in your area!

**Columbia** — Jan. 19 — Clemson vs. Georgia Tech — 7 p.m.

**Charleston** — Jan. 26 — Clemson vs. Boston College — 7 p.m.

**Greenville** — Feb. 6 — Clemson vs. Virginia Tech — 4 p.m.

**Charlotte, N.C.** — Feb. 24 — Clemson vs. Maryland — 9 p.m.

**Atlanta, Ga.** — March 7 — Clemson vs. Wake Forest — 6 p.m.

Check for details at [www.clemson.edu/alumni](http://www.clemson.edu/alumni) or call 864-656-2345 or e-mail [youngalumni@alumni.clemson.edu](mailto:youngalumni@alumni.clemson.edu).

**Mark your calendar!**

For more information on these and many other alumni events, visit the alumni master calendar at [www.clemson.edu/alumni](http://www.clemson.edu/alumni).

March 26 — Distinguished Service Award Banquet

April 9-10 — Young Alumni's Come Back to Clemson Weekend

April 22 — Scroll of Honor Memorial Dedication

April 22 — Student Alumni Association Spring Ring Ceremony

May 15-16 — Women's Alumni Council's Bring Your Daughter to Clemson Weekend. Registration begins April 1. ([cualumni.clemson.edu/women](http://cualumni.clemson.edu/women))

**Your Online Clemson Family — [www.clemson.edu/alumni](http://www.clemson.edu/alumni)**

Your Clemson Alumni Association is just a click away. Join our online community at [www.clemson.edu/alumni](http://www.clemson.edu/alumni). Find us on Facebook at [www.facebook.com/clemsonalumni](http://www.facebook.com/clemsonalumni) for social networking. For professional networking, log in to LinkedIn at [www.linkedin.com](http://www.linkedin.com) and search for Clemson Alumni Association.

We need your e-mail address so we can keep you posted on the latest news and upcoming events. You can also take advantage of our lifelong forwarding service.



**2010 Prowl & Growl tour stops**

Join fellow alumni, IPTAY members and Clemson friends in your area for Prowl & Growl events coming to: Aiken; Atlanta, Ga.; Charleston; Charlotte, N.C.; Florence; Greensboro, N.C.; Greenville; Lexington; Myrtle Beach; Washington, D.C.; and York/Rock Hill. For dates and locations, go to [www.clemson.edu/alumni](http://www.clemson.edu/alumni).

**Find an alumni group for you**

For more about these groups and others, visit us at [www.clemson.edu/alumni](http://www.clemson.edu/alumni).

**New groups** — the Birmingham Clemson Club, the Chattanooga Clemson Club and the Clemson Alumni Society of Equality (CASE).

**Doctors, lawyers and Tiger Band folks** — Are you a Tiger Band alumnus or a physician or attorney who received your undergraduate degree from Clemson? If so, let us know so we can tell you about our group for you.

**May we have your card?** — We're asking alumni to update professional information through a simple online form on our Web site or send your business card to Clemson Alumni Association, 109 Daniel Drive, Clemson, SC 29631. If you submit your information by March 1, 2010, you'll be part of a random drawing for a beautiful Clemson lamp.

**Alumni — getting the job done!**



The Greenville Luncheon Club — Sam White Jr. (left) and Seabrook Marchant (second from right) — presents a check to Vicky and Coach Oliver Purnell for Purnell Charities Inc.



Sigma Alpha Zeta (now Pi Kappa Alpha) celebrates its 50<sup>th</sup> anniversary on the Clemson campus.



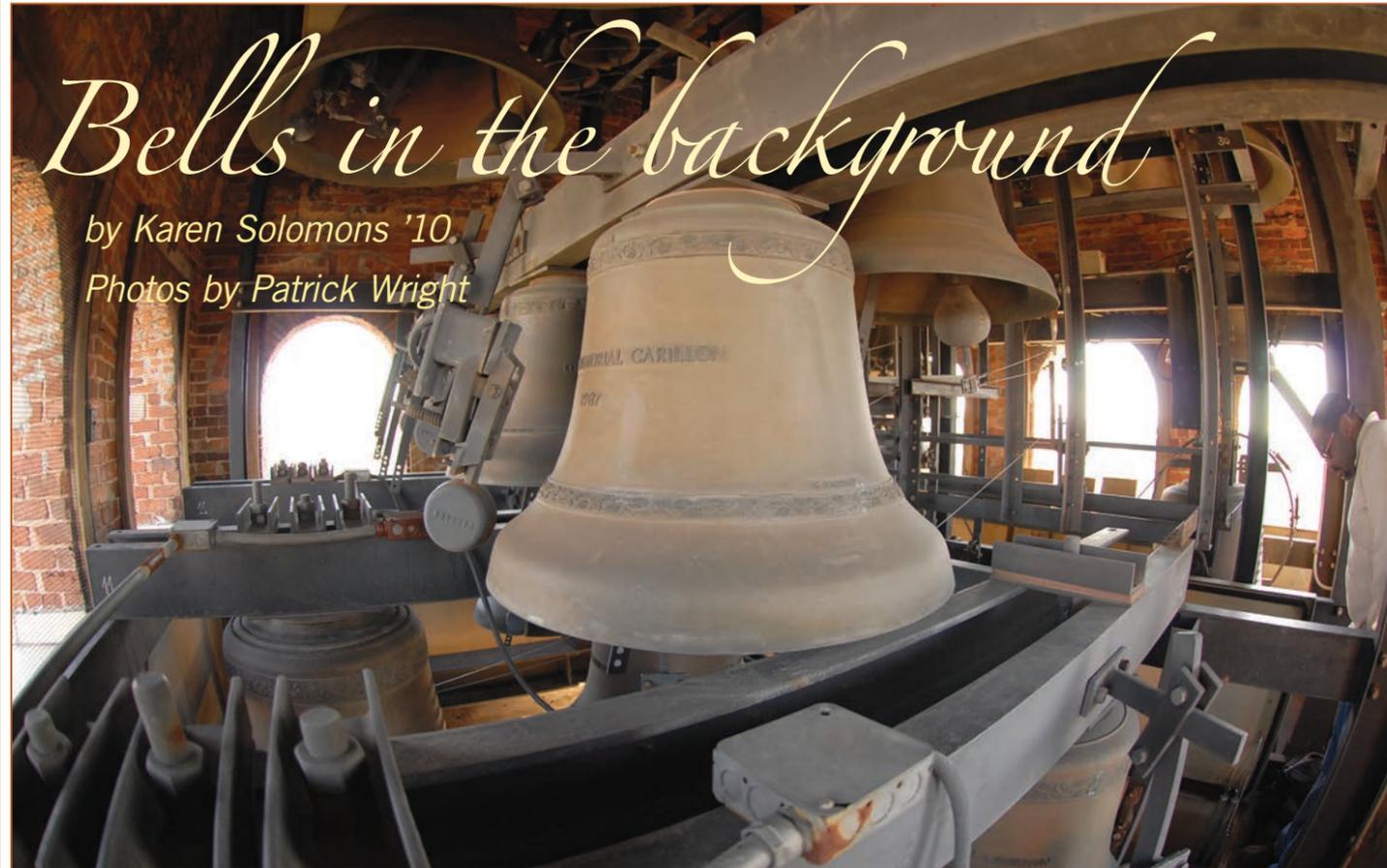
Clemson Black Alumni Council celebrates Homecoming 2009 during a tailgate on campus.



Virginia Clemson Club sends off Clemson freshmen from the surrounding area.



Baltimore/Washington Clemson Club hosts annual reception for Clemson Board of Visitors.



# Bells in the background

by Karen Solomons '10  
Photos by Patrick Wright

Through the morning mist ... in the midday sunshine ... at the close of each day ... the bells of Tillman Hall faithfully chime the hours, standing guard over students walking to class or playing on Bowman Field. Their sound forms a musical melody that narrates the story of each student's Clemson experience.

The 47 handcrafted bells that make up the Clemson University Memorial Carillon have been a central presence on the Clemson campus for more than two decades. An integral part of this school's rich traditions, **the carillon announces the beginning of each academic year, celebrates the Tigers' athletic victories, accompanies students and faculty in their daily academic endeavors, and mourns the passing of members of the Clemson Family.**

The history of the carillon at Clemson begins with 1930 alumnus Rembert G. "Red" Horton. Rembert had long planned to establish in his will a scholarship fund for agriculture students from Horry County. But his nephew Lewis Horton '66 had another idea. He suggested to Rembert, "Why don't you do something during your lifetime — something for your

enjoyment that allows you to see its benefits?"

**And so the idea for the bells was born as an appropriate tribute to Rembert's brother, Capt. Lewis S. Horton Jr., a 1940 Clemson alumnus who was killed in WWII, as well as all other Clemson alumni who have given their lives in military service.**

Six bells were dedicated in June 1985, four of which make up the Victory Peal and form the cornerstone of the carillon. These four actually swing, chiming the hour and ringing for home football victories and other celebratory occasions. The original bell that had hung in Tillman tower since 1906 was removed to the Carillon Garden, a gift from the Class of 1943. The Class of 1943 also provided the "Big C" bell.

Rembert's vision was that these original bells would grow in number to make up an entire carillon, which consists of at

*Clemson's carillon bells provide a soundtrack for the Clemson experience.*

least 23 bells. Today, with generous gifts from the Horton, Hubbard, Higginbotham, Sherlock and Riley families and other alumni, Tillman Hall is home to 47 bells.

They were cast by the Paccard Fonderie de Cloches in Annecy-le-Vieux, France. Upon their arrival in Clemson, the front clock face of Tillman was removed and the bells hoisted in through the opening. Since each bell was made individually, they were each cast with an inscription from the donor. Most are dedicated in memory of loved ones.

For several years the carillon was mostly silent, only ringing the hours and electronically playing one-line tunes, until Linda Dzuris, music professor and University carillonist, joined the faculty in 1999. **Dzuris' arrival, as well as the creation of the Clemson University Memorial Carillon Endowment for renovation and maintenance, meant more music coming from the tower.**

Student involvement was also a key concept of the endowment, allowing Dzuris to teach students to play this unique instrument. "We are very blessed that the administration doesn't limit our playing time," she says. "We all agree that we'd rather be hearing the bells than have them silent."

Thanks to this generosity, students on campus at any time of day can hear a wide range of music, from classical to religious to popular songs. "Tiger Rag" and the Alma Mater are also frequently played, courtesy of senior Jeremy Domingo, who has taken the carillon class for six semesters. Domingo says, "Learning to play the carillon is the best way to experience this uniquely awesome instrument." He adds, "The anonymity of the bells is also intriguing. The majority of the Clemson community may not know me personally, but they may know my music. And the ability to make just one person's day brighter is enough satisfaction for me."

Dzuris believes the carillon's music, ever in the background of the Clemson atmosphere, becomes a significant part of students' lives. She says, **"Regardless of where graduates end up in the world, hearing a bell toll will remind them of their Clemson Family."**

Lewis Horton agrees. He often thinks back to the day of the dedication ceremony and the conversation he had with his Uncle Rembert as they walked to Tillman Hall. Responding to the widespread interest in the bells and the overwhelmingly positive reactions, Rembert said, "I never imagined that it would be so well received. It's really like a dream."

## From signal to harmony

The history of the carillon reaches far back in time. Bells have long been a way of signaling fires, storms and other events, but they were first used musically in Belgium and the Netherlands in the 15<sup>th</sup> century. Approximately 200 years later, Francois and Pieter Hemony perfected the process of bell founding and tuning, allowing the bells to be sounded together to create harmonies.

The "keyboard" consists of wooden batons that are struck with the fists. They are connected mechanically to clappers that strike the bells. Europe still claims the greatest concentration of carillons, but their music has spread worldwide. There are more than 200 carillons in North America today.



Student Jeremy Domingo learns the art of playing the carillon from University carillonist Linda Dzuris.

## Family's major gift helps two programs

The Holland-Quackenbush family has given \$100,000 to develop the Abacus Planning Group Endowed Scholarship in Financial Planning and the Quackenbush Architects + Planning Room in Lee Hall.

Cheryl Holland, president of Abacus Planning Group Inc. in Columbia, serves on the senior advisory board for the College of Business and Behavioral Science. Her gift of \$50,000 enhances the reputation of Clemson's finance program and will help shape future business leaders in South Carolina.

A gift of the same amount from Doug Quackenbush '82, founder of Quackenbush Architects + Planners, will help Clemson expand, renovate and restore Lee Hall, home to architecture, construction science and management, art and landscape architecture.



## Helping teachers help kids

DuPont is helping to better children's education by giving to the Call Me MISTER® and Math Out of the Box programs at Clemson. The \$50,000 gift funded summer workshops in which Call Me MISTER participants learned the ins and outs of Math Out of the Box, a Clemson-developed curriculum designed for elementary-age students.

## Honoring a 'Reel' legend

An endowed scholarship has been created in recognition of Jerome V. Reel Jr., who has been called the "oak tree" of the University. Reel has served Clemson for more than four decades, progressing from history professor to dean of undergraduate studies to senior vice provost to his current position as University historian.

The fund will provide assistance with tuition and fees for students deserving of a Clemson education, but who cannot attend college without financial aid. The initiative seeks to secure at least \$250,000 in investments to create a funding source for undergraduate scholarships.

To support the fund, send your gift to Clemson University Foundation, Attn: Reel Endowed Scholarship, PO Box 1889, Clemson SC 29633-1889.

## Gift for research on benefits of child's play

As a steady decline in children's playtime is leading to obesity, ADD and loss of creativity, a newly established scholarship for graduate student research on children's play is helping to highlight and overcome these problems.

The Dr. Herbert and Juanita G. Brantley Graduate Assistance Endowment is earmarked for research on the benefits of play, current barriers that stifle play and the safety of playground equipment.

Herbert Brantley served for 21 years as the first leader of Clemson's parks, recreation and tourism management department and is a founding member of the Academy of Leisure Sciences. His wife, Juanita, spent more than 30 years in public education. If you would like to support this endowment, contact Msiba Dalton, director of development for the College of Health, Education and Human Development, at 864-656-4495.



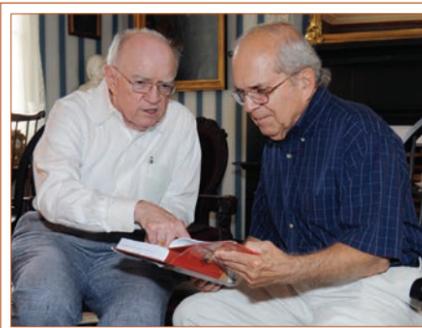
## Making an impact through memorial scholarships

James A. Graves '30 and his wife, Jean, may not have been able to give much to Clemson during their lives, but upon their deaths, they made a significant impact on the lives of future Clemson students.

James Graves, an electrical engineering graduate, passed away in 1982. When his widow passed in 2007, she left a percentage of her estate to the University to create a memorial scholarship fund in her husband's name for electrical engineering students. This small portion of her estate equaled a significant amount, creating a big benefit for Clemson students.

The bequest was a wonderful surprise to Clemson's Office of Gift and Estate Planning. Advance knowledge about bequests positions Clemson to honor the donors for their future gift commitment and invite them to become members of the Clemson Legacy Society.

In addition, it allows the gift directors to assist the donors to structure their future gift designation to accomplish specific goals, such as endowing a named scholarship fund forever. For more on bequests and memorial scholarships, please visit [clemson.planyourlegacy.org](http://clemson.planyourlegacy.org).



University historian Jerry Reel (left) discusses new Thomas Green Clemson biography with descendant Dan Clemson.

## celebrating people who've left their mark on Clemson

Clemson celebrated its roots and the people who have left their mark on the University through their estate plans during Legacy Day in November. Beautiful bronze leaves installed on the grounds of Fort Hill — Fort Hill Legacy Society leaves dedicated to these extraordinary donors — hold their names and represent their vision and generosity.

- Thomas Green Clemson and Anna Calhoun Clemson, whose gift of land and determined spirit led to the establishment of Clemson University
- Wofford Benjamin Camp and Louise P. Camp, whose gift helped establish and provides continuing support for the Brooks Center for the Performing Arts
- Charles E. Daniel and Homozel Mickel Daniel, whose gift created endowments to support scholarships, fellowships and an endowed chair position in the College of Architecture, Arts and Humanities
- Clyde V. Madren Sr. and Mamie W. Madren, whose gift provided support for the Clyde V. Madren Sr. Continuing Education and Conference Center
- William M. Ballenger and Florence Coles Ballenger, whose gift greatly enhanced the funding of the Clemson National Scholars program
- Mary Katherine Littlejohn, whose gift funded scholarships
- Ernest L. Corley Jr., whose gift funded a Trustees Chair and graduate student assistantship in the College of Agriculture, Forestry and Life Sciences



Students leave their mark during Legacy Day.

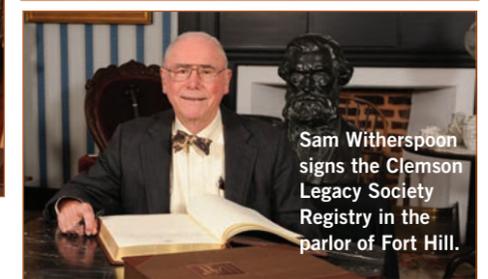
Fort Hill Legacy Society inducts donors whose estate plans have resulted in gifts of \$1 million or more for Clemson. Clemson Legacy Society — for other donors who remember Clemson in their estate planning — inducted 18 new members, bringing the total to 244, during the celebration.

For more on how you can leave your mark on the University, please contact the Office of Gift and Estate Planning, PO Box 1889, Clemson, SC 29633-1889; call JoVanna J. King at 864-656-0663 or 800-699-9153; or e-mail [jovanna@clemson.edu](mailto:jovanna@clemson.edu).

You can also find more information about gift plans to benefit you, your family and Clemson University on the Gift Planning Web site at [clemson.planyourlegacy.org](http://clemson.planyourlegacy.org).



Clemson Legacy Society members Mark and Robin Yarborough sign the Registry during the Legacy Day celebration.



Sam Witherspoon signs the Clemson Legacy Society Registry in the parlor of Fort Hill.

**Audit of donor records** — The University's internal auditing department will mail confirmation letters to a sample of Clemson University Foundation donors. This is an annual audit procedure that helps validate the integrity of donor records. If you receive a confirmation letter, please complete and promptly return. For more information, contact Jeff Rosenberger, internal auditing, at [rjeffre@clemson.edu](mailto:rjeffre@clemson.edu) or 864-656-4896.



PATRICK WRIGHT

I love history. As a child, I grew up watching The History Channel with my dad. We watched episodes on World War II, the South (before, during and after the Civil War), the Great Depression, the 1960s.

But not just the heavy stuff.

One of my other favorite TV programs was “The Andy Griffith Show,” in syndication, of course. My friends – who didn’t appreciate Mayberry as much as I did – called me an old man. I told them I just matured quicker than they did. Even now, an episode of Andy and the gang is all I need for a good afternoon.

When I entered Clemson, I soon learned of its rich historical significance in South Carolina. I knew I’d chosen the right place for my college education.

Fort Hill is my favorite place on campus. As a freshman, I used to sit on its lawn and do homework. I’ve visited it often throughout my time here. (In fact, I sat in the dining room of Fort Hill to write this *Clemson World* piece.)

It’s beautiful. Very few schools have the founder’s house on the grounds of the campus – let alone in the absolute middle of it! There’s something about the simplicity and elegance of this home that inspires me. It’s amazing how simple a lifestyle one can lead and still do so many great things.

In the fall, I had the opportunity to organize Legacy Day – an event for students and other members of the Clemson Family – to share the history of Fort Hill and founders Thomas and Anna Calhoun Clemson and how their commitment has affected the lives of so many people.

I’m one of those people, and I can’t thank the founders (and the other people who’ve contributed to the University’s legacy) enough.

I love everything about Clemson. Every. Single. Thing. And helping other people appreciate it, too – especially its rich history – is a privilege.

*I’m Garrett Riddle and this is “My Clemson.”*

Riddle is a senior in management from Simpsonville. Legacy Day, held in November, was a student-led celebration of the 123rd anniversary of the day Mr. Clemson signed his will, which provided for the establishment of what is today the University, and of the recent publication of his biography. Fort Hill is part of Clemson Historic Properties. For more information, go to [www.clemson.edu/about/history/properties](http://www.clemson.edu/about/history/properties) and click on Fort Hill.

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2000%



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please notify us of the new address  
by calling 1-800-313-6517.

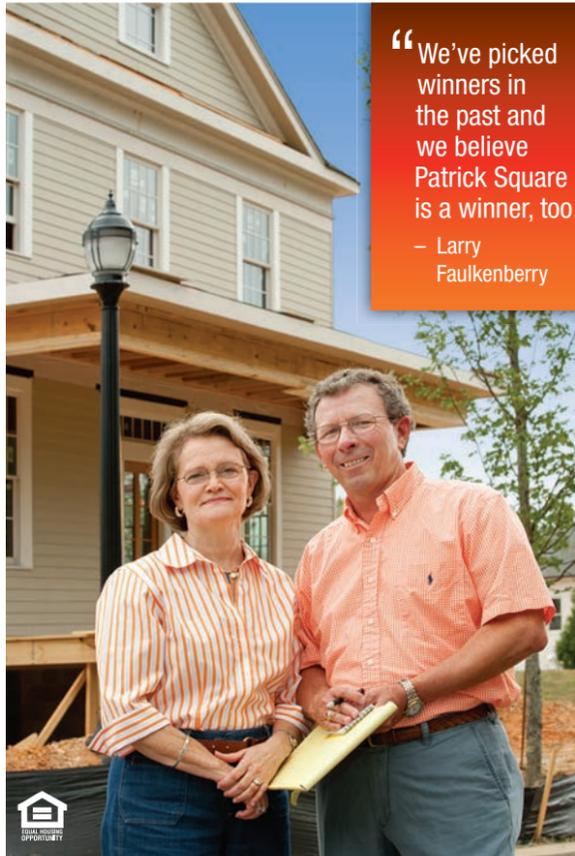
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What a Decade! | 'Expeditions' Goes Big Time | Risky Business | Bells in the Background

# CLEMSON WORLD MAGAZINE

WINTER 2010

## The Vision Continues



“We’ve picked winners in the past and we believe Patrick Square is a winner, too.”  
— Larry Faulkenberry

### There’s Just No Comparison

Choosing the right home these days can be daunting. So many elements to consider: floor plans, neighborhood, location, schools, individuality, amenities, costs, quality, builder — and whether the community will stand the test of time.

Homebuyers like Esther and Larry Faulkenberry are finding that Patrick Square excels in every category. As builders themselves, they know just what to look for. Throughout their Patrick Square buying experience, they’ve been most impressed with the team that’s helped them create a home unique to their needs.

“It’s the livability and individuals involved that make the most difference in buying a new home,” says Larry Faulkenberry. In addition, Patrick Square gives them:

- **Distinction.** Clemson’s only TND community
- **Amenities.** Lake House, town square and adjacent to Nettles Park
- **Price.** Special builder incentives, plus low interest rates
- **Variety.** No cookie cutter homes here!

Come see for yourself — and receive a free Neighborhood Comparison Guide. Furnished models open daily.

578 Issaqueena Trail • Clemson, SC 29631  
864-654-1500 • Models Open Daily  
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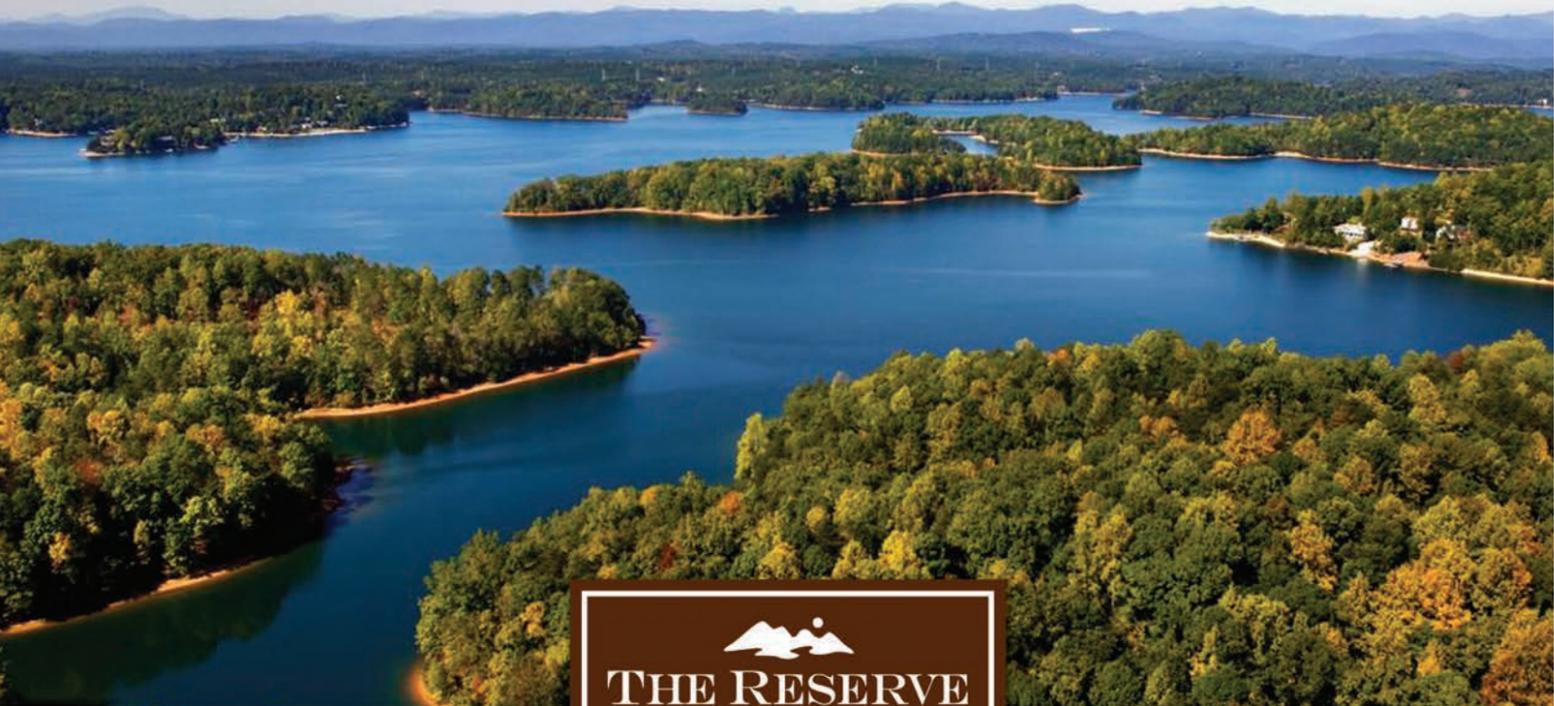
**Patrick Square**

Where Legacies Begin  
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*"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 Swinney, RESERVE MEMBER and  
Clemson University head football coach*



## Dear old Clemson has never felt more like home.

The Tigers may be playing on campus, but Tiger families prefer to do their playing here at The Reserve. And it's no wonder with over \$100 million in completed amenities and 30 miles of shoreline along one of North America's purest lakes. Cruise in on your next homecoming and experience our village by the water. Come feel the quality of Greenwood Communities and Resorts. Discover the perfect homesite beginning at \$200,000 (including membership). Best of all, you're certain to enjoy something that appreciates over time—all that you love about Clemson and all that you want for your family legacy.



**NEW! Builder Showcase  
Home Plans**

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**[www.ReserveAtLakeKeowee.com](http://www.ReserveAtLakeKeowee.com)**



Obtain the Property Report required by Federal law and read it before signing anything. No Federal agency has judged the merits of value, if any, of this property. This does not constitute an offer to sell or a solicitation of an offer to buy where void by law.