



THE ERWIN CENTER  
FOR BRAND COMMUNICATIONS  
CLEMSON UNIVERSITY

THE ERWIN CENTER  
**Summer**  
**Scholars** 2019

*ADVANCING DIVERSITY IN  
BRAND COMMUNICATIONS*

**#ErwinScholars #ErwinCenterCU**



**Erwin Center Summer Scholars,**

On behalf of the Erwin Center for Brand Communications, our Advisory Board and Sponsors, it is a pleasure to welcome you as a member of the second annual Erwin Center Summer Scholars class at Clemson University! It is an honor to have such a gifted group of students from many different universities participating in this program. You are here because of your remarkable achievements in your academic journey so far and because of your potential to influence the professional world of brand communications.

Diversity is a key pillar in the Erwin Center’s mission for branding education, and we firmly believe that brands can and should play a strong role in making the world a better place by embracing multi-cultural communication. Bringing together top students, industry leaders, and mentors, we are dedicated to advancing diversity in brand communications through enhancing the skills and abilities of our nation’s future brand leaders. Now in its second year, our objectives for the Summer Scholars program are to provide you with access to industry professionals, hands-on training and the ability to work directly on a real-world brand project.

We are thrilled to have a number of sponsors playing a role in this program, and we would like to especially thank Denny’s, our Presenting Sponsor, for their partnership. Because of their shared goal to build a more inclusive and diverse workforce in the world and acclaim as one of the leading marketers in the country, we are able to provide you with a thought-provoking project that will allow you to directly influence future brand strategy.

Thank you for joining us in this week-long immersive experience. While you will be challenged, inspired, empowered and exhausted over the course of your time here, you will depart with tools, valuable contacts and beneficial experiences that can strengthen your ability to provide leadership in both marketing and diversity with some of the world’s most influential brands and within the career path of your choice.

Sincerely,

Joe Erwin, Co-Founder  
Katie Hildebrand, Executive Director  
Dr. Lori Pindar, Assistant Director



## Summer Scholars,

Welcome to the Erwin Center Summer Scholars program at Clemson University! As a presenting sponsor, Denny's is proud to partner with the Erwin Center for Brand Communications for the second year in a row on this important mission to advance diversity in brand communications.

We are thrilled to be working with an accomplished group of students from HBCUs and Upstate institutions, and we believe this week-long camp will help you build the skills and practices you need to prepare for jobs with leading brands.

At Denny's, Diversity, Equality and Inclusion is part of our DNA and is top-of-mind for all our team members. We believe that by advancing diversity within an organization, your products and services will be more aligned to the wants and needs of the diverse customers you are serving. This week's project will challenge you to think about the needs of a diverse group of consumers and propose how to attract them to our brand.

We are anxious to begin our journey this week with you and look forward to your proposed solutions. We truly believe that students like you will build a better future for tomorrow. On behalf of all our team members, we welcome you to the Denny's family.

Sincerely,

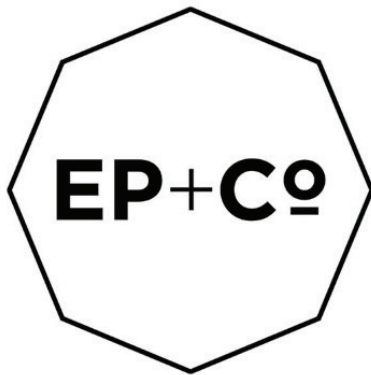
John Dillon, Denny's Chief Brand Officer

## PRESENTING SPONSOR



Welcome to America's Diner™

## GOLD SPONSOR



## OTHER SPONSORS



**Greenville News**  
PART OF THE USA TODAY NETWORK



# SUMMER SCHOLARS 2019 AGENDA

## SATURDAY, MAY 18, 2019 – DAY 1

### WELCOME & ORIENTATION

- 2:00 – 4:00 p.m.: Move-in & registration
- 4:00 – 5:00 p.m.: Team introductions, mentor introductions
- 5:00 – 6:00 p.m.: Dinner at Stadium Suites | pizza
- 6:00 – 8:00 p.m.: Welcome, project briefing and group activity
- 8:00 – 9:00 p.m.: Campus tour
- 9:30 p.m.: Team time - research / brand immersion

## SUNDAY, MAY 19, 2019 – DAY 2

### TEAM BONDING & GREENVILLE DRIVE ACTIVITY

- 7:30 – 9:30 a.m.: Breakfast at Core dining hall
- 10:00 – 11:30 a.m.: Project clarification / Q&A
- 12:45 p.m.: Travel to Greenville for Greenville Drive experience
- 2:00 p.m.: Greenville Drive presentation
- 3:00 p.m.: Greenville Drive game
- 6:15 p.m. approx.: Travel back to Clemson
- 7:30 – 9:30 p.m.: Team time – brand immersion

## MONDAY, MAY 20, 2019 – DAY 3

### DENNY'S & EP+CO: BRAND & PROJECT IMMERSION

- 7:15 a.m.: Leave for Denny's location  
(2306 Reidville Road, Spartanburg)
- 8:30 – 11:30 a.m.: Denny's breakfast, brand immersion and briefing with brand team + mentors
- 11:30 – 12:15 p.m.: Travel to EP+Co
- 12:30 p.m. – 3:30 p.m.: EP+Co agency tour and team immersion
- 3:30 p.m.: Break and late lunch
- Late afternoon: EP+Co cultural activity + mentor time
- 5:00 p.m.: Travel back to Clemson
- 7:30 – 9:30 p.m.: Team time

## TUESDAY, MAY 21, 2019 – DAY 4

### SPEAKERS, WELCOME & COLLABORATORS & COCKTAILS

- 7:30 – 8:30 a.m.: Breakfast at Core Dining Hall
- 9:30 – 11:15 a.m.: Speaker Series  
Singleton Beato, McCann Worldgroup
- 11:00 – 11:30 a.m.: Clemson Leadership Welcome, Julio Hernandez, Inclusion & Equity
- 12:00 – 1:00 p.m.: Lunch at Core dining hall
- 1:30 – 3:30 p.m.: Team time (mentors available)
- 3:30 p.m.: Travel to Greenville
- 5:00 p.m. – 7:15 p.m.: Collaborators & Cocktails + John Dillon, Chief Brand Officer – Denny's, Endeavor, Greenville
- 8:30 p.m.: Late dinner

### **WEDNESDAY, MAY 22, 2019 – DAY 5**

#### **SPEAKERS + TEAM/MENTOR WORK TIME, DENNY'S CONF. CALL**

7:30 – 8:30 a.m.: Breakfast at Core dining hall  
9:00 – 10:30 a.m.: Speaker Series – Allen Bosworth & Laura Mastrionni, EP+Co  
10:30 – 12:00 p.m.: Team time  
12:00 – 1:00 p.m.: Lunch at Core dining hall  
1:15 – 2:00 p.m.: Speaker Series – Katrice Hardy, Greenville News & USA Today Network  
3:00 – 4:00 p.m.: Conference call with Denny's + mentors  
4:00 – 5:00 p.m.: Team time + mentors  
5:00 p.m.: Dinner  
6:00 p.m.: Activity  
7:30 – 9:30 p.m.: Team time

### **THURSDAY, MAY 23, 2019 – DAY 6**

#### **SPEAKERS + TEAM/MENTOR WORK TIME**

7:30 – 8:30 a.m.: Breakfast at Core dining hall  
9:00 – 10:30 a.m.: Speaker Series – Corey Richardson, fluent360  
10:45 – 11:30 a.m.: Speaker Series – David Haan, Creative Circus  
12:00 – 1:00 p.m.: Lunch at Core dining hall  
1:00 – 4:30 p.m.: Team time with mentors  
5:00 p.m.: Dinner  
7:30 – 9:30 p.m.: Team time

### **FRIDAY, MAY 24, 2019 – DAY 7**

#### **PRESENTATIONS + BANQUET**

7:30 – 8:30 a.m.: Breakfast at Core dining hall  
9:00 – 11:00 a.m.: Team time + mentor support  
11:00 – 11:30 a.m.: Lunch at Core dining hall  
11:30 a.m.: Travel to Greenville ONE (5th floor)  
12:30 – 1:30 p.m.: Testing & A/V  
2:00 – 4:30 p.m.: Student Presentations (Greenville ONE 5th floor)  
5:00 – 6:00 p.m.: Reception at Greenville ONE (5th floor)  
6:00 p.m.: Opening remarks and dinner  
6:40 p.m.: Keynote Speaker - Danielle Austen, fluent360  
7:00 p.m.: Certificate hand outs & winning team announcements

### **SATURDAY, MAY 25 – DAY 8**

#### **AWARDS + MOVE OUT**

7:30 – 8:30 a.m.: Breakfast at Core dining hall  
9:00 a.m.: Team awards  
10:00 a.m.: Move out & key return

## MEET THE SCHOLARS



**Kyrah Brown**  
North Carolina A&T  
**Multimedia  
Journalism**



**Ja'kari Clayton**  
University of Florida  
**Mass Communication**



**Brittany Cowan**  
NC Central University  
**Mass Communication**



**Lawrence Cross III**  
North Carolina A&T  
**Marketing**



**Valerie Erazo**  
Clemson University  
**Political Science**



## MEET THE SCHOLARS



**Tia Freeman**  
University of  
South Carolina  
**Broadcast Journalism**



**Ravyn Galimore**  
Clemson University  
**Management**



**Ty'Keyah Gilmore**  
Clemson University  
**English**



**KaJeza Hawkins**  
Wilberforce University  
**Mass Media  
Communication**



**Jayda Hill**  
University of Georgia  
**Advertising**



## MEET THE SCHOLARS



**Trés Jones III**  
Elon University  
**Strategic Comm./  
Photography**



**Kaylah Jones**  
North Carolina A&T  
**Marketing**



**Jonnae Keels**  
Winston-Salem State  
**Mass Communications**



**Deontre' McCray**  
Claflin University  
**Mass  
Communications**



**Samiya Morton-Dotson**  
Clemson University  
**French & International  
Trade**

## MEET THE SCHOLARS



**Summer Myers**  
Clemson University  
**Management**



**Sheila Odhiambo**  
St. Augustine's  
**Accounting**



**Brianna Oglesby**  
Greenville Tech  
**Marketing**



**Michael Oliver**  
Greenville Tech  
**Marketing**



**Kymani Quick**  
North Carolina A&T  
**Marketing**

## MEET THE SCHOLARS



**Taylor Ross**  
Clemson University  
**Biochemistry**



**Kadeijah Smith**  
Winston-Salem State  
**Mass  
Communications**



**Leslie Thomas**  
North Carolina A&T  
**Marketing**



**Sydney Washington**  
North Carolina A&T  
**Marketing**



**D'Angelo Wright**  
Claflin University  
**Marketing**

# ERWIN CENTER & SUMMER SCHOLARS CO-FOUNDER



**Joe Erwin | Greenville, SC**

**President, Erwin Creates**

**Chairman, Greenville Triumph Pro Soccer**

Entrepreneur Joe Erwin is the co-founder and former President of national marketing agency Erwin Penland and is the co-founder of Clemson University's Erwin Center for Brand Communications. As President of Erwin Creates, Joe founded Endeavor – a coworking community for creative professionals in downtown Greenville – is active as a business coach and speaker, and is involved in a range of development initiatives. In March 2018, Erwin Creates announced that it had been awarded a US Soccer League One Franchise, with Joe leading the ownership group

that is bringing professional soccer to the Upstate. The Greenville Triumph took the field in a new 4,100-person stadium at Legacy Early College for their home opener on April 6th, 2019.

A Clemson University graduate, Joe began his career in Greenville but soon moved to New York to join DMB&B, one of the largest marketing agencies of that time. He and his wife Gretchen – also a marketing professional – returned to Greenville in 1986 to open Erwin Penland with one account and two employees, and over the next 30 years grew it to more than 400 people, with offices in Greenville and New York and a client roster that included Verizon Wireless, L.L. Bean, Denny's and DisneyXD. Joe has served on numerous boards, including the South Carolina Special Olympics, the Governor's Commission on Teacher Quality, the Partnership for a Drug-Free America, and the American Association of Advertising Agencies.

Through Erwin Creates, Joe is actively involved with day-to-day activities at Endeavor and the Greenville Triumph, provides business consulting services to agency and other business leaders, Chairs the Board of Advisors for Clemson's Erwin Center for Brand Communications, and is a member of the Board at UGA's Grady College of Journalism and Mass Communication. You can learn more at [ErwinCreates.com](http://ErwinCreates.com), [EndeavorGreenville.com](http://EndeavorGreenville.com) and [GreenvilleTriumph.com](http://GreenvilleTriumph.com).



## SUMMER SCHOLARS FACULTY & STAFF



**Katie Hildebrand**  
Erwin Center,  
*Executive Director*



**Dr. Lori Pindar**  
Erwin Center,  
*Assistant Director*



**Victoria Mattison**  
Erwin Center,  
*ECSS'19 Ambassador*



**Dr. Delancy Bennett**  
CU Marketing,  
*Assistant Professor*



**Bryce Conti**  
Erwin Center,  
*Content Manager*

# SUMMER SCHOLARS SPEAKER SERIES



**John Dillon**  
Chief Brand Officer  
& Erwin Center Board  
Member, Denny's



**Michelle Hunt**  
Director of Supplier  
Diversity, Denny's



**Julio Hernandez**  
Chief of Staff,  
Inclusion & Equity,  
Clemson University



**Allen Bosworth**  
President, EP+Co



**Singleton Beato**  
Chief Diversity &  
Engagement Officer  
& Erwin Center Board  
Member, McCann  
Worldgroup



**Katrice Hardy**  
Executive Editor,  
Greenville News &  
South Regional Editor,  
USA Today Network



**Corey Richardson**  
VP - Cultural Learning  
& Insights, fluent360



**David Haan**  
Executive Director,  
Creative Circus



# ERWIN CENTER SUMMER SCHOLARS BANQUET

## KEYNOTE SPEAKER



### **Danielle Austen**

Managing Partner, CEO  
fluent360

Danielle Austen is the founder of fluent360, a full-service advertising agency that acts as a single-source solution for its clients in developing communications plans for African American, Asian American, US Hispanic and LGBTQ consumers. Danielle's twenty-plus years in marketing and advertising have included both corporate and agency experience. From Nordstrom to Sony to Nissan and State Farm – to name just a few – Danielle has helped grow brands, while making the world a more inclusive place through messaging and imagery. Currently the Chair of the American Advertising Federation's (AAF) Mosaic Council, she also serves on the National Board of Directors for the AAF and a start-up tech firm, CRVIII.com. Danielle lives on the south side of Chicago with her husband and two kids.



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