



# SILVER CRESCENT

• FOUNDATION •

## Program of Work for 2008

### Executive Summary

The Silver Crescent Foundation is committed to promoting manufacturing vitality and career opportunities in South Carolina. Through a number of programs and initiatives, the Foundation seeks to raise awareness of the importance engineering, technology and manufacturing have in creating jobs, raising our standard of living, and making South Carolina a better place to live.

This year marked a number of changes and program successes for the organization. From the hiring of a new President and CEO, to successfully moving its cornerstone event, the Salute to Manufacturing, to Columbia, the Silver Crescent Foundation moved forward with a number of efforts designed to increase its pro-manufacturing and career exploration messages throughout the state. Some highlights of note include:

- With support from the U.S. Department of Education and a number of local partner institutions, SCF expanded its Camp Success program to five sessions, allowing almost 100 middle school students to experience firsthand the excitement and creativity that careers in science, engineering and technology may provide.
- The Student Design Challenge once again allowed some 1,300 students of all ages to discover the world of manufacturing in their local communities and share their vision for what manufacturing means to our state.
- Twelve outstanding high school seniors were recognized for their technology studies and awarded scholarships to attend the state technical college of their choice.
- The Foundation board hired a woman-owned communications firm with expertise in economic development and the knowledge economy to shape its outreach efforts and assist with rebranding the organization.

This report provides information on the Foundation's new and existing programs as well as highlights some of the organizational operations and partnership development forged in 2008.

## Program Highlights

### **Camp Success**

Established in 2006, Camp Success is a week-long academic day camp for middle school students designed to create interest in engineering and manufacturing careers. In 2008, the Foundation formed partnerships with several educational institutions and one community development group to host five sessions of Camp Success across the state (Aiken, Anderson, Cheraw, Greenwood and Pendleton.) Each partner institution adapted the Foundation's Camp Success model to provide a unique program focus and tap into local industry resources.

The goals of Camp Success are:

- To generate adolescents' interest in engineering and technology that are central to the modern manufacturing sector;
- To increase campers' motivation to succeed in school by providing an exciting, hands-on learning experience that has real world applications;
- To increase awareness among young people that their desires to solve problems and make the world a better place can be fulfilled by a variety of careers that support the manufacturing sector in South Carolina;
- To increase awareness among campers' parents/guardians of the diversity of career opportunities in manufacturing, demonstrate the range of educational preparation required, including two-year technical degrees, advanced technical training, four-year college degrees, and graduate degrees, and show the projected high demand for a well-trained and productive workforce; and
- To expose the campers' parents/guardians to ways they can direct their interested middle school age children to prepare themselves for further education and careers that will support the workforce needs of South Carolina's modern manufacturing sector.

Highlights of the 2008 Camp Success season:

- At the Ruth Patrick Science Education Center at USC-Aiken, campers explored the engineering behind water systems and actually designed a super-efficient residential water filtration system.
- The focus was on automotive engineering at Piedmont Technical College in Greenwood, with site visits to the BMW assembly plant and to Hendrix Motorsports Headquarters in Concord, NC.
- Camp Success in Anderson took the form of a community service project as campers designed an outdoor maze for a church that wanted to turn an empty lot into a recreational area for the surrounding neighborhood's families.
- Tri-County Technical College in Pendleton hosted Camp Success **G.I.R.L.S.** – or **Great Imaginations Really Lead to Success!** This all-female camp used project-based learning, team building activities and guest speakers to highlight engineering and technology careers.
- Campers at Northeastern Technical College in Cheraw spent their week exploring the ways automation and robotics are influencing manufacturing and health sciences.

Some 95 middle school students attended Camp Success in 2008. More than \$50,000 in financial support from SCF was provided to the host institutions, including grants made by possible by the U.S. Department of Education and sponsorships provided by CPM Federal Credit Union and Inergy Automotive Systems.

Camp Success provides an important extended learning opportunity for students and ties in with the South Carolina Education Economic Development Act (EEDA) and the Personal Pathways to Success™ program. By increasing interest in engineering and technology among middle school students, Camp Success can be a vital tool in instilling leadership, problem solving and workforce skills that will prepare them for professional careers that use 21<sup>st</sup>-century technology to make the world and South Carolina a better place.

## **Salute to Manufacturing**

The 13<sup>th</sup> annual Salute to Manufacturing awards luncheon was held in Columbia in May with 500 business, education and community leaders in attendance. Senator Lindsey Graham served as the event's keynote speaker and Congressman Gresham Barrett was on hand to present one of the Silver Crescent Awards for Manufacturing Excellence. Columbia Mayor Bob Coble opened the event which was held outside of Greenville for the first time since its inception.

The awards program included the presentation of the **Silver Crescent Award for Manufacturing Excellence** to three South Carolina manufacturing companies in a small (up to 100 employees), medium (101-499 employees), and large (500 or more employees) category. Nominations were received from across the state and an independent panel of judges selected the three best firms who exhibited excellence in manufacturing, a positive economic impact on its local community and the state, a commitment to workforce development, and strong corporate citizenship and involvement in their local community. The 2008 Silver Crescent Award winners were:

**Small Manufacturer Silver Crescent Award winner - Floralife, Inc.**, headquartered in Walterboro, produces chemical products to support the floral industry in post-harvest care, including treatments to protect freshness, wettable florists' foam, agricultural and greenhouse products, and flower food. The company introduced its first fresh flower food in 1938.

**Medium Manufacturer Silver Crescent Award winner - BorgWarner Torque Transfer Systems, Inc.**, located in Seneca, produces four-wheel drive systems for several major automotive Original Equipment Manufacturers (OEMs).

**Large Manufacturer Silver Crescent Award winner - Milliken and Company**, headquartered in Spartanburg, produces a variety of chemical and textile products, including plastic additives, carpet, performance fabrics and custom-engineered specialty textiles. The company is one of the world's largest privately held textile and chemical manufacturers.

In addition to the Silver Crescent Awards, winners of the **2008 Student Design Challenge** were recognized and presented awards by Congressman Joe Wilson and South Carolina Superintendent of Education Jim Rex. Anisa Snipes, a fifth grader from Fairforest Elementary School in Spartanburg, was the elementary school recipient. Viral Desai, a seventh grader from Fairforest Middle also in Spartanburg, took top honors for the middle school category. And Jennifer Fortner, a sophomore at Byrnes High School in Duncan, won for the best design by a high school student.

The Silver Crescent Foundation presented the Salute to Manufacturing in cooperation with the South Carolina Manufacturing Extension Partnership and with major support from Santee Cooper, the state-owned electric utility. Dr. Barry Russell, president of the South Carolina Technical College System, once again served as the event's Master of Ceremonies, and Hunter Howard, president of the South Carolina Chamber of Commerce, made a special announcement that the Silver Crescent Foundation and state chamber would consolidate its manufacturing recognition program in 2009.

At the conclusion of the event, Dr. Charles Gould, president of Florence-Darlington Technical College, announced that the 2009 event will be held in Florence at the Southeastern Institute of Manufacturing Technology.

## **South Carolina Design Challenge**

Working closely with the South Carolina Technical Educational System, South Carolina Department of Education and the School to Work Consortium, the Foundation once again held its popular South Carolina Design Challenge. This student-centered competition gives young people in grades 1-12 an opportunity to learn more about the role of manufacturing and engineering in South Carolina. Student winners in first, second and third place categories received scholarship prizes and their schools with first place entries were also presented with monetary awards.

Competitors create graphic designs portraying a dynamic, positive image of manufacturing in the state and in local communities. In doing so, young people become aware of the importance of local industries in addition to exploring career opportunities within manufacturing, technology and engineering.

High school students create a T-shirt design depicting manufacturing throughout the entire state of South Carolina. Middle school students design artwork for a tote bag representing manufacturing activity in a specific community or region. Elementary school students' designs, also portraying manufacturing in their own community or region, are compiled to illustrate a 12-month calendar. Scholarships are awarded for the top three designs in each category -- \$400 for first place, \$200 for second place, and \$100 for third place. Additionally, the education department from each school that produces the first-place winner in each category is awarded \$300.

2008 highlights include:

- Introduced the concept of careers in manufacturing and engineering to public and private school students
- Coordinated the participation of more than 1,300 students statewide who participated in the South Carolina Design Challenge competition

- Hosted superintendents, principals, teachers and parents at the Salute to Manufacturing luncheon where winning students and teachers were recognized
- Produced 600 calendars, tote bags and t-shirts imprinted with 1<sup>st</sup> place designs in each category
- Awarded cash scholarships to nine students and three teachers totaling \$3,000.00
- Recognized student and teacher winners statewide through the Salute to Manufacturing web site and press releases
- Recognized the participation of 170 finalists at the local level through certificate awards and press releases

## **Technology Champions**

The Silver Crescent Foundation sponsored the sixth annual Technology Champions Celebration in June. The awards ceremony highlighted the accomplishments of graduating high school seniors who participated in technology education programs ranging from accounting and general business management to welding, environmental and natural resources to interactive media. In addition, the honorees demonstrated other valuable skills such as individual and team leadership in school organizations, athletic teams and church and community organizations. Parents, schools, principals and business partners were recognized along with winning students from each region.

Technology Champions add talent to the state's career pipeline, helping to prepare young people to meet the needs for skilled, knowledgeable workers who are ready to face the challenges of an ever-changing global economy. The intended purpose of the Technology Champions Celebration is:

- To showcase South Carolina's most outstanding career and technology education students and provide public recognition of their hard work and dedication;
- To demonstrate the value of education/business partnerships, reward those businesses that believe in the promise of career and technology education, and encourage others to follow suit; and
- To recognize the vital role of parents who have supported and encouraged their children to pursue their dreams and acknowledge the importance of principals and schools who provide daily educational opportunity for these outstanding students.

Twelve high school seniors who excelled academically and demonstrated outstanding dedication and commitment to a career goal were each presented with a \$2,000 Scholarship Award to attend the South Carolina Technical College of their choice. The Awards Dinner was attended by more than 1500 people including the Technology Champions and their families, business partners, school principals and teachers as well as representatives of state and regional education departments.

## **Discovering Manufacturing**

The Silver Crescent Foundation's newest initiative, Discover Manufacturing, is a multi-disciplinary education and outreach program designed to bring manufacturers and education leaders together to explore the career opportunities that exist in today's modern manufacturing environment. In addition, it emphasizes the benefits

manufacturing provides, stresses the urgency of future workforce needs and exposes young people to the creativity and innovation required for these jobs.

The program offers South Carolina's manufacturing sector with a set of flexible program templates and media tools to proactively communicate with educators, parents, students and the general public about the diversity of careers available in manufacturing and encourage more students to stay in school and complete their studies.

Understanding that community needs will vary, the Foundation will help manufacturers assess their specific challenges and opportunities in terms of future workforce recruitment needs. The following tools are available to build greater awareness of career opportunities that exist in the manufacturing sector:

- Individualized video showcasing the company, its products, jobs, and community
- A template for organizing and hosting a forum for the company, local educators, parents and students
- Talking points for speakers to use when speaking to civic groups, school groups, and when attending career/job fairs
- Templates for press releases for local media
- Program templates for mentoring, job shadowing, internships and apprenticeships
- Industry appreciation ads
- Assistance in organizing and hosting on-site tours to bring educational leaders and members of the community into the manufacturing environment
- Innovative contests or design challenges that allow students to experience the benefits of creativity and innovation firsthand

The Foundation began work to develop a funding stream for the new initiative as well laid the groundwork to implement a pilot program in a number of communities.

### **Organizational Development**

The Interim Board of the last two years was replaced by a new, standing Board of Directors that includes leaders from several South Carolina manufacturing companies, president of a financial institution, former educators and an executive of South Carolina Research Authority. The Board also chose to honor one of the Foundation's long-term supporters, Oscar Prioleau, retired president of Prioleau Steel, as an honorary board member emeritus.

During its first year, the Board approved a major communications contract with the Clare Morris Agency, a woman-owned marketing and communications firm based in Columbia. The agency helped the Foundation better define its mission and scope, created a new tagline and rebranding strategy to boost greater understanding of the Foundation's mission and programs, and began work to consolidate and revamp SCF's presence on the Internet.

Another major development during 2008 was forging a partnership with the South Carolina Chamber of Commerce to merge the Salute to Manufacturing and its Silver Crescent Awards for Manufacturing Excellence with the state chamber's Manufacturer of

the Year Awards ceremony. The unified recognition event will retain the Salute to Manufacturing brand but feature a new logo. The awards presented will replicate the crystal Silver Crescent Award but the name will change to Silver Crescent Manufacturer of the Year award. In addition, the event will move from the spring to the fall to better coordinate with the state's annual Industry Appreciation activities and recognition.

SCF Founder and President Tony Smith developed a new operating model for the Foundation, which placed greater emphasis on fundraising and raising the overall profile of the organization. As part of this new plan, Smith asked the Board to seek a new President for the Foundation, allowing him to step aside in that role and assume the duties of Chief Operating Officer. The Board selected Karen Owens, a South Carolina native who brings a strong background in public relations and communications as well as experience in the non-profit and governmental arenas. Her focus will be to increase the Silver Crescent Foundation's visibility and fundraising support as the organization continues to transition from a revenue generating entity to a more traditional charitable organization.

## **Partnerships**

The Silver Crescent Foundations continues to place a high value on developing partnerships with other organizations that share a commitment to manufacturing's vitality and educating the workforce of the future. Given South Carolina's small size and limited financial resources, SCF's staff and board understand the important role collaboration brings to achieving its mission and supporting its programs.

During 2008, both the state and national Departments of Education provided important funding, support and access for Silver Crescent Foundation programs, particularly the South Carolina Design Challenge and Camp Success.

The South Carolina Technical College System has long been a partner of the Foundation as have other four-year public colleges. This year Piedmont Technical College, Tri-County Technical College, and Northeastern Technical College hosted sessions of Camp Success along with University of South Carolina at Aiken and the Fresh Start Community Development Corporation which hosted its camp at Anderson University. The Foundation also reached out to Greenville Technical College and Florence-Darlington Technical College to support new programs planned for 2009. And SCF supported efforts by Horry-Georgetown Tech to host a summer graduate level course for teachers to expose them to careers in manufacturing.

The Silver Crescent Foundation continued to work with South Carolina Manufacturing Extension Partnership (SCMEP) on the annual Salute to Manufacturing. And the newly forged partnership with the state chamber has not only resulted in the merging of the annual Manufacturer of the Year awards recognition, but has also bridged greater support of SCF activities that foster workforce preparedness. The state chamber is supporting SCF in building state and federal support for Camp Success and Discover Manufacturing, and the Foundation is poised to assist the chamber's manufacturing membership by creating greater career exploration opportunities through virtual job shadowing, product and career expos, and field studies for educators.

Throughout 2008, Silver Crescent Foundation personnel generated revenue for the organization by contracting management and consulting services to the Association for Manufacturing Excellence (AME) for its annual exhibit showcase held in Toronto this past October. SCF assisted AME with management expertise and exhibit space sales and former president Tony Smith provided valuable committee leadership to the national organization as well as its southeastern regional Board of Directors. Smith's longtime association with AME has been an important partnership that has not only provided a valuable revenue stream but also added important exposure to issues affecting the manufacturing world.

## **Conclusion**

In 2008, the Silver Crescent Foundation continued to serve as an important advocate for manufacturing and promote the need for programs that encourage young people to explore careers and complete their education. The Foundation's initiatives form a conduit between the successful businesses of today and leaders of tomorrow. These initiatives not only supported workforce development, but also recognized companies that demonstrated the ability to positively impact employees, local communities and the state while achieving excellence within their industry.

The Silver Crescent Foundation collaborated with other nonprofit organizations, business leaders, institutions of higher learning and public school systems to help the next generation of young people understand the fundamental connections between engineering innovation, technology vitality and our high standard of living.

It remains the hope of the Foundation that as young people come to understand ways engineering innovation betters people's lives, and as they grasp the connection between manufacturing vitality and a higher standard of living for us all, their interest in these areas will continue to grow.

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