



The Spiral

Twenty Years of Service for Aiken's Senior Community

February, 2011

President's Message

Over the last several months these pages have provided some of the reasons USCA has a building in Bob Penland's name, and, some of his background – raised in Columbia, educated at USC, FBI agent, successful land developer and family man with an accomplished woman as a wife.

As Aiken grew so did the Penland's involvement in the community, particularly the Rotary Club and the Chamber of Commerce, bringing not just new homes, but important industries to Aiken. But paramount was higher education.

We know he used a jeep extensively in the building of Houndslake. So figuratively, if not in reality, one can envision Bob Penland in a jeep as he presided over the move of USCA from Banksia to a new site. He helped secure the land (60 acres purchased from, and 84 later donated by, the Graniteville Company). In 1972 a large multipurpose building was completed with a C.O. Perry sculpture in its courtyard (now the Penland Building) and the Gregg – Graniteville Foundation donated \$400,000 for the library, finished in 1975.

While Mr. Penland was chairman of the Aiken County Commission on Higher Education he gained the interest of Cecil & Virginia Etherredge. In fact, Mr. Etherredge, a fellow businessman, became chairman of the ACCHE's Building Committee.

Born on a farm in Southern Georgia, Cecil finished high school at 15 and became chief bookkeeper at a local bank. By age 21 he was elected President of a small bank in Central Florida. During the Depression he moved to Columbia, SC, then switched to the insurance business which moved him to Aiken. In 1939 he started his own insurance company known today as Hutson-Etherredge. Cecil met and married Virginia Harby in Aiken. She was raised in the south, graduated from Winthrop College, and taught in Aiken for more than 25 years.

Upon his death in 1974 Mr. Etherredge bequeathed half his estate for building purposes at USCA. Upon

Virginia's death in 1977 she provided the remainder of the estate to USCA. After a period of time the estate had doubled in value and was one of the largest gifts ever for a state supported institution in SC at that time.

January 11, 1986 was the grand opening of the Etherredge Center. The program from that night contains a "Statement of Occasion":

Once in a great while, an event occurs that signals the beginning of a new era for an institution of higher education and the community it serves. Tonight's grand opening of the Etherredge Center is one such event. When the curtain rises this evening, the University of South Carolina – Aiken will be celebrating not only the completion of a modern center for the arts but also the continuing cooperation between USCA and the people of the Central Savannah River area. We are proud to unveil the Etherredge Center and believe that many more successes are on the horizon.

Welcome remarks came from Bob Penland, in part as follows:

"Ten years ago, the Aiken County Commission on Higher Education faced one of its sternest tests: how best to utilize the gracious bequest from the estate of Cecil and Virginia Etherredge. In keeping with the ideals of the Etherredges, as well as its own desire to see USCA grow, the Commission envisioned a facility that would ally the University with the community, forging a link that would be strengthened through time.

Tonight, we are proud to unveil the culmination of a decade's work by opening the Etherredge Center to the public. After years of deliberation, of studying countless documents and reports, the Commission believes it has realized its goals. This unparalleled facility will serve the University and the community for many generations, providing an outlet for the arts and placing USCA at the center of community service.

I welcome you to the inaugural of the Etherredge Center. It is my sincere wish that it will be used by the entire community."

The grand opening program contained an "Anatomy of the Center", paraphrased here:

"Considering the quality of the theater and the supplemental studio building, the Etherredge Center is the greatest bargain since the Indians sold Manhattan", according to George Izenour, professor emeritus of theater design & engineering at Yale whose architectural firm designed it. The 45,000 square foot center is actually 2 buildings joined by a common foyer.

The performing arts building includes the 700 seat main theater that can be reduced to 300 for more intimate performances. Izenour designed the theatre to be acoustically perfect. The sloping roof projects sound from the stage out to the audience, and convex sound reflectors suspended from the ceiling help achieve acoustic intimacy. In addition, black velour sound absorption panels on the ceiling above the stage help nullify volume when the theater is used for speeches. The absorption panels can be mechanically retracted into the walls when a fuller sound is needed. "The cumulative effect is to ground all sound energy into the audience", Izenour said. The building includes an experimental theater for teaching drama, directing, lighting and for smaller performances. There are scene and costume shops, dressing rooms and the traditional Green Room.

The second part of the building is a 17,000 square foot area with rehearsal rooms, a dance studio, music library, photography laboratory, three art studios and faculty offices.

Music for the gala evening was provided by the Augusta Symphony Orchestra, Harry Jacobs conducting and Vola Jacobs, piano. The composers represented stretched from Handel to Copeland. But the star, direct from the N.Y. Metropolitan Opera, was Roberta Peters. The following Monday The State, the Columbia newspaper reported "It was hard to tell whether the black tie audience was more captivated with USCA's new Etherredge Fine Arts Center or the presence of opera soprano Roberta Peters. The invitation-only crowd of 700, which included Gov. and Mrs. Dick Riley, gave Miss Peters a standing ovation and then joined in a reception in the lobby to acclaim her and the Etherredge Center."

It must have been quite an evening!

And the building has lived up to the promises of that evening. To say nothing about the learning opportunities provided USCA students, over 180,000 K through 12 area students during the last 23 years have attended programs designed for our youth. The annual Cultural Series began that very winter. The Heart Board and Kidney Foundation annually conduct entertaining fund raisers by and for the community. And Etherredge hosts the Aiken Symphony Guild's annual Augusta Symphony Series.

Standing back, twenty five years after the grand opening of the Etherredge Center, it seems the whole of USCA is a gift from the community to the community, and it is to be used, enjoyed and supported by the community

A very sincere thank you to Peggy Penland (Bob's daughter) for her time, and, for sharing items from her family's archives.

Glenn Knowles, Academy President

March General Meeting

No General Member Meeting has been scheduled for February. Please mark your calendars for the next General Meeting at 1:30 pm on March 11, in Penland 106. Our speaker will be Mrs. Anne Campbell, wife of local horseman Cott Campbell. The March meeting will also feature the election of Academy officers for the 2011/2012 academic year.

The general public is welcome to attend Academy General Meetings, so bring a friend along to learn about the Academy and all it offers. The meeting will be followed by a social reception with refreshments.

Courses Beginning in February

Please see the published course catalog for course descriptions and additional information. (The Fall 2011 catalog is available on the web at <http://web.usca.edu/dotAsset/62353.pdf>). To enroll, return the form in the catalog along with any required payment. For questions, contact Laura Anderson at USCA (641-3563 / lauraa@usca.edu).

Chinese Culture [L. Wang]

Tues. Feb. 1, 8, 15, 22

Intro to Human Language [E. Carlson]

Tues. Feb. 1, 8, 15, 22

Exploring the Heavens [G. Senn]

Tues. Feb. 3, 17, 24 (plus one evening session, date TBD) **[Class is full]**

The Ancient Etruscans in Myth and Mystery [J.

Elliott]

Monday, Feb 7

The 1st Annual Beatnik Café: Food, Poetry, & Music (special event)

Red Pepper Cafe

Limited to 80 persons

Thurs. Feb. 10 - \$28/person

S.C. Through Geological Time [W. Kubilius]Thurs. Feb.17, 24, Mar. 3, 10 **[Class is full]****January 14 Board Meeting**

President Glenn Knowles called the meeting to order at 9:35 AM. Those present were: Dick Baxter, Rick Arkin, Larry Peyser, Kathy Schulz, Mary Anne Cavanaugh, Gerry McDonald (for Susie Sadowski), Laverne Specca, and Vince Coughlin.

Motion to approve the minutes of December 12, 2010 carried.

Correspondence

The Board received a note of appreciation from Laura Anderson in appreciation for the \$25.00 Atlanta Bread Company Gift Certificate.

Treasurer's Report

Treasurer Rick Ark presented the Financial Report, Endowments Report and a Financial Analysis Report. Each of these reports was reviewed and discussed in detail.

Action 1/14/2011 Each member was asked to review the reports and analyses and return to the next meeting with items for discussion.

Action 1/14/2011 Mary Anne Cavanaugh is requested to review past history of fees and report the data to Treasurer Arkin.

Action 11/12/2010 Treasurer Rick Arkin requested that a group of Board Members work with him to develop ideas for to incentivize student attendance and revise student fee structure. Susie Sadowski, Wesley Sloan and Kathy Schulz volunteered. Complete 1/14/2011

Committee Reports

Curriculum - Gerry McDonald reported for Susie Sadowski. Four courses for the Spring Semester are filled.

The survey conducted by the McDonalds was presented to the Curriculum Committee on January 7. There were a total of 58 member responses from the 99 members contacted by e-mail. Forty-Seven percent of the responders have been members between two and five years. Given three choices from fifteen course topics to choose from the members chose History, Art and World Affairs/Culture in the 45 to 55 percent range as their top preferences. Other choices ranging from twenty to forty percent included Literature and Poetry, Health, Music, Economics/Finance, Special events and Political Science.

Morning and Afternoon classes each garnered 38 percent preference. Tuesday, Wednesday and Thursday proved to be the most popular class days presented in four consecutive weeks.

Greater than 60 percent of respondents expressed very satisfied as response to Course Quality, Variety, Instructor Quality, and registration process. The ability to register and classrooms and classroom equipment registered significantly lower satisfaction.

Overall Cost/Value of the Academy registered 75 percent satisfaction. Larry Peyser reported on the continuation of the attendance survey begun by Norb Denil last semester. Class liaisons have been asked to record number of attendees at each class session. Results will be analyzed by class and day attendance without name identification.

Twelve to fifteen classes have been identified for the fall 2011 semester. Treasurer Rick Arkin noted that overall registration is declining and queried whether the Academy should offer more "fluff" courses in lieu of academic courses as an approach to increase enrollment.

Membership – Kathy Schulz reported an additional 125 members have registered for spring. This brings the total membership to 210.

Question was raised as to whether review of the Senior Extravaganza interest resulted in additional member registration.

Action 1/14/2010: Mary Anne will work with Laura to identify correlation of member registration with persons who expressed interest at the Senior Extravaganza.

Public Relations – LaVerne Specca will coordinate publicity for the March and April 2011 general meetings.

The Library display being developed by LaVerne, Erna Arkin, Kathy Reiter, and Elizabeth Majors will be the first week in August. The display will be mixed media items on display. Members having photos relating to the Academy are requested to submit them to Erna Arkin or LaVerne Specca.

Carry Over note from 8/13/10: Erna Arkin and Elizabeth Majors will follow up and come back to the Board with a plan and request regarding the glass display cases on the USCA Library second floor. 11/12/10 Continue Action Item Display will be set up for August 2011. Complete 1/14/2010

OLD BUSINESS

None

NEW BUSINESS –

President Glenn Knowles questioned whether the Academy should increase the lecture fee for classes scheduled to run more than one hour. Vince Coughlin asked if there was a maximum remuneration specified in the policy and procedures. Glenn quoted from the policy and procedures, "...Honorarium of \$75.00 per lecture. " and "Additional fee must be approved by the board" (on a case by case basis).

Motion: to pay \$112.50 per 90 minute lecture session to Maureen Simpson for a maximum of four sessions resulting in an expenditure of \$450.00 for the spring 2011 Opera course. Carried

Action 1/14/2010: Gerry McDonald will remind the Curriculum Committee of the policy of \$75.00 per session and \$300.00 maximum and overage must be approved by the Board.

Adjourn – The meeting Adjourned at 11:40 AM. Next meeting is scheduled for February 11, time and Place to be announced.

The Spiral is published monthly during the academic year by the Academy for Lifelong Learning at the University of South Carolina – Aiken, 471 University Parkway, Aiken, SC 29801. 803-641-3587. Doug Wilson, Editor

Academy Officers: Glenn Knowles, President; Vince Coughlin, Immediate Past President; Richard Baxter, President Elect; Larry Peyser, Secretary, and Rick Arkin, Treasurer.

Chairpersons and Other Members of the Academy:
Board of Directors: Susan Sadowski, Curriculum Chair; Gerald and Marsha McDonald, Curriculum Co-Chairs-Elect; LaVerne Speca, Publicity Chair; Kathy Schulz, Membership Chair.

Non-Members: Mary Anne Cavanaugh, Director of Conferences & Continuing Education; Dr. Elaine Lacey, Faculty Liaison; Dr. Deidre Martin, Vice Chancellor for University Advancement.

Academy on the Web: <http://web.usca.edu/conted/academy/>

ACADEMY CALENDAR – FEBRUARY 2011						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1 <i>Chinese Culture</i> 1:40-2:40p [P106] <i>Human Language</i> 3:05-4:20p [P106]	2 <i>Ancient Greece</i> 3:00p-4:30p [CC]	3 <i>Explore Heavens</i> 2:30-3:30p [RP131]	4 <i>Curric. Committee</i> 10:00a [B conf]	5
6	7 <i>Opera</i> 11:00a-12:30p [P106] <i>Ancient Etruscans</i> 2:00-5:00p [HSS 103]	8 <i>Chinese Culture</i> 1:40-2:40p [P106] <i>Human Language</i> 3:05-4:20p [P106]	9 <i>Ancient Greece</i> 3:00p-4:30p [CC]	10 <i>Explore Heavens</i> 2:30-3:30p [RP131] <i>Beatnik Café</i> 5:30-8:45p [Red Pepper Cafe]	11 <i>Board Meeting</i> 9:30a [B 207] <i>General Meeting</i> 2:00p [P106]	12
13	14	15 <i>Chinese Culture</i> 1:40-2:40p [P106] <i>Human Language</i> 3:05-4:20p [P106]	16 <i>Ancient Greece</i> 3:00p-4:30p [CC]	17 <i>Explore Heavens</i> 2:30-3:30p [RP131]	18	19
20	21	22 <i>Chinese Culture</i> 1:40-2:40p [P106] <i>Human Language</i> 3:05-4:20p [P106]	23	24	25	26
27	28					

[Location Codes] B = Business & Education Bldg @ USCA H = Humanities & Soc.Sci. Bldg @ USCA P = Penland Bldg @ USCA
 RP = Ruth Patrick Science Center @ USCA CC = Cedar Creek Community Bldg