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Now for the rest of the story...

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Now that I've wiped most of the egg from my face, here's the follow-up to “Sing Along to the Victory Song.”

The Effie Collegiate Competition was an integral part of business professor Robert Underwood’s Integrated Marketing Communications class. Students worked for almost three months on the strategic development of either the Heineken/Taxi Magic App campaign or an integrated brand campaign for MINI and the introduction of its new vehicle, the Countryman. For the MINI campaign, three groups from Underwood’s class made it to the top six.

The revised policy, adopted in April of 2010, followed two earlier revisions, one in 2007 that permitted alcohol to be served at the grill court, alumni house, Tinsman Arena and Evans Conference Center, and the other in 2009 that allowed of-age students living in The Vinnings (which Furman owns) on Duncan Chapel Road to possess alcohol in their apartments. The latest revision, authored by a committee of trustees, students, administration, faculty, alumni and approved by the trustees after extensive study and research, mandates an online alcohol education course for freshmen, prohibits bulk quantities of alcohol from being served, and provides strict penalties for those who commit infractions. It subjects anyone caught playing drinking games or displaying alcohol paraphernalia to 15 times and educational intervention.

Carson says the revised policy makes the university’s rules more consistent while maintaining a controlled, closely monitored environment. The results for 2010-11, the first year of the policy’s no significant changes in alcohol-related injuries, underage drinking or violations for public intoxication.

Furman’s disciplinary sanctions are strict compared to those at most colleges. Underage students found in possession of alcohol face an initial $100 fine, written warning, alcohol education and parental notification. The fine for providing alcohol to another underage 21 is $300, as is for hosting a party where bulk alcohol is served.

Alcohol continues to be prohibited in South Housing and Lakeside Housing, where most first- and second-year students live.

For more about Furman’s alcohol and substance abuse policies, visit www.furman.edu, click on “Student Life,” and follow the links.

— JOHN ROBERTS

Major honors awarded at close of Spring Semester

SPRING SEMESTER 2011 ended with the university’s traditional celebrations, festive events and award presentations. The Effie Collegiate Competition for Merit awarded the first-place prize to the University of Kentucky for its Heineken/Taxi Magic App campaign. The winner becomes an Effie recipient, chosen by the graduating class, during the Senior Banquet in late April. The recipient, chosen by the graduating class, is a member of the faculty or staff who is considered to have had the greatest influence on the class. The winner becomes a member of the faculty and is invited to participate in all of its future activities.

Henderson has taught at Furman since 1998. At Commencement May 7, Alaster G. Furman, Jr., and Janie Earle Furman Awards for Meritorious Advising went to Jim Edwards, Louis G. Fortseng Professor of Philosophy, and Daniel Koppelman, professor of music. Edwards retired after 41 years on the faculty; Koppelman has taught at Furman since 1996.

The Alaster G. Furman, Jr., and Janie Earle Furman Awards for Meritorious Advising went to Owen McFadden, director of recreational sports since 1985, and Chorae Rice, assistant professor of philosophy, who joined the faculty in 2006.

The Furman Student-Athlete Awards went to Katherine Suzanne Shultz, a political science major from Hayax, Ala., and Racce Cameron Loyd, an earth and environmental science major from Roswell, Ga. The Scholarship Cup for perfect 4.0 grade-point averages went to Claire Elizabeth Gurney, a political science major from Clemson, S.C.; John Walter Heliel, a physical therapy major from Atlanta; and Rebecca Kathryn Waldrip, a math major from Chavet, S.C.

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