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## Affinity programs offer benefits

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*Furman University*

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# Furman alumni news

## Affinity programs offer benefits

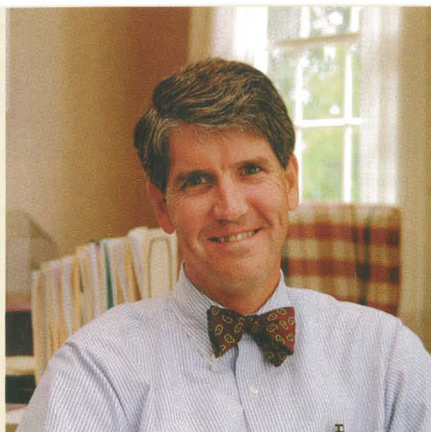
I received an e-mail this summer from an alum asking about the success of the Furman credit card program. It reminded me that alumni may not know much about our affinity programs.

Through an affinity program, Furman allows a company to use the university's name in return for a portion of the profits made by selling the Furman product. Furman's alumni office has two affinity programs — the South Carolina/Furman license plate and the Furman MBNA credit card. Your Alumni Association Board of Directors approved these programs in the mid-1990s.

Furman receives a fixed amount of money from each Furman license plate sold in the state. The license plates may be purchased at any Department of Motor Vehicles office or may be ordered with personalized letters and numbers. For each new Furman credit card account that is opened, the university receives a small amount of money and goes on to receive a percentage of the activity on the card each month. MBNA sends the university a royalty check each quarter.

All of the money from these two programs goes directly into an alumni scholarship fund. Merit scholarships in the amount of \$1,500 are awarded to qualified children of alumni who attend Furman. The amount per student was recently increased from \$1,000 to \$1,500 by the alumni board. As of September 1, Furman had received \$356,421.56 from these two affinity programs, all of which was distributed in scholarships to the children of alumni.

Affinity programs provide financial relief and help schools enhance their programs. For information on either program, call me at 1-800-PURPLE3 or e-mail me at [tom.triplitt@furman.edu](mailto:tom.triplitt@furman.edu).



We receive many requests from companies asking us to market their products to our alumni, and we turn down the vast majority of them. But I want to tell you about one product that has been endorsed by both the Alumni Association and the Paladin Club.

Called "Table in a Box," it's a wooden picnic table that snaps together in about two minutes and is incredibly sturdy. Perfect for tailgating or for home use, it comes with "Furman Paladins" laminated on the tabletop and an optional purple and white umbrella that displays the Diamond F. The Paladin Table in a Box measures, in inches, 4 x 12 x 48 in its carrying case, so it's easy to tote around.

For additional options and cost, visit [www.tableinabox.com](http://www.tableinabox.com). Click on the "collegiate licenses" link, then on "Furman." Proceeds from the sale of the tables benefit both the Alumni Association and the Paladin Club.

I had the privilege of playing in the 22nd Furman LPGA Pro-Am golf tournament September 20. Eleven Furman alumnae and a host of other LPGA professionals gave their time and talents to this wonderful event, which raises money for the golf programs. The Pro-Am, held in the fall for the first time, was lots of fun. I highly recommend it to golfers and spectators alike.

— Tom Triplitt '76  
Director, Alumni Association

## ALUMNI ACTIVITIES

### Furman Clubs staying busy

Just as activity picked up on the Furman campus when school resumed this fall, alumni and friends around the country were also busy attending Furman Club events. Faithful Furman supporters in southern California, Birmingham and New York welcomed David and Susan Shi to their respective areas. They enjoyed the opportunity to get the inside scoop from the man at the top about what's happening at Furman.

School spirit was evident among alumni, parents and friends who cheered on the Paladin football team when it hit the road. Tailgate parties for The Citadel game in Charleston, S.C. (October 18), the Georgia Southern game in Statesboro, Ga. (November 8) and the Tennessee-Chattanooga game (November 22) brought together great crowds to support the Paladins. For the Georgia Southern game, alumni in Atlanta and Charlotte donned their Furman purple to watch together on television as part of a "TV tailgate."

In other club news, the York County (S.C.) Furman Club gathered in November for a concert featuring Rudy Currence '02 (see page 36). And plans began taking shape for the annual Furman Singers tour in late February and early March. The Singers will visit Charlotte, N.C., Chesapeake, Va., Baltimore, Philadelphia and New York, then come back through Richmond, Va., and Raleigh and Asheville, N.C.

For those of you in Atlanta, please mark your calendar for this traditional favorite: the Atlanta Winter Gala, scheduled for February 7, 2004.

To learn more about Furman Club activities, visit [www.furman.edu/alumni/FurmanClubMap.htm](http://www.furman.edu/alumni/FurmanClubMap.htm) or call Melanie Krone '94, associate director of the Alumni Association, at 1-800-PURPLE3. E-mail: [melanie.krone@furman.edu](mailto:melanie.krone@furman.edu).

### Reconnecting at Leadership Furman

Leadership Furman 2003 was held September 13, as alumni volunteers returned to campus for a day of reconnecting, training, networking and fellowship. Members of the Annual Giving Council, Furman Club presidents, head and class agents and the Alumni Association Board of Directors attended.

The group enjoyed lunch in Hartness Pavilion, after which President Shi spoke about the university's plans for 2003-04. Skip Leonard, the new director of development, also spoke to the group, sharing his vision for the continued success of the annual giving program. To cap off the day, the volunteers were treated to a soccer tailgate at the Eugene E. Stone III Soccer Stadium, catered by Henry's BBQ. Afterward, the group enjoyed a soccer match between Furman and new Southern Conference member Elon.