The future of housing

After decades of equating homeownership with the American Dream, post-housing crisis realism about the risks and rewards of owning a home have led to greater support for rental housing and a more balanced approach in national housing policy, according to a new survey of housing attitudes.

The How Housing Matters Survey, a national survey conducted by Hart Research Associates and commissioned by the MacArthur Foundation, found while financial markets, as well as homebuilding and home sales data, may suggest the prolonged housing crisis is over, the American public is not ready to agree, with nearly 8 in 10 (77%) believing we are

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As the year draws to a close, I’m reminded that it was one of transition and growth for the Executive Committee. We embraced our leadership responsibilities and stepped up when needed to meet challenges and forge new territory. I’d like to recognize a few accomplishments from 2013 before looking ahead to 2014:

- Conference attendance rose due to strong leadership from the programs chair, excellent content and support from local host committees.
- Young Planners Group was started and had a solid debut at the fall conference.
- Audit was completed and new financial controls were put in place.
- Strengthened relationship with Clemson Student Chapter through website maintenance duties and fundraising support.
- Co-hosted a reception at the national conference in Chicago.
- Finished the year in the black and worked to replenish the Chapter’s reserve fund.

At our annual retreat in December, the Executive Committee reviewed and updated the 2013-14 Strategic Plan (available at www.scapa.org). Following are the new initiatives and BIG IDEAS that we have planned for 2014:

- Establish need-based conference scholarships for Chapter members.
  - Provide financial assistance to SC planning students to attend SCAPA conferences.
  - Sponsor high school contest to promote the planning profession to students in SC.
  - Extend invitation to the Prince’s Foundation for Building Community to participate at the 2014 fall conference.
- Maintain and expand Chapter website.
- Record conference sessions for use at satellite symposia.

I have enjoyed serving the Chapter and look expectantly for us to reach new heights in the future. I sincerely wish you all a healthy, happy and prosperous new year.

Robby Moody, AICP
The American Planning Association designed the Beaufort Historic District as one of 10 Great Neighborhoods for 2013 under the organization’s Great Places in America program. APA singled out the neighborhood for its well-preserved architecture, sustainable design, natural features and focus on planning. The neighborhood’s beauty and history engender a strong sense of place -- and even stronger sense of community.

“For more than 300 years, Beaufort has maintained a remarkable and renowned ‘hometown’ feeling and character that have always been anchored in the Historic District,” Beaufort Mayor Billy Keyserling said. “For a lot of those years I think many who live here have taken it for granted. It wasn’t until the 1970s that a small group of determined people took a stand to protect Beaufort’s history,” he continued.

“Today, their hard work, and the hard work of hundreds of others since then, is paying off. Not only is the Beaufort Historic District a ‘Top 10 Great Neighborhood,’ but it’s also an essential part of what keeps Beaufort living and growing. It’s not a museum, it’s a living neighborhood and functioning community,” Mayor Keyserling added.

“The neighborhood’s design reminds us of nature’s powerful impact on the built environment,” said APA Chief Executive Officer Paul Farmer, FAICP. “Streets were laid out not only to provide scenic views, but to capitalize on their inherent capacity to heat and cool,” he said, adding, “Nature isn’t always kind. Still, neither hurricane nor fire could permanently destroy this neighborhood or residents’ esprit de corps and perseverance to rebuild that continues to this day.”

Defining the neighborhood are not only scenic vistas and outstanding architecture, some of which dates to Colonial times, but also planning principles, precedents that defined the district upon its inception

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The SCAPA Young Planners Group (YPG) and its officers were introduced to membership at the Fall 2014 Conference in Spartanburg. Justin Westbrook, President of the YPG, is a planner with the City of Rock Hill. He put together a team of young professionals and submitted a proposal to the SCAPA Executive Committee outlining the organizational framework, bylaws, budget, activities, and leadership of a YPG for our Chapter. The vision is bold and its success hinges on participation from all members of SCAPA. The Fall Conference afforded an opportunity to meet some people and introduce the idea of a YPG. The Group hosted the Welcome Reception and held a Cornhole Tournament open to anyone interested in throwing some bags. The team of Rodger Lentz and Aaron Baggarly was a juggernaut. Their combined Cornhole prowess proved too much for the other competitors, but fun was had nonetheless by all involved.

Planners are a fun group of people to be around, and certainly the YPG should be a vehicle for people to sit back, relax, and enjoy the company of other professionals. However, it is also a medium for our organization to focus on the needs of a significant portion of our membership. All SCAPA members have a potential role to play in the success of the YPG. It doesn’t matter if you are in school, working, or looking to land a job in the field. If you are under the age of 35, the YPG is a place for you to make connections and find resources. It is a place of open dialogue, where young planners can determine how APA should serve them, as well as how they can serve the profession.

This doesn't mean that SCAPA members over 35 have nothing to gain. Mentorship opportunities and professional guidance are crucial to a successful YPG. Young planners are the future of our organization. In 20 years, they will be the leaders of our profession, and it is important that our seasoned members pass on a legacy through engaged mentorship, office tours, or “war stories.” Maybe the veterans out there will learn a thing or two as well from the young and ambitious SCAPA members!

More information will be coming soon. SCAPA will have a YPG web page up and running in early 2014. Social media is in the works, as is event planning. If you or a colleague are interested in this effort or would like to join, please email danfordj@horrycounty.org or justin.westbrook@cityofrockhill.com.

Registration is open for APA National Conference

To register for the conference, which will take place April 26-30 in Atlanta at the Georgia World Conference Center, go to http://www.planning.org/conference/. The early registration deadline will end on February 27.
Housing

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still in the middle of the crisis, or that the worst is yet to come. When it comes to remedying the housing crisis, two-thirds of adults (65%) now believe the focus of national housing policy should be split fairly equally between rental and ownership, as opposed to promoting one over the other. Three in five adults (61%) now believe that renters can be just as successful as owners in achieving the American Dream.

Hart Research Associates conducted telephone interviews of 1,433 adults between February 27 and March 10. Highlights of the survey include:

Even as there are signs of life emerging in the real estate and housing sector, the American public is not quite ready to declare the housing crisis over, with 58% believing we are “still in the middle of it,” and an additional 19% believing “the worst is yet to come.” Among the percentage that believes “the worst is yet to come,” renters (25%) are slightly more pessimistic than owners (16%). There is remarkable uniformity in the belief that it is premature to celebrate the end of the housing crisis across all regions, income groups, races, and political affiliations.

There remains a strong desire among Americans to own their own home – in fact, more than 7 in 10 renters aspire to own one day.

However, the overall appeal of renting versus owning is changing. 57% of adults believe that “buying has become less appealing,” and by nearly the same percentage (54%), a majority believes that “renting has become more appealing” than it was before.

With families and communities still reeling from the boom-and-bust cycle of the past decade, the public is recognizing that owning is not the only acceptable option, and the sense that renting is somehow undesirable appears to be fading. In fact, nearly half of current owners (45%) can see themselves renting at some point in the future.

After decades of equating home ownership with the American Dream, in the aftermath of the housing crisis, 3 in 5 adults (61%) believe that “renters can be just as successful as owners at achieving the American Dream.” This sentiment is broadly felt, among owners (59%) as well as renters (67%), and across all regions of the country.

The public has a strong and personal sense of the vital role stable housing plays in people’s lives and communities. While most feel stable and secure in their current housing situation, nearly half of all respondents (45%) have experienced a time in their life when their “housing situation was not stable and secure.”

Among both owners and renters, housing stability leads to a variety of positive benefits for communities. Roughly 7 in 10 believe that government policies “ensuring that more people have decent, stable housing that they can afford” leads to a “major positive impact” on:

• The safety and economic well-being of neighborhoods and communities;
• Children’s ability to do well in school;
• Individuals' and families' financial security.

The opposite impact is identified for families living in “a challenging and unstable housing situation.” Two-thirds or more of all respondents believe such a condition would lead to a “major negative impact” on:

• The relationship between the parents;
• The mental health and well-being of the family members;
• And the children’s ability to keep up with school work and do well.

In contrast to the partisanship that permeates political discussion in Washington today, the public has a balanced and realistic view about national housing policy. After having been provided with

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Housing

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information about U.S. housing policy and demographic and lifestyle changes, more than 3 in 5 self-identified Democrats (69%), Republicans (62%), and Independents (65%) believe the “focus of our housing policy should be fairly equally split on rental housing and housing for people to own.”

This balanced approach toward government policies supporting both rental housing and homeownership shows similar support among all races, ages, regions, and income levels.

“America is going through a transformational period in which the old forms and systems are changing, and the unconventional is becoming more conventional and even fashionable. A prime example of this can be seen through changing perspectives on housing. While the desire to own a home remains a bedrock principle in American life, this survey demonstrates that the American public’s views about housing are changing, in part due to the hangover from the housing crisis, but importantly, also because of changes in our lifestyles. The dynamic is no longer simply ‘renting versus owning’ – perspectives are more complex, and people are viewing housing in a more holistic way,” said Peter D. Hart of Hart Research Associates. “Many of the positive attributes that have long been associated with homeownership are fading, and on the flip side of the coin, it is remarkable that nearly half of all homeowners can picture themselves one day becoming a renter.”

“It is stunning,” Hart said, “to see how Americans are beginning to favor a new balance that serves both the homeownership and rental markets. The emergence of this more balanced view that government support for rental housing and homeownership should be equalized is both surprising and significant.

The How Housing Matters survey underscores that it’s no longer renters versus owners, the haves versus the have-nots, or the young versus the old. There is a new and real acceptance of a more balanced approach to housing policy that puts renting and owning on a more equal footing.”

“The How Housing Matters national survey shows us that whether one owns or rents, the American public understands the benefits of decent, stable housing in people’s lives – and the consequences for individuals and communities when that stability is lost through events like foreclosure, eviction, increasing costs or unemployment,” said Julia M. Stasch, Vice President of U.S. Programs at the John D. and Catherine T. MacArthur Foundation.

Beaufort

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in 1711, and contemporary practices such as form-based zoning. In response to an 1893 hurricane and 1907 fire residents slowly rebuilt in a way that reinforced the neighborhood’s unique sense of place and community. Redevelopment has continued through the years and today is focused on Bladen Street in the Northwest Quadrant, a traditional African-American settlement.

APA’s Great Neighborhoods, Great Streets and Great Public Spaces feature unique and authentic characteristics that have evolved from years of thoughtful and deliberate planning by residents, community leaders and planners.

The 2013 Great Places have many things Americans say are important to their “ideal community” including locally owned businesses, transit, neighborhood parks, and sidewalks. They illustrate how the foresight of planning fosters communities of lasting value.

For more information, visit www.planning.org/greatplaces.
Four-day fall conference in Spartanburg was a “rousing success”

By Ernie Boughman, SCAPA
President-Elect

The South Carolina Chapter of the American Planning Association (SCAPA) held its Fall 2013 Conference at the downtown Marriott in Spartanburg, S.C., October 16-19, 2013. Spanning four days and with more than 34 credit hours of continuing education and more than 160 attendees, the Fall 2013 Conference was one of the most ambitious and well-received conferences in recent years. Additionally, SCAPA was proud to host the Second Annual Southeastern Planning Students Conference as part of the event.

The conference officially kicked off with the Opening Reception on Wednesday evening, hosted by the newly formed Young Planner Group (YPG). The setting was fantastic on the outdoor terrace of the Marriott, overlooking the Chapman Cultural Center and Barnett Park, with the crispness of fall and the fire pits lit. Heavy hors d’oeuvres and networking were capped by the YPG’s Cornhole Tournament; congratulations to the winning team of Aaron Baggarly and Rodger Lentz!

Thursday began with a rousing keynote address from Rodger Lentz, AICP, Region II representative to the APA Board of Directors. Rodger reminded attendees of the importance of planning through his presentation entitled “Planning Builds Great Places.” Throughout the day on Thursday, attendees could select from 16 concurrent sessions in four distinct tracts: Economic/Community Development, Recreation/Heritage Tourism, Planning Potpourri, and

The conference offered 34 credit hours of continuing education, including several mobile workshops. One allowed participants to learn about community efforts to provide access to rivers and included a Saturday morning kayak trip that was very popular with participants.

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Fall Conference

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credits.

While the conference boasted some very impressive classroom sessions, mobile and training workshops helped to provide a broader look at the Spartanburg area. Wednesday’s pre-conference mobile workshop “The Impacts of Economic Powerhouses: BMW, GSP, and the Inland Port” allowed the nearly 50 participants an inside look at these amazing additions to the Upstate, Statewide, and regional economies. All who attended the mobile workshop were very pleased with the caliber of the session. One person summarized it well by stating, “The BMW/GSP/Inland Port tour was fantastic – one of the best I’ve seen and it was great how the three tied into one common economic development theme.” Additional mobile and training workshops included, “Connecting the Carolinas with B-cycle,” “Student Downtown Walking Tour,” “Complete Streets – What? Why? How?,” and “Rolling on the Rivers: Blueway/Paddling Trail Development.”

Thursday night’s annual President’s Reception was held offsite at Indigo Hall. This local event venue provided an intimate setting nestled in the heart of the city with great views of the downtown skyline. Attendees enjoyed getting to network with colleagues and socialize. After the reception, folks headed out into downtown Spartanburg for dinner on their own or the YPG-hosted “YPG Night Out – Network with the Next Generation.”

The conference officially wrapped up on Friday with SCAPA’s Annual Business Meeting and plenary sessions on ethics and law. Many attendees chose to stay on for post-conference training and enjoyed getting to know Spartanburg a bit better through Jazz on the Square Friday evening and paddling the Lawson’s Fork on Saturday morning.

SCAPA would like to express thanks to the Local Host Committee who put countless hours into the planning and execution of this event: Joan Holiday, AICP (Chair), Bob Harkrader, AICP, Chris Story, Joshua Henderson, Lisa Bollinger, and Jim D’Amato. You folks have set the bar extremely high for future SCAPA events! We are also very appreciative to those that made the Second Annual Southeastern Students Conference a success: Chris Clauson, Jacoby Elrod, Carly Queen, Nathan Hicks, Grant Sparks, Dr. Cliff Ellis, and Dr. Bruce Stifel. Additionally, SCAPA would like to thank the Spartanburg Convention and Visitors Bureau and Spartanburg Downtown Association for all of their support. Finally, all of our sponsors and especially our Signature Sponsors, the City of Spartanburg and Spartanburg County, were an integral part of making this conference great.

Without a doubt, the SCAPA Fall 2013 Conference was a rousing success. Please know that SCAPA greatly appreciates all who attended, for it truly is the networking, socialization, and fellowship that made this event one to remember. If you missed the Fall 2013 Conference, you missed one of the best.

Here are just a few of the comments received as part of the evaluation survey:

“One of the best conferences I’ve attended and I thank SCAPA and the Spartanburg team for all their hard work!”

“This was my first SCAPA conference and I was very impressed with the quality of the program and the excellent facilities. If all SCAPA conferences are on par with this event, I will certainly plan to attend future conferences. Thank you to the Executive Committee and to the Host Committee for your efforts in planning this conference.”

“Overall, one of the best SCAPA conferences I have attended in years. Good job!”

“I enjoyed the conference as much as any national conference. I wish I could have attended more of the sessions. It was hard to make up my mind.”

During one mobile session, participants had the opportunity to check out Spartanburg’s “B-Cycle” program.
Clemson Student Chapter hosts 2nd Annual Southeastern Planning Students Conference

By Christopher Clauson
Clemson Student Chapter President

The Student Chapter at Clemson University recently hosted the 2nd Annual Southeastern Planning Students Conference in Spartanburg. Students and faculty representing four schools and three states in the southeast (Clemson, College of Charleston, Georgia Tech, and Florida State) came together to share and discuss planning research.

SCAPA welcomes new members

- Amy Stenger, City of Camden
- Anthony Goetz, Student
- Celia Boyd-Myers, Anderson County
- David Rouse, AICP, APA
- David Webb, Student
- Floyd James, Student
- Grant Sparks, Student
- Blakely Jarrett, Student
- Jonathan Hanna, Greenville County
- James Spencer, Faculty Clemson University
- Kara Drane, AICP, Catawba COG
- Lawrence Holdsworth, Student
- Lisa Arnold, AICP, York County
- Mengjie Han, Student
- Monica Groh, APA
- Nick Pergakes, AICP, Berkley, Charleston, and Dorchester COG
- Stephen Zigmund, City of Columbia
- Susie Elgin, Generations of Irmo

The Student Conference agenda included four student sessions, covering topics in transportation, social equity, preservation and revitalization, and public art. In addition, students were given a tour of downtown Spartanburg and the Grain District by Cate Ryba with Hub-Bub.

We are looking forward to another successful installment of the now annual Student Conference in 2014 in Jacksonville, Florida.

Membership Breakdown:
- Total Members: 469
- FAICP: 7 (3% of AICP)
- AICP or Higher: 228 (49% of total)

SC Divisions Membership:
- 63 members (54% AICP) belong to 16 out of 20 APA Divisions. Want to join a Division? Go to www.planning.org/store/search/results/?ProductTypeCode=DIVISION_ONLY
CPAT | COMMUNITY PLANNING ASSISTANCE TEAMS

The purpose of APA’s Community Planning Assistance Teams (CPAT) is to help underserved communities address planning issues through direct engagement with the public and the pro bono skills and experience of professional, certified planners from around the country.

How does a CPAT work?
- The CPAT Team Leader and APA staff conduct an initial site visit to obtain more detailed information about the study area.
- Team members are then recruited based on the specific expertise needed.
- Over three to five days, the team leads community engagement activities and focused discussions with residents and stakeholders.
- The team delivers their findings and recommendations, receiving additional feedback at a public meeting.
- APA releases a final report incorporating all community input, team analysis, and suggested next steps.

How will your community benefit?
- Obtain an independent, professional, third-party planning analysis and suggested planning approach to an issue identified by community leaders.
- Build consensus by facilitating communication among stakeholders to find common goals.
- Empower residents to actively shape current issues in their community.
- Develop models for future community planning efforts.

Who can apply for assistance?
- All levels of local government agencies
- Nonprofits, neighborhood associations, and other advocacy groups
- Applications: www.planning.org/communityassistance/teams
- Questions? Please contact us: CPAT@planning.org

Don’t take our word for it…
“Don’t take our word for it…
This was an incredible opportunity for La Feria to have so many highly qualified professionals provide their expertise to our small community... We could never have afforded to bring this much talent without the CPAT program.”

Steve Brewer
Mayor, La Feria, TX

“Having a team of professionals from outside the community come and focus specifically on their area made a tremendous positive impression on the residents, and helped them realize they have the ability to pursue neighborhood improvements.”

Kathi Ingrish, AICP
Planning Director, Matthews, NC

“I was impressed with how a group of experts from scattered places could come to Story County and make such a quick assessment through citizen input, and then point out areas where we could make some small to significant gains in the arena of economic development.”

Daryl Vegge
Chair, Story County, IA Planning & Zoning Commission
La Feria, TX
Located in the heart of the Lower Rio Grande Valley, the small border city of La Feria struggles to provide basic services to its residents. Unemployment rates are high and taxable retail sales are low. The CPAT engaged a La Feria public that had no prior involvement in planning their city’s future. With the support of local officials, the CPAT engaged residents and local business owners who had no prior involvement in planning their city’s future, with the following results:

- **Regional market analysis** to identify missed retail potential
- **Branding package** reflective of community’s values (logos, signage, sample advertisements, stylistic guidelines & more)
- **Conceptual designs** to draw more regional traffic by establishing attractive city entryways and streetscapes
- **Guidelines to preserve the historic integrity of downtown** while still promoting economic development & growth
- **Identification of development potential** for housing and related opportunities with detailed design concept plans
- **Spanish translation** of all CPAT-led engagement with the community

Heritage Trail - Dubuque County, IA
Heritage Trail, one of the first rails-to-trails projects in the U.S., was devastated by three epic rain events in four years. After a complete overhaul of the trail’s infrastructure, the County and seven cities along the 26-mile trail formed a consortium. A CPAT supported the new group by providing expertise in regional economic development, trail planning, transportation planning, urban design, and watershed management in their effort to develop a regional plan centered on the trail. The Team built regional consensus by identifying shared goals among varied stakeholders. By providing a strategic framework to harness the trail’s economic potential, the CPAT garnered support for additional trail development among elected officials. This collaborative process of regional participation is now a model for future regional planning projects in the area.

Assistance is part of our code...
Community assistance is built into the professional role of a certified planner. One principle of the AICP Code of Ethics and Professional Conduct states that certified planners shall aspire to “seek social justice by working to expand choice and opportunity for all persons, recognizing a special responsibility to plan for the needs of the disadvantaged and to promote racial and economic integration.” Another principle is that certified planners should aspire to “contribute time and effort to groups lacking in adequate planning resources and to voluntary professional activities.”

Examples of expertise CPATs provide...
- Urban design
- Hazard mitigation
- Consensus building
- Transportation
- Economic development
- Parks & open space
- Land use
- Downtown revitalization
- Infrastructure
- Affordable housing
- Watershed management
- Small towns/rural
- Historic preservation
- Energy resources
- Environment
- Neighborhoods
- Zoning
- Sustainability
- Regional planning
- Parking
- Implementation
Get More for Your Advertising Dollar:

SPONSOR A CONFERENCE

When you sponsor a SCAPA conference, you will meet local, state, and federal government leaders who make decisions about which consultants to hire for planning, transportation, engineering, and related needs. More than one third of SCAPA members hold key management positions in government agencies. These are people who can help you grow your business.

Additionally, when you sponsor a SCAPA conference, you will meet others from the private sector, with whom you might be able to partner on projects in the future. Twenty percent of SCAPA’s members—90 people—work in the private sector.

Planning professionals from all regions of South Carolina, as well as from North Carolina, Georgia, and beyond come together at SCAPA’s three annual conferences. For conference sponsorship information, contact Leah Youngblood (contact information below).

ADVERTISE IN THE PALMETTO PLANNER AND ON THE SCAPA WEB SITE

Did you know that you can advertise in the Palmetto Planner and on the SCAPA Web site for one low amount? The newsletter and Web site both provide information about current planning topics, chapter conferences and activities, and job opportunities.

Advertisement space in the Palmetto Planner (four issues) and the SCAPA Web site, www.scapa.org, is available

Leah Youngblood: 803-448-9931 or lyoungblood@cityofrockhill.com

Update your contact info

SCAPA distributes all informational materials electronically. In order to ensure receipt of these materials, make sure that your e-mail address in the APA record is up-to-date. All APA members may update their APA profiles online. These changes become effective immediately. To access your APA profile, go to www.planning.org/myprofile. Enter your APA ID (from the Planning magazine mailing label or invoice) and password (click on “create new password” if you have forgotten yours). If you need assistance, contact webmaster@planning.org.
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