

BRIEFLY

Fund-raiser pits USC against Clemson

The Habitat for Humanity chapters at USC and Clemson University are having a "dollar war" to raise money for a project house.

Between now and the Nov. 23 USC-Clemson football game, supporters are asked to donate \$1 to the school of their choice. The school that raises the most money will be declared the victor. Proceeds will go toward a house for a needy family.

Donations can be made to Central South Carolina Habitat for Humanity at 209 S. Sumter St., Columbia, S.C. 29201. Clemson fans should send their dollars to Clemson Habitat for Humanity, P.O. Box 412, Clemson, S.C. 29633.

For additional information, call Beth Tally at 252-3570, ext. 102.

Honor society gives bridge a makeover

Alpha Lambda Delta, USC's largest honor society, cleaned the Blossom Street bridge between the Bull Street and Blossom Street garages.

ALD members conducted a poll to determine whether there was an area of campus that was missed by university maintenance, and the No. 1 response was the bridge. Old stickers, tape, glue, and years of dust and dirt covered the 128 glass windows of the bridge.

ALD members, armed with trash bags, window cleaner, razor scrapers and gloves, scraped and washed the windows.

USC's chapter of ALD inducts 400 to 600 first-year students each February who earn a 3.5 to 4.0 GPA their first semester. The USC ALD chapter was recognized this year as the most outstanding ALD chapter in the nation.

Eat More Tees

CONTINUED FROM PAGE 1

what we ask, he's always on time with our orders, and he keeps the money here in South Carolina," she said.

Schumacher's story is one of hard work and corporate ladder-climbing. He moved from Tennessee to South Carolina in 1993 and began gaining printing experience at Zipsheet.

In October 1997, at a friend's suggestion, he bought Eat More Tees first located in Five Points, and he hired four employees. Schumacher started printing T-shirts on the side.

"I didn't have anything to lose back then," Schumacher said. "Now, all I do is print T-shirts."

In 2001, the manager of Barnes and Noble approached Schumacher and encouraged him to become licensed to sell merchandise to Williams-Brice Stadium and the Russell House Bookstore. Barnes and

Noble covers the two locations.

"The manager, first of all, knew me," Schumacher said. "Then, he saw what I could do through my prints. No one local was printing, and they needed someone local, which is a great thing."

This school year is the second year Schumacher and Eat More Tees have been licensed to sell USC apparel at Williams-Brice Stadium and the Russell House Bookstore. Schumacher said becoming licensed is one of the best decisions he has ever made.

"Eat More Tees is local. We make T-shirts with palmetto trees and Cockey on them," Schumacher said. "The big players, like Nike, aren't going to do that."

Now, Schumacher's company has two locations in Columbia, one shop on Elmwood Drive and a shop and printing facility on Meeting Street just past the Gervais Street bridge. His merchandise is sold all over Columbia, including Williams-Brice Stadium, the Russell House Bookstore, Addams Bookstore, Jewelry Warehouse, Todd and Moore, Howard's Sports, and Gamecock Country.

He has 14 workers under him now and a partner, Rusty Koss, a USC graduate. Eat More Tees makes not only T-shirts but towels, sweatshirts, shorts, bags, totes and backpacks.

"Anything you can lay flat made of cloth, I can print," Schumacher said.

Eat More Tees also embroiders anything a customer wants on anything from caps to golf shirts. Of course, the most popular item is the T-shirt.

According to Schumacher, the most commonly bought T-shirt, ranking up there with Nike and other brand-name products, is the T-shirt with the two red and blue flags on the back that says, "South Carolina by birth, Gamecock by the grace of God."

"It's one of my favorite T-shirts," said Martha Farmer, a first-year business student. "It was a gift from my best friend who's coming here next year."

Schumacher said several designs were exclusive to the stadium last year, but this year those designs have been sold in the bookstore.

"That's why that shirt is so popular and you see it everywhere," Schumacher said.

On any given day, Schumacher must print about 1,000 to 2,000 of the popular T-shirts. Recently, at the beginning of football season, Eat More Tees printed 9,000 T-shirts for the stadium in one and a half weeks.

In a year, Eat More Tees prints 200,000 T-shirts.

"Our goal is to sell millions," Schumacher said. "We're handling the 200,000 well for now."

Schumacher also has been involved with USC, providing T-shirts for sororities, fraternities, Housing, Homecoming events, dance marathons and many other student organizations.

"USC is the one of the largest segments of who we sell to, being that we are right down the street," Schumacher said. "We don't charge for artwork when you place an order, and students like that."

As manager and owner, Schumacher makes sure Eat More Tees is doing the job well. He takes care of marketing and training. Lately, he has been making plans to build a new store that could primarily sell goods in Northeast Columbia and a new production facility.

Eat More Tees hopes to expand by setting up more stores around South Carolina.

"We're going to grow. In five years, we want to print for at least a dozen schools," Schumacher said. "As long as they let me, I'll be printing USC apparel until the next tricentennial."

Comments on this story? E-mail gamecockdesk@hotmail.com

USC December Graduates

Save More Than \$30.00 over Bookstore Prices on Grad Pac and Get...

- Free Cap, Gown, & Tassel
- Free Class of 2002 T-Shirt
- Free Gamecock Tassel

With This Coupon and Basic Grad Pac Order

BASIC GRAD PAC \$63.50

Includes 25 Personalized Announcements with Matching Envelopes, 25 Thank You Notes, 25 Gold Foil Envelope Seals, 60 Return Address Labels

Store Hours M-F 8:30-4:30
Phone Orders with Visa//MC
254-5330 OR 1-800-526-0290
Online Orders
WWW.MYGRADUATIONSUPPLIES.COM

Only From Balfour
1609 Blosson Street
Columbia, SC
Near the corner of Pickens and Blossom
MASTERS AND DOCTORS SPECIALS TOO

Help Save A Life – Donate Plasma Today.
It's The Right Thing To Do!

And Each Month You Can Earn Up To

\$180

BIOLIFE PLASMA SERVICES
803.254.6683
1916 Taylor Street • Columbia, SC 29201

You've Got News

Get The Gamecock in your Inbox.

Register now on our website and automatically receive an Email Edition of the paper with every new issue.

Headline News • College Sports • Campus Calendar
Local Weather • Daily Horoscope

Its the best way to stay informed... and its free.

www.dailygamecock.com

Go Gamecocks!

USC students don't DRINK as much as you THINK!

77% of all USC students have between **0 to 5** drinks per week.

RUSSELL HOUSE ALCOHOL & DRUG PROGRAMS

Based on campus-wide survey data collected from a random sample of USC students during the fall of 2001. Funded by a grant received from the U.S. Department of Education Safe & Drug-free Schools Program: The Prevention of High-risk Drinking and Violent Behavior Among College Students Project. Office of Student & Parent Programs • Russell House University Union • Department of Student Life • Division of Student & Alumni Services