## Wednesday, October 13, 2004

# Advertising professor to retire after 30 years

#### By ROB ARPIN CONTRIBUTING WRITER

After more than 30 years as an advertising professor, Lee Wenthe is retiring.

Over the years, Wenthe has taught at two universities, worked as everything from a junior copywriter to a marketing director and raised two sons with a man she once taught.

While Wenthe studied print journalism at USC, she soon found that it wasn't her interest.

"I was so shy I used to make my sorority sisters ask questions for me in class," she said. As a senior, Wenthe took the only

advertising class USC offered. One

## MAXCY

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Grabski was concerned about the possibility that the monument was damaged because the ball was welded to the structure.

"I don't know how they got the ball down," Grabski said. "But they had to actually take down the ball from the monument so there could be some damage.

Grabksi added he does not know if the structure was damaged. -

"As you know, that is a high statue," Grabski said. "And we would be very concerned - not only because it is illegal, but for safety reasons, too."

The ball's return is good news for officials and students alike, but some still reflect on how humorous or grave the situation has been.

"I thought it was funny because I lived on the Horseshoe last year and you always hear about freshman pranks, but you never see them happen," said Gerardo Marrazzo, a second-year biology student and Horseshoe resident. "So when it actually happens, it is pretty aweinspiring."

But not everyone got the joke.

"It's not funny. It concerns me that someone would want to take it," said Scott Correll, a fourth-year geography student and Horseshoe resident. "I guess it is a shame that people don't respect the its historical monument and significance."

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a junior copywriter at Leslie Advertising in Greenville.

"I was a very green 20-year-old. Today, kids learn about media, research,

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Wenthe

campaigns, etc. I knew only a very narrow sliver. All I did was write what I was assigned," she said. After a few years in

the working world, Wenthe transferred to Columbia Leslie's branch so she could take USC classes at night and on her lunch breaks. After getting her

master's, Wenthe was set

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name will not only raise our international business name's profile, but will also broaden and deepen our international programs," USC President Andrew Sorensen said.

Sorensen said the gift would encourage faculty research and even sponsor a lecture series to better educate students.

Aside from funding going to "enrich the program," Joel Smith, dean of the Moore School of Business, said the school is considering renovations of the existing building.

"This money is going to enrich the

month after graduation, she had a job as to work in New York City. She had a job and was trying to finalize living arrangements. When she turned in her last assignment to her professor, Earl McIntyre, he told her he was quitting

and would recommend her for his job, which she got

While teaching at Carolina, Wenthe met her husband, Jim, one of her former students. Wenthe broke off another relationship to be with Jim, and the two were engaged three after months his graduation. The Wenthes lived on

experience of what goes on at that physical site," Smith said.

Smith said the gift's benefits are "far-reaching" and set a new standard. Smith also said that to the best of his knowledge, this is the first cash

donation to a department ---something he said is unusual because typically they are smaller and go to a program or professorship.

"This endowment is broader, and I think that its impact will be broader than any single gift," Smith said. "And hopefully it will set a standard not only in dollar amounts, but how people send money."

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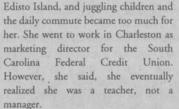
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"I just got bored of it. It was the same meetings every week on the same day and the same duties. I wanted a change,' she said

She took a job at the University of

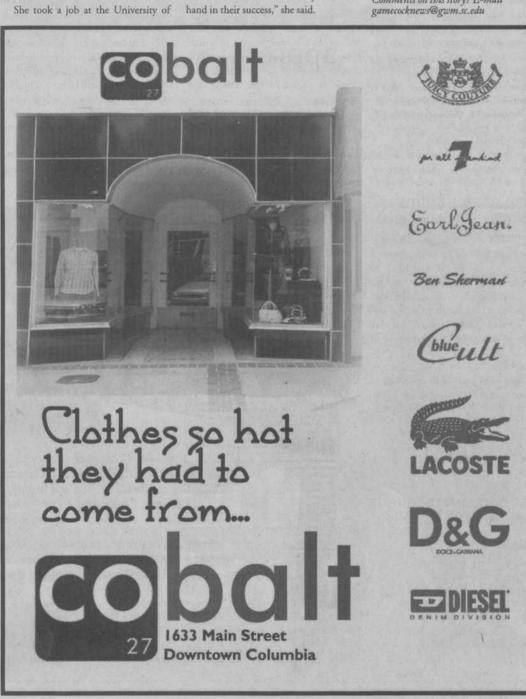
Georgia, where she worked for 22 and a half years before retiring. Then she came out of retirement to work at USC. This spring, Wenthe will retire again.

"I will miss the interaction with students. I like college kids. They're funny, smart, compassionate, fun to be around and capable of making major contributions. Knowing that I had an impact of student's lives and directions means more than anything I ever did or won. It's nice to know that you had a

An advertising teacher at heart, she said it would be tough to put down Adweek magazine and to stop clipping ads from magazines and newspapers. But she leaves USC with a message for students in the journalism school.

"Love what you do," she said. "I still get excited about advertising. The most successful students are the enthusiastic ones. Passion is key if you want to work in advertising."

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