

# 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

month after graduation, she had a job as a junior copywriter at Leslie Advertising in Greenville.

"I was a very green 20-year-old. Today, kids learn about media, research, 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 Leslie's Columbia branch so she could take USC classes at night and on her lunch breaks.

After getting her master's, Wenthe was set

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 months after his graduation.

The Wenthes lived on

Edisto Island, and juggling children and the daily commute became too much for her. She went to work in Charleston as marketing director for the South Carolina Federal Credit Union. However, she said, she eventually realized she was a teacher, not a manager.

"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 hand in their success," she said.

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."

Comments on this story? E-mail [gamecocknews@gwm.sc.edu](mailto:gamecocknews@gwm.sc.edu)



Wenthe

## MAXCY

Continued from page 1

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."

Grabski 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 awe-inspiring."

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 monument and its historical significance."

Comments on this story? E-mail [gamecocknews@gwm.sc.edu](mailto:gamecocknews@gwm.sc.edu)

## GIFT

Continued from page 1

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

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 spend money."

Comments on this story? E-mail [gamecocknews@gwm.sc.edu](mailto:gamecocknews@gwm.sc.edu)

**FREAKIN' HUGE SALE!**  
**PURCHASE BY OCT 15!**

Frankfurt	\$303	Paris	\$303
Prague	\$388	Amsterdam	\$303
Rome	\$303	Barcelona	\$359

Fares are subject to change & do not include taxes. Eligibility restrictions apply.

Depart 10/12/04-3/18/05 (holiday blackout apply).  
Roundtrip student & youth Airfare Sale with the Travel CUTS

**TRAVEL CUTS** See the world your way **800-592-CUTS(2887)**

**Lots more cities on sale!**  
Call now or book online at [www.travelcuts.com](http://www.travelcuts.com)




**cobalt**  
27



Clothes so hot they had to come from...

**cobalt**  
27

1633 Main Street  
Downtown Columbia



**IN THE KNOW**

Hey, let's get a slice:  
Meet me **in five**  
With Unlimited IN Calling, share pizza and the buzz

Won't believe who I saw last night **in da club**  
Snapped pic to prove it


-\$10 cover to get **in** -- it'll be worth it!  
TXT message for a big night out

**verizon wireless**  
We never stop working for you.®

**Get in the know with Verizon Wireless**  
Whether you're snapping, TXTing or calling, Verizon Wireless keeps you IN the know with the stuff you need to know.

Sign up now and get Unlimited IN Calling to your Verizon Wireless family and friends – across campus or across the country – from the National IN Coverage Area without using any plan minutes for \$39.99 monthly access with a new 1-yr. Customer Agreement. Plus, when you sign up we will send you a free USB drive.

It's easier than ever to stay connected to the people, places and things that matter most. Drop by any Verizon Wireless Communications Store, and get in the know.




**VERIZON WIRELESS COMMUNICATIONS STORES** Open Sundays.

**COLUMBIA**  
173 Columbian Dr.  
749-4500

7007-A Two Notch Rd.  
865-6300

**ORANGEBURG**  
2718 North Rd.  
534-4150

**BUSINESS CUSTOMERS PLEASE CALL 1.800.899.4249**

Nights 9:01 pm - 5:59 am M-F; Wknds 12:00 am Sat - 11:59 pm Sun. Taxes & surcharges apply & may vary. Federal Universal Service Charge of 1.95% (varies quarterly based on FCC rate) & a 45¢ Regulatory Charge per line/month are our charges, not taxes, for more details call 888-684-1888. Important Consumer Information: National IN Calling covers over 240 million people in the U.S. Subject to Customer Agreement, Calling Plan, credit approval and Get It Now! agreements. \$175 cancellation fee, up to 45¢/min. after allowance, other charges & restrictions. Activation fees: \$35 - 1yr.; \$15 - 2yrs. Cannot combine with other offers. Usage rounded to next full minute. Unused allowances lost. Coverage & offers not available everywhere. TXT/Instant messages/alerts 10¢/message sent & 2¢/message received. Get It Now usage may require connection in National Enhanced Service Coverage Area. Airtime & other service fees apply. While supplies last. Limited time offer. ©2004 Verizon Wireless.