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For Immediate Release

**Richard Petty Driving Experience
Launches National Safe Driving Program in Partnership
with Clemson University**

ATLANTA, March 16, 2007 – Richard Petty Driving Experience (RPDE), in partnership with Clemson University's Automotive Safety Research Institute (ASRI) today announced the launch of its national Safe Driving Program.

The program is intended to prevent or reduce highway crashes by high-risk adolescent and young adult participants by measurably improving driver skills, attitudes, knowledge and behavior.

The research-based Safe Driving Program, initially designed for high-risk drivers aged 16 to 25, will teach safe driving skills and safety education to participants through a classroom setting and on-track experiences by placing students in hazardous driving situations in a controlled and safe environment. Professional driving instructors will coach the students through corrective responses during each stage of the safe driving modules.

RPDE and Clemson will develop a unique safe driving program based on best practices for both classroom instruction and on-track laboratory experiences targeting the acquisition of safe driving skills, knowledge, attitudes and behaviors.

ASRI, which is the safety research arm of the Clemson University International Center for Automotive Research (CU-ICAR), will conduct research to validate the new program.

The new safe driving program will include innovative classroom sessions along with behind-the-wheel driving modules. Students will participate in a variety of exercises such as skid control, braking skills, crash avoidance, two-wheels-off, and tailgating/following distance. Other elements of the program will highlight issues such as distracted driving and driving while impaired, which are key areas of concern with young drivers.

“Richard Petty Driving Experience has all the tools to make a difference by educating young drivers. We operated over 3,000 event days, ran almost 2 million miles on track last year and have a staff of professional drivers, so we have the knowledge to teach and the infrastructure to take the program to many markets. We want to address the leading cause of death for 15 to 20 year-olds in the United States – motor vehicle crashes,” said Kyle Petty, an eight-time winner in the NASCAR Cup Series and son of seven-time NASCAR Cup Champion, Richard Petty.

“We are thrilled to partner with a world-class group such as Clemson University. We want to bring more attention to the continuing problem of young drivers and their safety through our partnership. Just one life has to be saved to make the program worth it.”

Kyle Petty, a long-time advocate of driver safety for young adults, will serve as the spokesman for this initiative, and Kim Alexander, executive director of ASRI, will lead the research team and serve as Clemson’s spokesperson.

Alexander, who has dedicated her career to teaching, research and outreach regarding the safety of the transportation environment, has been in a wheelchair since she was a high school student, when a car in which she was a passenger crashed.

"ASRI's ultimate mission is to save lives and prevent injuries," she said. "Motor vehicle crashes are the leading cause of death for Americans in the age group 2 through 34. Since the advent of the automobile in the early days of the twentieth century, more than 3 million Americans have been killed in traffic crashes. But we are breaking new ground in transportation safety, and it is very exciting to join forces with Richard Petty Driving Experience. RPDE is a world leader in its field and has the kind of high-visibility program that appeals to drivers of all ages. We at the Institute look forward to working with this exceptional group to make safe driving a priority and to saving lives."

Clemson University President Jim Barker said the University is dedicated to helping young people achieve their full potential.

“We believe that young people are this nation’s most precious resource,” he said. “And we believe we are losing far too many of them to automobile crashes. If a disease were the leading cause of death for 15 to 20 year-olds, we would pour all of our energy into finding a cure. But it’s not a disease: The number one cause of death is automobile crashes. That’s why I am so excited about this association between Richard Petty Driving Experience and Clemson University’s Automotive Safety Research Institute. It’s not often that we can say a partnership could save lives, but in this case it’s no exaggeration.”

The safe driving programs, which start at \$329 per person, will be held in Atlanta, Charlotte, Chicago, Los Angeles and Orlando initially and are expected to expand to more markets in the future.

2007 Safe Driving Program Dates (One day programs)

Metro Area	Site	Dates
Atlanta	Atlanta Motor Speedway in Hampton, GA	April 14, 15 June 9, 10 October 13, 14
Charlotte	Lowe's Motor Speedway in Concord, NC	May 5, 6 September 22, 23 November 17, 18
Chicago	Chicagoland Speedway in Joliet, IL	Summer/Fall 2007
Los Angeles	California Speedway in Fontana, CA	June 30, July 1
Orlando	Walt Disney World Speedway (tentative)	September 29, 30

Young drivers can reserve their place in the Safe Driving Program by calling 1-800-BE-PETTY.

About Richard Petty Driving Experience

Richard Petty Driving Experience, a motorsports entertainment and automotive services company headquartered in Charlotte NC, produces and facilitates NASCAR-style stock car drive and ride-along experiences, auto manufacturer ride and drive programs, safe driving programs, mobile marketing events and production services to the film industry. The company boasts more than 100 stock cars and has permanent facilities in Charlotte, Chicago, Daytona, Las Vegas and Walt Disney World. Richard Petty Driving Experience will operate more than 3,000 event days at over 25 locations nationwide in 2007. For more information, call 1-800-BE-PETTY or visit www.1800bepetty.com.

About the Clemson University Automotive Safety Research Institute.

The Automotive Safety Research Institute (ASRI) is a research-based interdisciplinary program focused on the critical human-vehicle-road interface. ASRI's goal is to bring together nationally and internationally recognized researchers, educators and government and corporate partners to improve the safety of the automotive transportation environment. The ASRI research team provides an array of experience in the areas of highway safety research and education, curriculum development, course delivery and course evaluation. ASRI is the safety arm of the Clemson University International Center for Automotive Research (CU-

ICAR), a new model for economic development in South Carolina that Clemson's strengths in automotive engineering with the state's strong automotive economic cluster. CU-ICAR is a 250-acre "technopolis" where BMW, Michelin, Timken, SUN and other corporate partners, now including the Richard Petty Driving Experience, are joining with Clemson to focus on automotive research and education. Located in the heart of the Interstate 85 corridor, midway between Charlotte, NC, and Atlanta, GA, CU-ICAR is ideally situated in the Southeastern automotive and motorsports economy.

For more information on the Richard Petty Driving Experience/Clemson University Automotive Safety Research Institute collaboration, please visit

<http://www.clemson.edu/autoresearch/ASRI>

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Safe Driving Statistics and Information

- Traffic crashes are the leading cause of death for 15 to 20 year olds (NHTSA, 2003).
- Young drivers ages 16-19 have a crash rate per mile driven 4 times higher than older drivers (Insurance Institute for Highway Safety, 2003).
- In 2005, 10,321 16-24 year olds died on the road in the United States (Joint OECD/ECMT Transport Research Centre, 2006).
- The leading cause of teenage death is in motor vehicle accidents (rmiia.org).
- 40% of all fatalities are single vehicle crashes operated by young drivers (aaa.com).
- 65% of teen passenger deaths occur with a teen behind the wheel (teendrivingfoundation.org).
- 53% of teen driver deaths occur on the weekend (teendrivingfoundation.org).
- \$40.8 billion is the estimated economic impact of auto accidents involving drivers 15-20 year old (NHTSA.dot.gov).
- Research shows that the cause of young drivers' increased risk comes from inappropriate behavior which stems from inexperience and immaturity including driving at high speeds and driving while impaired (Williams & Ferguson, 2002).
- Factors such as immaturity and inexperience make it difficult for young drivers to recognize and respond to potential hazards (Brown & Groeger, 1988).
- According to the World Health Organization (Peden et al., 2004), “Worldwide, the number of people killed in road traffic crashes each year is estimated at almost 1.2 million, while the number injured could be as high as 50 million—the combined population of five of the world’s largest cities” (p. 3).
- Since the advent of the automobile in the early days of the twentieth century, more than three million Americans have been killed in traffic crashes.
- On average, more than 41,000 people are killed on the roads of the United States each year and crash injuries result in about 500,000 hospitalizations and over four million emergency department visits annually.
- Injuries due to traffic crashes vastly outnumber fatalities, with over five million occurring per year in the U. S. (Centers for Disease Control and Prevention, 2004). By converting all losses to monetary value, it is estimated that US traffic crashes in 2000 cost \$231 billion, an amount greater than the Gross National Product of all but a few countries (Blincoe et al, 2002).

- Over 6.3 million police-reported motor vehicle crashes still occurred on our highways in 2002 - one every 5 seconds. On average, a person was injured in these crashes every 11 seconds, and someone was killed every 12 minutes. (NHTSA, *Traffic Safety Facts*, 2002).
- **Annual economic cost of traffic crashes**
 - \$61 billion in lost workplace productivity
 - \$59 billion in property damage
 - \$32.6 billion in medical costs
 - \$25.6 billion in travel delay costs
 - \$20.2 billion in lost household productivity
 - (Source: NHTSA, 2002)
- **Annual cost of on-the-job traffic crashes**
 - \$17.5 billion for wage premiums
 - \$8.5 billion in disability and life insurance costs
 - \$4.9 billion for workplace disruption
 - \$3.5 billion in property damage
 - \$7.9 million in medical care and emergency service taxes
 - (Source: ASSE, 2001)
- **Annual cost to automotive manufacturers**
 - The National Highway Traffic Safety Administration (NHTSA) continues to issue as many as 30 million vehicle recalls per year for safety and reliability issues.
 - (Source: McDonald, 2006, *Shifting Out of Park: Moving Auto Safety from Recalls to Reason*)



Fact Sheet

Description: Richard Petty Driving Experience, a motorsports entertainment and automotive services company headquartered in Charlotte, N.C., produces and facilitates NASCAR-style stock car drive and ride-along experiences, auto manufacturer ride and drive programs, safe driving programs, mobile marketing events, and production services to the film industry. The company boasts more than 100 stock cars and has permanent facilities in Charlotte, Chicago, Daytona, Las Vegas and Walt Disney World. Richard Petty Driving Experience will operate more than 3,000 event days at over 25 locations nationwide in 2007. For more information, call 1-800-BE-PETTY or visit www.1800bepetty.com.

Began Operations: 1991

Corporate Office: 6022 Victory Lane
Concord, NC 28027
704-455-9443

Customer Contact Points: 1-800-Be-Petty
www.1800BePetty.com

Locations: Richard Petty Driving Experience operates at 25 locations

Atlanta Motor Speedway
Bristol Motor Speedway
California Speedway
Chicagoland Speedway
Darlington Raceway
Daytona International Speedway
Gateway International Raceway
Homestead Miami Speedway
Indianapolis Motor Speedway
Iowa Speedway
Kansas Speedway
Kentucky Speedway

Las Vegas Motor Speedway
Lowe's Motor Speedway
Martinsville Speedway
Michigan International Speedway
The Milwaukee Mile
Nashville Superspeedway
New Hampshire International Raceway
Phoenix International Raceway
Richmond International Raceway
Talladega Superspeedway
Texas Motor Speedway
Walt Disney World Speedway
Watkins Glen International Raceway

Bold – Permanent Location

History

The company was started in 1987 by NASCAR Australian Champion Barry Graham in Melbourne, Australia as NASTRAK, a program to identify potential race car drivers. Over the next few years the program was reshaped to reflect what customers really wanted, the experience of driving or riding in a stock car in the United States. In 1994, the company became Richard Petty Driving Experience, and was based in Concord, North Carolina with a handful of cars. Charlotte Motor Speedway was the first permanent location.

Over the next five years Richard Petty Driving Experience expanded quickly adding dates at most major tracks in the United States, including Atlanta Motor Speedway, Daytona International Speedway and Indianapolis Motor Speedway. Permanent locations were added in Las Vegas, Walt Disney World and Atlanta.

Since 2003, Richard Petty Driving Experience has added a permanent location in Chicago, a film division, safe driving program, manufacturer program management and a show car division.

Fast Facts

Richard Petty Driving Experience:

- Is located in Concord, NC, next to Lowe's Motor Speedway
- Ran at 24 tracks in 2006, covering over 1,200 track days
- Is the largest consumer of track days in the country
- Completed over 60,000 driving experiences and almost 70,000 ride-alongs, covering 1.8 million track miles in 2006
- Used 280,000 gallons of Sunoco Fuel and 9,800 Goodyear tires in 2006
- Employs over 750 people nationwide

Kyle Petty, Driver #45 Wells Fargo Dodge

Birth Date: June 2, 1960
Height: 6' 2"
Weight: 195 lbs.
Birthplace: Randleman, N.C.
Resides: Trinity, N.C.
Wife: Pattie
Children: Adam
Austin
Montgomery Lee

Growing up in racing is always an advantage if you want to win in NASCAR Nextel Cup competition, but when you grow up in Level Cross, North Carolina, and your father is casually referred to as "The King," the expectations for your career jump tremendously. Kyle Petty was able to productively use his family business, and to take advantage of his incredible driving talents and people skills, to build a winning driving resume and rebuild a racing business that has been the most successful in the history of motorsports.

Today, Petty remains a fixture at his family-owned business. A proven winner, Petty stays focused and determined to keep Petty Enterprises at the forefront of the motorsports' world. Doing so, Petty will again sit behind the wheel of the No. 45 Dodge in 2007. Petty will welcome back primary sponsors Wells Fargo, Marathon, and Tire Kingdom to the hood and sides of his Petty Enterprises Dodge.

Ever since he was a young boy, Petty has been around race tracks, stock cars, and drivers of the NASCAR Nextel Cup circuit. His father, Richard Petty, is the most successful driver in the history of the sport, while his grandfather, Lee Petty, was one of the most successful pioneers of NASCAR racing. It comes to no one's surprise that Kyle Petty's first time in a major league stock car race he crossed the finish line first, winning the 1979 Daytona ARCA 200. Winning races is just what the Pettys do, and now Kyle Petty is leading the charge to a newer, stronger, better Petty Enterprises for years to come.

In 2001 for the first time since 1963, Petty Enterprises, under the lead role of Petty, campaigned three cars in Cup competition. Petty Enterprises also led the Dodge manufacturer in its return to NASCAR racing in the same season. Being a car owner for three teams, and one of the most accomplished drivers on the track, in 2001 Petty orchestrated one of the most challenging tasks in NASCAR Nextel Cup history. Today, he continues to lead the organization back to the top of the stock car world.

A man with eight victories on the NASCAR Nextel Cup circuit, Petty knows what it takes to be a winner. Having begun his career working for Petty Enterprises, and later running motorsports' most successful team, Petty has also driven for such successful car owners as the Wood Brothers and Felix Sabates, learning the "do's and don'ts" of NASCAR Nextel Cup competition. In 1997 Petty opened pe2, and experienced first hand what it was like to be a car owner. Collecting two top-fives and nine top-10s in his first year as a car owner, Petty was moving to a new level in the business at Petty Enterprises, while at the same time staying a fierce competitor on the track. At the end of the 1998 season, Petty packed his bags - and everybody else's bag too - moving back home to Level Cross to become the CEO at Petty Enterprises and continue his driving career where it started.

The 2006 season, highlighted by three prominent hires, saw Petty Enterprises turn the proverbial "corner" to rise back to the ranks of stock car racing's elite. Robbie Loomis returned to Petty Enterprises as Director of Race Operations and he assumed the day-to-day duties from Petty. 2000 NEXTEL Cup Champion, Bobby Labonte, came on board to drive the famed No. 43 as a teammate to Petty to give Petty Enterprises a solid stable of drivers. NASCAR veteran Billy Wilburn was hired at Petty's crew chief in September, a move that resulted in such a great driver-crew chief cohesion that it led the No. 45 back into the top-35 in owner points.

If 2006 was a season of change for Petty, then 2007 will be one of progression. The resurgence of Petty and the legendary Petty Enterprises race team was, no doubt, one of the bright spots from the 2006 NASCAR Nextel Cup season. The surrounding cast that Wilburn and Petty have assembled on the No. 45 crew has allowed the team to set even loftier goals. The brass ring that is Victory Lane is as close as it has been in quite sometime for Petty.

Petty is a man, who besides being known as one of the great car owners and drivers, is also known for his charity work. The Chick-Fil-A Kyle Petty Charity Ride Across America was founded by Petty in 1995 to benefit children's charities across America. Every year hundreds of fans, drivers, and crew members jump on their motorcycles to join Petty in visiting local children's hospitals and other local charities. Today, the Petty charity ride is the most successful event by any person in the NASCAR garage.

In October of 2000 Petty once again confirmed that giving back to the community is what proves most important to him and his family by making plans to open the Victory Junction Gang Camp near his home in Level Cross, N.C. The camp became a reality in 2004 when it opened its doors to become the sixth camp in the "Hole in the Wall Gang" camps founded by actor Paul Newman. For his efforts Petty was named NASCAR Winston Cup Illustrated "Person of the Year" in both 1999 and 2000, marking the first time that any one person has won it in consecutive years. He has also won the 2000 and 2004 Myers Brothers Award, the highest award presented by the National Motorsports Press Association, and in 2002 Petty was awarded the True Value Person of the Year Award for his humanitarian efforts.

For sure Petty makes full use of his time, and this racing season will be no different. The No. 45 Wells Fargo/Marathon/Tire Kingdom Dodge team is ready for another banner year. On and off the track Petty is looking forward to making a difference in 2007.

Richard Petty, Petty Enterprises

Birth Date: July 2, 1937
Height: 6' 2"
Weight: 180 lbs.
Birthplace: Level Cross, N.C.
Wife: Linda
Children: Kyle, Sharon, Lisa, Rebecca

Known to many simply as “The King,” Richard Petty is the most decorated driver in the history of NASCAR racing, winning a record number 200 career victories and seven NASCAR Nextel Cup championships in his illustrious career. One would think that after 1,184 races spanning three decades that “The King” would bow out and retire quietly. Petty, however, had other things on his mind. Today Petty is as busy as ever mainly overseeing the operation of the famed #43 car that he made famous. In 1996, Petty proved that he could be a champion both as a driver and car owner when he won his first race as an owner in the Dura Lube 500k with driver Bobby Hamilton at the Phoenix (Ariz.) International Raceway. Petty won again in 1997 with Hamilton and in 1999 with driver John Andretti.

Today, Petty still looks over the operation of the #43 Dodge with Bobby Labonte now in charge of “The King’s” car. The 2007 season will mark Labonte’s second season behind the wheel with General Mills, and its Cheerios brand, teaming up with Petty to sponsor the #43 Cheerios/Betty Crocker Dodge.

Racing is about winning, and “The King” has proven he knows how to do just that, but it is giving back to the community and his fans that makes Petty “The King” of auto racing. Wearing his signature cowboy hat and sunglasses one can always see Petty signing an autograph or giving a helping hand. In fact, Petty was instrumental in the development of the Victory Junction Gang Camp, a camp for chronically ill children, after donating acres of his land that the camp sits on today. There is no other person in NASCAR’s history to have made more of an impact on the sport, on and off the track, than Richard Petty. He has been elected to the National Motorsports Press Association Hall of Fame, International Motorsports Hall of Fame, North Carolina Auto Racing Hall of Fame, and also the North Carolina Athletic Hall of Fame. He also serves as Chairman of the North Carolina Motorsports Association.

A person who has seen the sport grow from the beaches of Daytona to the high-banked superspeedways of Talladega, Petty is no stranger to tough challenges. With the continued growing strength of Petty Enterprises, under the watchful eye of Petty, it won’t be long before “The King” will once again be standing along side the #43 Cheerios/Betty Crocker Dodge in victory lane.



Automotive Safety Research Institute

Clemson University International Center for Automotive Research (CU-ICAR) Automotive Safety Research Institute (ASRI)

Clemson University

A research leader in automotive engineering, advanced materials, bioengineering and genomics, Clemson University, located in Clemson, S.C., is a nationally recognized Top 30 public research university where approximately 17,000 undergraduate and graduate students pursue more than 70 degree programs in five academic colleges.

Clemson University is committed to economic development through a knowledge-based economy, moving research from the laboratory to the marketplace with particular focus on matching existing research strengths with existing economic strengths.

Clemson University International Center for Automotive Research (CU-ICAR)

Clemson University's International Center for Automotive Research (CU-ICAR), in Greenville, S.C., is a new model for economic development in South Carolina, matching Clemson's strengths in automotive engineering with the state's strong automotive economic cluster. Located in the heart of the Interstate 85 corridor, midway between Charlotte, NC, and Atlanta, GA, CU-ICAR is ideally situated in the Southeastern automotive and motorsports economy.

CU-ICAR is a 250-acre "technopolis" where BMW, Michelin, Timken, SUN and other corporate partners, now including the Richard Petty Driving Experience, are joining with Clemson to focus on automotive research and other transportation issues. BMW and Timken have research facilities on the CU-ICAR campus, and others are anticipated.

The state of South Carolina is also a key partner, having created legislation to support economic development and innovation. For example, the Research Centers of Economic Excellence Endowed Chairs Program matches private funding to recruit top faculty. CU-ICAR has four endowed chairs created through the program. Those faculty members will form the lead academic team for the nation's only master's and doctoral degree programs in automotive engineering housed in Clemson's Carroll A. Campbell Jr. Graduate Engineering Center (CGEC), scheduled to open this fall on the CU-ICAR campus. The center features state-of-the-art research, testing and educational facilities in an environment that allows students and faculty to interact daily with industry researchers.

CU-ICAR's Automotive Safety Research Institute

The Automotive Safety Research Institute (ASRI) is the safety component of CU-ICAR. It is a research-based interdisciplinary program focused on the critical human-vehicle-road interface. ASRI's goal is to bring together nationally and internationally recognized researchers, educators and government and corporate partners to improve the safety of the automotive transportation environment.

For more information, please visit www.clemson.edu/autoresearch/ASRI.



President James F. Barker: Building a Future for Clemson

Clemson University's 14th president, James F. Barker, is first and foremost an architect. He came to the office with a clear blueprint of Clemson's future in mind - to become one of the nation's top public universities. To achieve this vision, Barker led the development of 10-year goals and an action plan built around collaboration, focus, relevance and academic quality.

The results speak for themselves: Today, Clemson is considered an academic rising star, more than doubling research since 2001, launching major new economic development initiatives, dramatically increasing the quality of the student body, and experiencing a greater rise in national rankings than any public university in the top 40. For his leadership, Barker has been honored with the Buck Mickel Award for Business and Community Leadership by the Greater Greenville Chamber of Commerce, the Anderson Independent-Mail's Pointing the Way Leadership Award, and the Order of the Palmetto - the state's highest civilian honor. He also was inducted into the Boys and Girls Clubs Hall of Fame.

Barker has emerged as a national leader in academic and public service arenas. He serves on the Board of Directors of the NCAA, has served as chair of the Commission on Colleges of the Southern Association of Colleges and Schools, the region's accrediting agency, and chaired the ACC Council of Presidents during the league's expansion. He also has served on the Truman Scholars selection committee, was a Cambridge University Visiting Scholar, and has been awarded honorary doctoral degrees from S.C. State University and Mars Hill College.

Barker is a recipient of the National Distinguished Professor Award of the Association of Collegiate Schools of Architecture and served as president of that association. He was named Fellow of the American Institute of Architects and has also been a partner in an architectural practice.

As President, Barker remains committed to the classroom. Each spring, he is part of a team that teaches an undergraduate course exploring "a sense of place" in architecture, literature and history.

Barker, a native of Kingsport, Tennessee, earned his bachelor of architecture degree from Clemson in 1970 and his master of architecture and urban design degree from Washington University in St. Louis in 1973. He and his wife, Marcia, have two sons, Britt and Jacob, and a daughter-in-law, Rita Bolt Barker.



Automotive Safety Research Institute

For Automotive Safety Research Institute's Kim Alexander, Safety is Her Passion

When Kim Alexander, executive director of CU-ICAR's Automotive Safety Research Institute (ASRI), was a senior in high school, an automobile crash changed the course of her life. She was a passenger in a car that ran off the road and crashed into a tree. The result was a spinal cord injury that left her paralyzed and confined to a wheelchair.

Where others may see limitations, Alexander found opportunity. When she was a Clemson undergraduate student, Alexander began to use her personal experience as a springboard and created a program called "Keeping in Motion," an inspirational testimony that challenges students and adults to utilize their abilities and seize their opportunities. She speaks on the state, national and international stage, offering a look at the consequences of one's judgments and shares the importance of smart, healthy and informed decision making. Alexander believes that "in order to survive you have to keep your eyes open and your options alive, and realize that you may not always get a second chance!"

She also has earned a national reputation for the University's Cruisers Program, an evidence-based K-12 life skills curriculum that focuses on the issue of youth traffic safety. South Carolina historically has had one of the highest traffic-based teen-fatality rates in the country, and crashes are the No. 1 killer of teens nationally. "We call these events accidents," says Alexander, "but crashes are preventable and most often occur due to human error."

To date, she has received over \$2.3 million in sponsored research in the field of transportation safety. ASRI takes Alexander's work to a new level and makes safety a focal point for the international automotive research community.

She holds a bachelor's degree in marketing, a master's in counseling and guidance services and a doctorate in education – all from Clemson.