


From: Cohen, Mark /O=WOFFORD COLLEGE/OU=FIRST ADMINISTRATIVE GROUP/CN=RECIPIENTS/CN=COHENM
Subject: Around the Water Bowl
Date: July 22, 2005 at 3:40 PM
To: Stone, R. Phillip StoneRP@Wofford.Edu



Around the Water Bowl

Jul

 "Around the Water Bowl -- Terrier Talk"
Edition 82

The online newsletter of Wofford Sports Marketing

In this week's edition...

- Football season tickets on sale to the public
- Wofford Sports Marketing Punt, Pass and Kick next Saturday
- All aboard! Terrier bus trip to West Virginia planned
- Join the 2005-06 Wade's Terrier Tikes Club
- Fall schedules announced for soccer and volleyball


What's on Tap?
An up-to-date listing of home athletic events and promotions

Each week, visit the link below for an up-to-date look at promotions for the upcoming 2005 fall soccer and volleyball campaigns:

<http://www.wofford.edu/sportsMarketing/upcomingPromotions.asp>

The "Number of the Week" -- 16

Football season tickets on sale to the public
Season tickets for the 2005 Terrier football season are now available by calling (864) 597-4098. This year's schedule has five home dates including three against Southern Conference foes. Ticket packages are only \$90 so be sure and place your order today. Individual game tickets go on sale August 8.


 Wofford Sports Marketing Punt, Pass and Kick
The Wofford Sports Marketing/Team Spartanburg Punt, Pass and Kick competition during the Carolina Panthers training camp returns Saturday, July 30. The competition will last approximately one hour and be on the practice fields between the morning and afternoon sessions.

Over 75 kids, ages 5 to 12, participated in last year's event. All kids at the July 30 event will be back for the "finals" on Sept. 3 prior to the Wofford football season opener with Georgetown (and only \$10, kids will receive a Training Camp Punt, Pass and Kick t-shirt and a ticket to the Terrier contest with Georgetown.

For more information, e-mail mathisld@wofford.edu or click this link:

<http://www.wofford.edu/sportsMarketing/puntPassKick.asp>


Join the 2005-06 Wade's Terrier Tikes Club!
Kids in the eighth grade and below are encouraged to join the Wade's Restaurant Terrier Tike 2005. Members receive tickets to select Wofford home events, a membership card, t-shirt and "All Access" privileges this season. Membership is only \$20! To sign up and view all the membership benefits, click this link:
<http://www.wofford.edu/sportsMarketing/formJoinTikes.asp>

 All aboard! Terrier bus trip to West Virginia planned
Join your Wofford Terriers on a Mountaineer Expedition, Sept. 8-11. This bus excursion, a collaboration of Wofford Athletics and Chumley Cope of Up Close Travel Inc. will feature a delightful blend of Appalachian history and culture, fun with friends, and Terrier football.

Trip Cost: \$449 / person; \$898 / couple
Cost Includes: luxury bus travel; three nights accommodations, double occupancy (single supplement \$220); breakfasts; trip-long historical commentary / discussion of Appalachian history and culture; Chumley Cope of Up Close Travel, Inc.; Barter Theatre tickets; historic Bramwell tour; Wofford football tickets and Terrier Fan pregame event. Cost does not include: lunches, dinners, misc.

regular tickets and some fan programs event. Cost does not include: parking, snacks, misc.

To reserve your space, contact April Williams in the Athletic Office at (864) 597-4090. The deadline for registration is Aug. 30.

 Fall sports schedules released
Schedules for the women's and men's soccer teams and volleyball have been released for the upcoming season. The women's soccer slate features 10 home dates including a Sept. 16 Invitational slated for Sept. 23-25. The Terrier volleyball season cranks up Aug. 27 with the first match Sept. 13. The Benjamin Johnson Arena will host the Enterprise Rent-A-Car Volleyball (Sept. 16-17). For a look at upcoming home match promotions, click the link under "What's on" at the top of this newsletter.

Number of the Week
16 -- The number of days until the Wofford football team reports for summer workouts on Aug. 16. The NFL's Carolina Panthers arrive at Wofford for the start of their 11th training camp on July 29. For more information on the Carolina Panthers' training camp, log onto www.teamspartanburgsc.org or www.carolinapanthers.com

Get the gear...
Click for t-shirts and other items from Wofford Sports Marketing:

<http://www.wofford.edu/sportsMarketing/merchandiseSales.asp>

Click for apparel from Carolina Traders and the exclusive Wofford Terrier Club Collection:

<http://www.carolinatraders.net/wofford/>

Phone numbers to know
Area code 864
Wofford Sports Marketing 597-4110
Athletic Ticket Office 597-4090
Terrier Club 597-4496

For questions or more information, contact Lenny Mathis, assistant athletic director for marketing promotions at (864) 597-4110 or mathisld@wofford.edu.

429 North Church Street, Spartanburg, SC 29303
(864) 597-4090 athletics@wofford.edu



From: Woods, Travis J. /O=WOFFORD COLLEGE/OU=FIRST ADMINISTRATIVE GROUP/CN=RECIPIENTS/CN=WOODSTJ
Subject: Around the Water Bowl -- Terrier Talk
Date: August 5, 2005 at 10:29 AM
To: Stone, R. Phillip StoneRP@Wofford.Edu



	Around the Water Bowl -- Terrier Talk
	Boss (top) and Blitz
	"Around the Water Bowl -- Terrier Talk" -- Edition 83 -- August 2005
	The online newsletter of Wofford Sports Marketing
	<i>In this week's edition...</i>
	"Beware of Dog" - Marketing slogan unveiled for new season
	New-look "Water Bowl" makes debut
	Cohen departs Wofford for TCU
	Football season tickets on sale to the public
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	What's on Tap?
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The "Number of the Week" -- 62,345

Beware of Dog	"Beware of Dog" -- Marketing slogan unveiled for new season
	Wofford Sports Marketing officially unveiled a new marketing logo for the 2005-06 season. The logo shown to the left is the gold and black version of the logo designed by The Joe Bosack Graphic Design Company in Pipersville, Pa. The logo is designed to look like a "Beware of Dog" sign found on a backyard fence. The logo incorporates the current Wofford "monogram W" logo the athletic department has used for over 15 years.

The logo will be used on a number of printed items including all schedule cards, posters, drink tickets, giveaway t-shirts, window stickers and special signage at all Terrier athletic venues throughout the year.

"This logo will be a cornerstone for a new look for the athletic department. The "monogram W" trademark of the department and that will never go away, but to incorporate that mark into this marketing logo gives it a new, fresh look," said Lenny Mathis, assistant athletic director for media and promotions.

"This mark is the first step toward a new look for all our venues at Wofford particularly the Berry Johnson Arena and Gibbs Stadium. It is intended to be a fun mark for our fans, students and enjoy," he continued.

"Around the Water Bowl" gets a new look
Many of you noticed last week but "Around the Water Bowl" has a new graphically-enhanced look. Thanks to Mark Cohen and Travis Woods in our Athletics Media Relations office, "the Bowl" now features logos and pictures whereas before it was mainly a text-only document. Many of you who read our athletic list-servs were already getting the graphically-enhanced version weeks ago; however, our lists have been switched over. We hope you enjoy the changes.

Mark Cohen	Cohen departs for TCU
	TCU athletics director Danny Morrison has announced the hiring of Mark Cohen as the Horned Frogs' athletics media relations director.



Mark Cohen as the Terrier Page editor. Media relations & Cohen will begin his TCU duties Aug. 9. Cohen comes to TCU working the last 16 years here at Wofford College.

"I am very excited about this tremendous opportunity at TCU said. "The people I met on my visit and the athletic facilities c were most impressive. "TCU is an outstanding place and I lo to raising my family in the Fort Worth-Dallas area. Being able again with Danny Morrison is another positive aspect of this situation."

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Number of the Week

62,345 -- The number of press releases Mark Cohen has writt 1989 at Wofford. OK, so we really don't know the number. We have a clue actually. But we know it was an awful lot. Mark's li add to his number of releases promoting the Terriers will be M

before he departs for Texas Christian University.

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From: Woods, Travis J. /O=WOFFORD COLLEGE/OU=FIRST ADMINISTRATIVE GROUP/CN=RECIPIENTS/CN=WOODSTJ
Subject: Around the Water Bowl -- Terrier Talk
Date: August 13, 2005 at 4:54 PM
To: Stone, R. Phillip StoneRP@Wofford.Edu



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August 2005	
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The "Number of the Week" -- 7

Coca-Cola and Papa John's help promote Terrier football

Once again in 2005, Coca-Cola and Papa John's have teamed up with Wofford Sports Marketing to help promote the 2005 Wofford football campaign.

Coca-Cola neckringers	Being released Monday August 15 are 2,500 neckringers, which are on 2 liter Coca-Cola brand products in all Bi-Lo, Ingles, Publix, Spot, Li'L Cricket and Wal-Mart Supercenters in Spartanburg and York counties. On the neckringers (shown at left) is the 2005 home football season and a coupon valid for a \$5 ticket to the Wofford vs. Georgetown game on Sept. 3 or the Oct. 15 contest vs. VMI. The offer is only available while supplies last so be sure and stop in any of these locations in the county to get your coupon this week. Coca-Cola is the official drink of the Terriers.
	Papa John's also begins distribution today of 20,000 box toppers for the Wofford football schedule at both locations in Spartanburg and York counties. On the box toppers are three coupon offers for Papa John's, the pizza delivery of the Terriers.
	"We are very grateful to Coca-Cola and Papa John's for helping with this promotional distribution," said Wofford Sports Marketing Director Lenny Mathis. "With these schedules going out this week and pocket schedules and posters going around town at the same time, we should have Spartanburg pretty well painted in black and gold. We have a couple other tricks up our sleeve with some of our other marketing partners as well that we look forward to announcing in the coming weeks."

Football season and individual game tickets on sale to the public

Season tickets and individual game tickets for the 2005 Terrier football season are now available for purchase. Call (864) 597-4090. This year's schedule has five home dates including three against Southern Conference foes. Ticket packages are only \$90 so be sure and place your order today.

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The logo will be used on a number of printed items including all schedule cards, posters, drink tickets, giveaway t-shirts, window stickers and special signage at all Terrier athletic venues this year.

Youth soccer team



Special note for youth team coaches

Attention all youth coaches, check the Terriers' calendar now for your opportunity to bring your soccer, volleyball and football team to a Wofford this fall. Youth teams for soccer and volleyball will be invited to play halftime exhibitions at most home games. All youth teams will have a team picture taken and get a free gift from Team Sports! Call (864) 597-4110 for date availability.

During the football season, youth teams are encouraged to call (864) 597-4110. Group-rate ticket pricing is available for all games, but a special day is planned for October 15 as we have our annual celebration of

football at halftime. Great group-rate ticket pricing is available for all youth football teams and cheerleading squads for the Oct. 15 game. All youth teams are encouraged to wear their jerseys during the game. Youth teams will be allowed on-field pregame for the National Anthem and then form the tunnel to greet the 2005 Terriers as they take the field! Don't wait, make your plans now to attend!

Appealing to Spartanburg's youth is at the core of the Wofford Sports Marketing youth initiative "Growing Up Gold" presented by Wade's Restaurant. For more information on "Growing Up Gold" here: <http://www.wofford.edu/sportsMarketing/growingUpGold.asp>.

Steve Shutt



Shutt named new director of media relations

Steve Shutt, the associate commissioner for public affairs at the Southern Conference, has been named the associate athletic director for media relations at Wofford College. "We are delighted to have Steve to our staff," said Terrier Director of Athletics Richard Johnson. "I think we're fortunate to get a high-level administrator of his experience and of his background. We are looking forward to his contribution to our staff."

Shutt, 46, has spent the last six years coordinating the public and media relations efforts for the Southern Conference. He has a program to provide media training for student-athletes, started a weekly satellite video feed for the distribution of highlight clips, and developed SoConSIDA, a multi-day training workshop for the conference's sports information professionals. In addition, Shutt is the Southern Conference liaison to the league's baseball coaches and umpires and served as the director of the SoCon Baseball Championship.

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Number of the Week

7 -- In the struggle to find a number of the week, we go to the trusty Wofford football media guide points in the only previous meeting between Wofford and Georgetown College. The Terriers took victory in 1928 long before Mike Ayers walked the Georgetown campus and the Cincinnati Bengals and Carolina Panthers held their training camps at the respective locations.

Yes, the only meeting in the series took place 77 years ago when Wofford kicking coach Lee Hanning was 4 years old. Hanning, turns 82 on October 26 four days after the Terriers face Appalachian State. For a terrific profile of Coach Hanning done by Associated Press writer Pete Iacobelli, click here: <http://www.wofford.edu/athletics/content.asp?id=1643>.

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Pocket schedules make their way around Spartanburg

As you make your way around Spartanburg and surrounding areas be on the look out for the pocket schedules for football and the fall sports cards for men's/women's soccer, volleyball and basketball. By the end of this week over 100 locations in Spartanburg will be outfitted with pocket schedules. Please note since the schedules went to press, many game times, especially for football, have changed; the correct times can be found on the Wofford website.

Thanks to Regional Sports Medicine at Wofford, Enterprise Rent-A-Car and the Real Yellow F from BellSouth for sponsoring this year's fall sports schedule cards. If you live outside Spartanburg would like schedules sent to you, please call (864) 597-4090 or e-mail mathisld@wofford.edu

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Wofford volleyball



Volleyball season tickets now available

Family pass season tickets for the 2005 Wofford Volleyball season are now available. With 14 home matches this year, be sure and bring the family to enjoy the fast-paced action that is NCAA Volleyball. The first match is September 13 vs. Western Carolina in Benjamin Johnson Arena. Family Pass season seating is general admission) is only \$30! To order a family pass, call (864) 597-4090.

Mr. Gatti's BallKids program returns

Kids be sure and stop by Mr. Gatti's beginning Monday, August 29 and register for your chance to be Mr. Gatti's BallKid! If you are selected, you will have the chance to be on the sidelines for a football game and retrieve the kicking tee or on the sidelines/courtside as a ballboy for an upcoming Southeastern Conference volleyball match. Your whole family will receive tickets (where applicable) and the recipient will receive a t-shirt and free child's buffet at Mr. Gatti's. Remember registration begins Monday, August 29 at Mr. Gatti's at Poppy Square in Spartanburg or online at: <http://www.wofford.edu/sportsMarketing/formBallKids.asp>

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Number of the Week

17 -- Since September 6, 2003, when "Blitz" - our "official" terrier - has been on the sidelines of Wofford football games, the Terriers are 17-2. While "Blitz" only makes selected road games, be sure the fearless pooch will be standing guard next to the cheerleaders on the sidelines at Stadium again this season. To learn more about the Wofford mascot team click:
<http://www.wofford.edu/athletics/cheer/meetMascots.asp>

Visting Spartanburg?

Need to know where to stay and eat when you come to see the Terriers play? Click here for the Athletics Visitors Guide (PDF file): <http://www.wofford.edu/athletics/visitorsGuide.pdf>

Tee it up Terriers!

For information on the upcoming Enterprise Rent-A-Car Terrier Club Mini-Tour events click here: <http://www.wofford.edu/terrierClub/miniTour.asp>

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	Terrier football
	Terrier Gameday: Week 1 vs. Georgetown (Ky.)
	Going through your game week preparations yet? Cleaned out your trunk to make room for the folding chairs and grill? Well, we can help you Coach Ayers and the rest of the Terriers are going through preparations for Saturday's opener against the Georgetown (Ky.) Tigers.
	The Tigers are ranked preseason No. 3 in the nation in NAIA and are off of a 12-1 campaign a year ago. Terrier head coach Mike Ayers is a 1974 graduate of Georgetown College and both Wofford and Georgetown are host sites for NFL training camps. Wofford has hosted the Carolina Panthers while Georgetown is the summer home of the Cincinnati Bengals. Look for a tough match up against one of NAIA's best on Saturday night.
	Plenty of events are going on around the game too. Be sure to visit this link for all the information including "TerrierLand" and give us a call at http://www.wofford.edu/sportsMarketing/promotions/football05
	Don't forget the men's and women's soccer teams also open action this weekend at Snyder Field. The women host High Point Friday night at 7:00, while the men host UNC Asheville at 1:00 on Saturday.

Pocket schedules make their way around Spartanburg
As you make your way around Spartanburg and surrounding areas be on the look out for the pocket schedules for football and the fall sports cards for men's/women's soccer, volleyball and basketball. Soon over 100 locations in Spartanburg will be outfitted with pocket schedules. Please note since the schedules went to press, many game times, especially for football have changed; the correct times can be found on the Wofford website.

Thanks to Regional Sports Medicine at Wofford, Enterprise Rent-A-Car and the Real Yellow Football from BellSouth for sponsoring this year's fall sports schedule cards. If you live outside Spartanburg and would like schedules sent to you, please call (864) 597-4090 or e-mail mathisld@wofford.edu

Football media guides on-sale

Football media guides on sale

A limited number of 2005 Wofford football media guides are now on-sale. If you would like a media guide send a check made payable to Wofford College for \$13 (includes shipping and handling) to Wofford College Athletic Department, ATTN: Football Media Guide, 429 N. Church St., Spartanburg SC 29303.

2005 Terrier Ball and auction set for Oct. 8

The Terrier Club Board of Directors is looking for donations of gifts and services to auction during the 2005 Terrier Ball to help raise money for student-athletes scholarships at Wofford. We are looking for items from the practical to the unusual! Use your imagination! Can you help? If you can, please send your name, phone number and item to be donated (along with a description) to Terri Lewitt in the Wofford College Athletic Department at (864) 597-4096 or at lewittTL@wofford.edu. For more information on the Terrier Ball click here: <http://www.wofford.edu/terrierClub/terrierBall.asp>

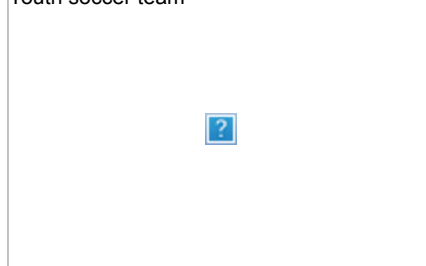
Volleyball season tickets now available

Family pass season tickets for the 2005 Wofford Volleyball season are now available. With 14 matches this year, be sure and bring the family out for the fast-paced action that is NCAA Volleyball. The first home match is September 13 vs. Western Carolina inside the Benjamin Johnson Arena. Family Pass season tickets (all seating is general admission) is only \$30! To order your family pass call (864) 597-4090.

Mr. Gatti's BallKids program returns

Kids be sure and stop by Mr. Gatti's and register for your chance to be a Mr. Gatti's BallKid! If selected, you will have the chance to be on the sidelines for a football game and retrieve the ball or on the sidelines/courtside as a ballboy for an upcoming soccer or volleyball match. Your winner will receive tickets (where applicable) and the recipient will also get a t-shirt and free child's birthday party at Mr. Gatti's. Remember register at Mr. Gatti's at Poppy Square in Spartanburg or online at: <http://www.wofford.edu/sportsMarketing/formBallKids.asp>

Youth soccer team



Special note for youth team coaches

Attention all youth coaches, check the Terriers' calendar now for your opportunity to bring your youth soccer, volleyball and football team to a Wofford game this fall. Youth teams for soccer and volleyball will be invited to play halftime exhibitions at most home games. Youth teams will have a team picture taken and get a free gift from Team Sports! Call (864) 597-4110 for date available.

During the football season, youth teams are encouraged to call (864) 597-4110. Group-rate ticket pricing is available for all games, but a special day is planned for October 15 as we have our annual celebration of youth sports.

Great group-rate ticket pricing is available for all youth football teams and cheerleading squads for the Oct. 15 game. All youth teams are encouraged to wear their jerseys to the game. Youth teams will be allowed on-field pregame for the National Anthem and then form the tunnel to greet the 2005 Terriers as they take the field! Don't wait, make your plans now to attend!

Appealing to Spartanburg's youth is at the core of the Wofford Sports Marketing youth initiative "Growing Up Gold" presented by Wade's Restaurant. For more information on "Growing Up Gold" click here: <http://www.wofford.edu/sportsMarketing/growingUpGold.asp>.

Join the 2005-06 Wade's Terrier Tikes Club!

Kids in the eighth grade and below are encouraged to join the Wade's Restaurant Terrier Tike Club for the 2005-06. Members receive tickets to select Wofford home events, a membership card, t-shirt and special "All Access" privileges this season. Membership is only \$20! To sign up and view all the membership benefits, click this link: <http://www.wofford.edu/sportsMarketing/formJoinTikes.asp>

Number of the Week

1400 -- That's the new frequency number to catch the Terriers on the radio. Over the summer the station's athletics moved up the dial to Spartanburg 1400 (WSPG-AM). The station became the new home for play-by-play action of Wofford football, men's basketball and selected baseball games. You can catch "The Terrier Report" weekdays on Spartanburg 1400 at 7:40 a.m. and 5:40 p.m. presented by Cricket, Yaggie Cleaners and Fatz Café. Also, remember to watch Wofford Football Illustrated at 12:30 on UPN 62 WASV. For more information see the "Look and Listen" section below.

Visting Spartanburg?

Need to know where to stay and eat when you come to see the Terriers play? Click here for the Athletics Visitors Guide (PDF file): <http://www.wofford.edu/athletics/visitorsGuide.pdf>

Tee it up Terriers!

For information on the upcoming Enterprise Rent-A-Car Terrier Club Mini-Tour events click here <http://www.wofford.edu/terrierClub/miniTour.asp>. The next Mini Tour event is in Atlanta on Sep 23.

Look and Listen

On the radio: Football vs. Georgetown (Ky.) - Pregame show at 6:30 p.m. on Spartanburg 1400 with Mark Hauser, Thom Henson, Tom Brown and studio host Matt Smith.

On the internet: All Spartanburg 1400 programming is simulcast 24 hours a day at www.spartanburg1400.com.

On TV: Wofford Football Illustrated is hosted by Todd Summers, Sundays at 12:30 p.m. on UF 35.2 WASV in the Spartanburg/Greenville/Asheville/Anderson market. Wofford Football Illustrated is presented by Sprint, Papa John's, Regional Sports Medicine at Wofford, Li'L Cricket Food Store, Real Yellow Pages from BellSouth, Milliken, Enterprise Rent-A-Car, NBSC and White's Pine & Exxon.

Phone numbers to know

Area code 864

Athletic Ticket Office 597-4090

Wofford Sports Marketing 597-4110

Terrier Club 597-4496

For questions or more information, contact Lenny Mathis, assistant athletic director for marketing promotions at (864) 597-4110 or mathisld@wofford.edu.

429 North Church Street, Spartanburg, SC 29303
(864) 597-4090 athletics@wofford.edu

