

Carolina's Best Forum: Order of Events

Friday, Nov. 4, 2016

Start time: 4 p.m.

Location: Alumni Center - Ballroom 3

Current count: 54

Room setup: Raised platform, three club chairs (awardees) and a stool (Jack) placed in front of the accent wall; awardees to Jack's left; chairs for guests/audience to face accent wall; greenery for platform; SGTV camera man set-up; Facebook Live set-up; lavalier microphones for awardees and Jack

Remarks: 4:05 p.m.

- Jack welcomes audience and offers introductory remarks

4:45 – 4:55 p.m. ending time

Moderator: Jack Claypoole

Panel: Anne Ellefson, David Seaton and Vicky Free

Overview of Alumni Awards

Algernon Sydney Sullivan – Presented to Anne Ellefson

- Named for the great humanitarian and philanthropist,
- Honors an outstanding alumnus or alumna demonstrating professional excellence of character and service to humanity
- Highest honor awarded to Carolina Alumni

Outstanding Black Alumni Award – Presented to Vicky Free

- Presented to an alumnus or alumna who has uniquely distinguished themselves in their professional career, shown remarkable leadership capabilities and positively impacted their community.

Distinguished Alumni Award – Presented to David Seaton

- Award honors an alumnus or alumna whose professional and personal life has exemplified dedication and excellence in leadership, citizenship and voluntarism while offering a lifetime of devotion to the University of South Carolina.

Bios on Recipients

Anne S. Ellefson, '76 Bachelors of Arts in English, College of Arts and Sciences; '79 Juris Doctor, School of Law

Anne S. Ellefson completed her undergraduate degree in English at the University of South Carolina then earned a Juris Doctor from the School of Law at the University.

She moved on to practice commercial real estate law at Haynsworth Sinkler Boyd, P.A. She was a shareholder and served as the managing shareholder of the firm for six years.

Ellefson is the Deputy General Counsel for Academics and Community Affairs for the Greenville Health System. She is Immediate Past President of the South Carolina Bar and President of ETV Endowment of S.C.

Ellefson has a commitment to service with being on numerous boards, including Southern First Bank, Greenville Local Development Corporation, SC TAC, Hollingsworth Funds and Verdae Development, Inc. Prior activity in the community includes service as Chair of the Greenville Chamber of Commerce and Board and Campaign Chair of the United Way of Greenville County. Anne is also a past member of My Carolina's Board of Governors.

My Carolina Alumni Association named Anne S. Ellefson the recipient of its 2016 Algernon Sydney Sullivan award, which is given to an alumnus who exhibits outstanding service that goes beyond what is required by one's profession.

Vicky L. Free, '92 Bachelors of Arts in Broadcast Journalism, School of Journalism and Mass Communications

Vicky L. Free has had a knack for broadcasting and entertainment. When she graduated with a degree in Broadcast Journalism at the University of South Carolina's School of Journalism and Mass Communications, she went on to obtain an MBA in Management from Northwestern University.

Since her a MBA, Free has stayed in television broadcasting. She was the Vice President of Consumer Marketing for Adult Swim and Cartoon Network at Turner Broadcasting then became the Vice President of Entertainment Marketing for the company.

Free is now the Executive Vice President of Marketing and Chief Marketing Officer for BET Networks, a unit of Viacom Inc. She directs the brand, off-channel and social media marketing, creative strategy, market research, data analytics and corporate research for all businesses of BET Networks and oversees on-air promotions.

She established a scholarship fund for deserving minority students in the School of Journalism and Mass Communications.

For her work in the media landscape, My Carolina Alumni Association named Vicky L. Free the recipient of its Outstanding Black Alumni award.

David T. Seaton '84, Bachelors in Business Administration, Darla Moore School of Business

David T. Seaton earned his bachelor's degree in business administration from the University of South Carolina and received an honorary doctoral degree in 2014. He completed the Advanced Management Program at the Wharton School of Business and Thunderbird University's International Management Program.

Seaton is now the Chairman and Chief Executive Officer of Fluor Corporation. He became CEO and joined Fluor's Board of Directors in February 2011 and was elected chairman of the board in February 2012.

Since being part of the company, Seaton has held numerous positions in operations and sales globally. He is an active leader and board member of the World Economic Forum's Partnering Against Corruption Initiative, serving as a chairman of the PACI Vanguard initiative and is an ardent supporter of the Boys & Girls Club of America and member of its Board of Governors. He is a recipient of the South Carolina State Guard's Lifetime Achievement Award.

Seaton has been a key player in the University of South Carolina's growth and development. He served as chairman of Carolina's Promise, the University's \$1 billion capital campaign that successfully exceeded its projected goal.

My Carolina Alumni Association named David T. Seaton as the recipient of its Distinguished Alumni Award for his contributions to the University and leadership and service within his field.

Remarks and Questions for Jack

Thank you all for coming to this special event. My name is Jack Claypoole and I am the Executive Director of My Carolina Alumni Association. Welcome to our Alumni Center.

The purpose of this forum is to learn from our 2016 alumni award recipients as they discuss their time at Carolina and path to success and leadership in their fields.

Before we start the discussion, I would like to formally introduce our recipients.

Anne Ellefson is the recipient of the 2016 Algernon Sydney Sullivan Award. She is the Deputy General Counsel for Academics and Community Affairs for the Greenville Health System. She completed her undergraduate degree in English from the College of Arts and Sciences in 1976 and her Juris Doctor from the School of Law in 1979.

David Seaton is the recipient of the 2016 Distinguished Alumni Award. He is the Chairman and Chief Executive Officer of Fluor Corporation. He graduated with a bachelor's degree in business administration from the Darla Moore School of Business in 1984.

Vicky Free is the recipient of the Outstanding Black Alumni Award. She is the Executive Vice President of Marketing and Chief Marketing Officer for BET Networks. She graduated with a bachelor's degree in broadcast journalism from the School of Journalism and Mass Communications in 1992.

Would also like to recognize Joseph Young as the Outstanding Young Alumni. Young is on a flight to Columbia as we speak and will be with us shortly. He is the Assistant Conductor of the Atlanta Symphony and completed his undergraduate degree in music education from the School of Music in 2004.

Now we'll start the discussion with our recipients.

Questions for recipients

Tier One Questions:

1. What activities/experiences outside classroom helped make your student experience at Carolina a memorable one?
2. How has staying connected to Carolina served you personally and professionally during your career?
3. What is the single most important piece of advice you would give today's Gamecock students about remaining engaged with Carolina?

Tier Two Questions (if time permits):

4. What's something you learned or experienced at USC that you still use in your career?
5. How have you changed as a leader throughout your career?
6. What advice would you offer a new graduate when it comes to successfully navigating post-graduation life and career?

END: Thank you Anne, David and Vicky for giving us an insight into your time at Carolina and within your fields. Let's give a round of applause for our award recipients. And thank you to everyone for attending this event. Our Homecoming celebration will continue tonight with a Block Party starting at 6:30 at Foundation Square (on the corner of Greene Street and Lincoln Street). Hope to see you there.

Attendees (will insert RSVPs)