The colors garnet and black have been a tradition at USC since a football contract against Furman University on Christmas Eve 1892. But now the College of Hospitality, Retail and Sport Management has started a new tradition: an official tartan.

The design was officially unveiled on March 26 on the Horseshoe, where grooms were serenaded by bagpipes and rewarded with free tartan plaid. "We knew we were doing something historic," said Marianne Bickle, professor and chairman of the Department of Retailing. Forty years from now, we will be telling our grandchildren we were involved in creating this tartan.

The tartan, a traditional Scottish plaid pattern called "Old Cocky," is primarily garnet and black with white accents and has been officially registered with the Scottish Register of Tartans.

"This is an historic time at the University of South Carolina," Learner said. "The tartan in garnet, black and white represents the positive values of the university, its students, alumni, faculty, staff and the community." Bickle said in a press release prior to the unveiling: "The tartan products bring spirit to the community."

The idea was originally conceived four years ago, and after two years of consideration, the work began to take shape. Bickle led the effort with the help of the few of the universities that boasts a registered tartan. USC joins 40 colleges that already have registered tartans, including six from the SEC.

In spring 2013, Bickle and her students collaborated with the University to have students and alumni select the final design from three options created by Collegiate Tartan Apparel. After 2,000 people voted through the social media campaign and the winning design was officially registered this winter.

Two retail classes participated in the process of creating the tartan and moving it to production as a supplemental experience to class work.

"The College of Hospitality, Retail and Sport Management continues to be a campus leader in integrating academic opportunities that enhance the experience of students by integrating learning within and beyond the classroom," Brian Mihalik, dean of the College of Hospitality, Retail and Sport Management, said.

Philanthropy queen crowned

Student fighting meningitis

U.S.C.'s official tartan was presented Wednesday, adding USC to a list of six other SEC schools that have official tartans.

"Old Cocky" merchandise is now available, including shirts, duffle bags, cups, tote bags, sweatshirts and belts.

"This is an incredible honor," Learner said. "I'm just glad I have the opportunity to be a role model and to give back to the community.

Learner was nominated for the award by her best friend — and fellow finalist — Leila Heidari, a fourth-year health student.

"I really thought she was going to win," Learner said with a smile. "It was just especially great to win alongside my best friend like that.""
TARTAN • Continued from 1

Fourth-year exercise science student Emily Learner (third from left) was named USC’s 2014 Woman of the Year at a ceremony held in Harper College Wednesday.

“Tartan” is pleased to announce our first Palmetto’s Finest award. “We especially appreciate the hard work and dedication both on and off campus,” said Ashley Byrd-White, a leadership coach at the Capstone Scholars Leadership and Service Center, coordinated the committee that conducted the reviews.

The outstanding woman award is very special here at USC,” Byrd-White said. “It’s wonderful to recognize women leaders here at USC, but it’s especially nice way to recognize them as they move forward in their lives and careers.”

Charlotte mayor resigns Wednesday after arrest

Charlotte Mayor Patrick Cannon resigned Wednesday after he was arrested and charged with theft and bribery after a four-year investigation, according to The Charlotte Observer.

Cannon was arrested Wednesday for his involvement in a four-year investigation by the federal government, which has been ongoing since 2009. The investigation is believed to have originated in an unrelated matter involving an employee of the City of Charlotte.

Cannon is accused of accepting kickbacks from developers and of using his position to influence city projects. He was arrested by federal agents on Wednesday morning and is currently being held at the York County Sheriff’s Department.

Cannon was elected in May 2013 and took office on July 1, 2013. He was previously a member of the Charlotte City Council from 2007 to 2013.

The Charlotte Observer reports that Cannon was arrested at his home in the early morning hours of Wednesday, March 26, 2014.

2 Midlands schools named Palmetto’s Finest

Two Midlands schools, Camden High School and Fairfield Magnet School for Math and Science, have been named 2014 Palmetto’s Finest award winners, according to WIS-TV.

In the past, Lugoff-Elgin Middle School, of which Matthews was principal, and Doby’s Mill Elementary were also named Palmetto’s Finest award winners.

Fourth-year exercise science student Emily Learner (third from left) was named USC’s 2014 Woman of the Year at a ceremony held in Harper College Wednesday.

“This is a tremendous honor and a great recognition for our school,” said Ashley Byrd-White, a leadership coach at the Capstone Scholars Leadership and Service Center, coordinated the committee that conducted the reviews.

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UCSOUTH
Most cases are resolved on their own in seven to 10 days, according to the Centers for Disease Control and Prevention, but Beasley’s case was uncommon.

Doctors believe that Beasley’s body “went into attack mode on itself while fighting the viral meningitis — producing too many antibodies and creating excessive inflammation” according to a Facebook post by his father, Terry Beasley. The excessive inflammation led to Beasley’s condition, which would have been more serious if he did not seek medical attention when he did.

“If he hadn’t gone to the doctor, he would’ve slipped into a coma on his own,” Plimmoms said. “Then, he would have had a 1 percent chance of waking up. The chances of waking up after the medically induced coma were better, but still not good.”

Since entering the coma, Beasley has undergone countless procedures. His parents, who both work full-time and have children in middle and elementary schools, travel from Chapin to Charleston every day to visit their son. Medical bills and travel expenses for Beasley’s family keep escalating.

“It’s a crippling amount of bills no matter how well-off you are,” Plimmoms said.

After speaking to Beasley’s parents, Plimmoms decided to try to help ease the burden.

She and a group of Beasley’s friends have organized a fundraiser to help with Beasley’s medical bills at Texas Roadhouse in Irmo, where 10 percent of food sales between 6 p.m. and 9 p.m. tonight will go directly to Beasley’s family. Cash donations will also be accepted at the restaurant.

“He has the whole town [of Chapin] rallying for him,” Plimmoms said. “His family is so grateful for the support.”
College sports unions can help level playing field

A collective bargaining agency that regulates college athletes and employees can form unions.

The National Labor Relations Board’s ruling Wednesday that college athletes have the right to unionize carries a few huge implications:

Perhaps the most startling is that the students participating in sports are, effectively, employees. Under the National Labor Relations Act, the university agency considered scholarships a method of payment, rounding out the definition. What this is in line with the ruling. Here’s why:

These athletes work 50 to 60 hours a week performing intense labor, while working for a company — the university — that has to cover their medical costs and pay some of the costs. Under the NLRA, employees have the right to collective bargaining. So these athletes, around whom a huge, profitable entertainment industry is constructed, are, effectively, employees.

The_copydesk

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What is GSPOTS?
Presented by the Counseling and Human Development Center (CHDC), GSPOTS (Gamecocks Speaking Proactively On Topics of Sexuality) is a series of workshops featuring discussions on various topics of human sexuality.

When and where is it going to take place?
Tuesday, April 1
6:30 - 8 p.m. Russell House Room 303

Join Sarah E. Wright, licensed psychologist at the CHDC, as she creates an open space to anonymously (through text) ask whatever questions you have about sex and sexuality.

Q&A session on everything sex and sexuality. Text 589250 and your question to 37607. Questions texted before and during the session will be answered anonymously.

What will you ask? Send

Free and open to all students, faculty & staff
Questions about the event? Reach us via social media:
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Editor-in-Chief
Summer 2014, Fall 2014
Apply to lead the University’s award-winning daily student newspaper, The Daily Gamecock, during the Summer 2014 and/or Fall 2014 terms.

Editor-in-Chief
Academic Year 2014-15
Apply to lead the University’s student-run radio station, WUSC-FM, for the 2014-15 academic year.

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Online at:
www.sa.sc.edu/studentmedia
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MisterWives start strong out of the gate

Soul-indie-pop group continuing touring streak with Vacationland appearance today

Behan Glanzer
mig@dailygamecock.com

MisterWives is one of the latest entries in the growing trend of potpourri music, bands that synthesize too many sounds for an easy genre descriptor. Intricate and diverse, the band's music moves from soul to dance to pop, sometimes in the same song.

The band released its debut EP, "Reflections," in January, which has led to a relative avalanche of attention and accolades. Now they’re on the road, currently on the Sperry Top-Sider Vacationland Tour, which is being brought to Greene Street today by Carolina Productions.

“It’s been incredible,” bassist William Hehir said of the band’s newfound success. “We actually just hit 10,000 followers on Facebook. ... We’ve really been offered a number of opportunities and experiences that were kind of beyond our wildest dreams when we started together.”

The band came up through the New York music scene, pursuing music in its members’ own ways until the band came together and showed potential. Every member was born in New York except for guitar player Marc Campbell, who came to the city five years ago.

“New York’s kind of this region of culturalism, so all of the bands that we would ever want to go see always come through New York, and we [took] advantage of the fact that Painting, wine, live music – Studio Cellar has it all. The rustic floors and string lights lend a distinctive atmosphere to the Vista’s newest artistic venue, cozily nestled on the corner of Lady and Lincoln streets.

A giant calendar covering an entire wall shows what paintings aspiring artists can choose to learn each day. A long bar flanking the opposite wall showcases the wide variety of drinks artists can sip on while they learn.

Patrons with no painting experience can follow along with one of the seven instructors in a class or follow step-by-step instructions for a self-paced experience. There is also a paint bar where patrons can free-paint whatever they want instead of following the painting-du-jour. Visitors can also dine on appetizers from the neighboring Blue Marlin while they work.

“We wanted to dig into our inner artist,” said Olivia Lockheart, who was with a group celebrating her friend’s new job and painted a pier at sunset. “The staff is really helpful in letting us accomplish our artistic dreams.”

The group stumbled upon Studio Cellar while walking to Starbucks, a phenomenon experienced by many of the visitors to this new business. The painting choices are targeted at women – Chanel bottles, Louboutin shoes, pink flowers – but there are many gender-neutral and masculine-themed paintings as well, including idyllic landscape images of southern seas, cityscapes and the State House. There are also many famous pieces patrons can create by artists like Vincent van Gogh, Andy Warhol and Edgar Degas. All supplies are included in the price of a class.

Opened Feb. 1, Studio Cellar has already made an impression in the Columbia community. With live band and DJ nights, the gallery offers a unique experience for the city. When visitors are finished painting they are invited to stay and sip on more wine and enjoy the space. The walk-open space is able to handle large groups or couples and allows pre-registration or walk-ins. Date nights, bachelorette parties (complete with a live model) and fundraising nights with themed paintings round out the events Studio Cellar has hosted in the past six weeks alone.

“I’m doing what I love to do and not working for someone else. I get to turn my passion into a business and share that passion with other people,” said owner and founder Charlotte Gaskins.

Gaskins, 26, has been painting her whole life. In addition to taking summer classes at the Savannah College of Art and Design throughout high school, she graduated from the Art Institute of Charlotte with a focus in painting. Gaskins decided to open her own wine-and-paint bar after visiting a similar business in Michigan.

She hopes to expand the business to major city centers like Atlanta, Charlotte and Charleston in the next five years, she said.

Studio Cellar is located at 9 12 Lady St., and it’s open from 5-10 p.m. on weekdays and noon-11 p.m. on weekends. USC students can get a 10 percent online discount with the promo code “gococks.”
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The bands we’re really into are always going to be in the neighborhood at one point or another,” he said. Hehir has been interested in music since he was a child, but he first tried working in finance, to soul-crushing effect.

“I was sitting in a cubicle, and I’d had my dad look at me right before I went to work for the first day and go, ‘Y’know, the first 10 years are the worst,’ and I was like, ‘What?’ I sat there in my cubicle, and I looked at my screen while I was typing, and I was like, ‘I’m out,” he said, laughing.

The professional music gig has worked out better, leading to a breakneck series of tours for the band. Despite their length, the tours were a good time for the group.

“In 2013, we spent the fourth quarter being constantly on tour. We started up in September, and we really — with the exception of a two-day break — didn’t finish up until like December 21st,” Hehir said.

“We’re always in the van, telling jokes with one another, swapping stories, listening to music. ... We all get along incredibly well, so we never get sick of the conversation. I think being on tour and of itself is what the fun is.”

With such compatibility, the band works on songs collaboratively after singer and songwriter Mandy Lee works out a skeleton of melody and lyrics. They focus on the needs of the song, using their lack of genre restrictions to their advantage.

“The thing that we try to do is combine all sorts of influences that we’ve had, and so I don’t think there’s one predominate thing to say, like, ‘Oh, it’s more folky than it is dancy,’ because I think different songs lend themselves to different types of genres.”

One question remains: Where did the name MisterWives come from?

“That’s actually a flip on the Mormon term ‘sisterwives,’ Hehir said. “Sisterwives ... for Mormons, is when an individual marries a bunch of different women, and we just took it in reverse.”

MisterWives started with vocalist/songwriter Mandy Lee, drummer Etienne Bowl and bassist Will Hehir and has added Marc Campbell on guitar and the omni-talented Dr. Blum.
Today's puzzle, go to
dailygamecock.com or download our app!

For solutions to today’s puzzle, go
to dailygamecock.com or download our app!
of the season in the win.

South Carolina added to its total in the third inning after a Brison Celek grounder vaulted off third base and into left field, allowing junior Connor Bright to score from second. A cue shot off the end of sophomore DC Arendas’ bat pushed across what would turn out to be the final run for the Gamecocks, scoring Bright from third.

After Wednesday’s game, the Gamecocks’ team earned run average now sits at 1.80, which just edges out LSU’s 1.85 mark for best team ERA in the SEC.

Junior Joey Pankake extended his hitting streak to 12 games in the bottom of the first inning. He is one shy of Bright’s mark of 13, which was snapped earlier this season.

Holbrook mentioned after the game that Greiner “might” play Friday against Tennessee if the circumstances required him to, but he noted that he did not want to risk further injury. Greiner’s status for Friday is still up in the air.

“Hopefully, we can get healthy Friday and be ready, because we’re going to need to,” Holbrook said. “We’re going to have to play better to be able to win the series this weekend against Tennessee.”

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**CONGRATULATIONS:**

Sarah Spiegel our Sorority Woman of the Month!

**About Sarah:**

Sarah is the head chair of Alpha Chi Omega. Every week she takes a few minutes to write some of the most inspirational paragraphs her sisters have ever read. She is beyond willing to help anyone on whatever the topic. She also held an internship this past summer at SoHo Fifth Avenue in New York City.

“I’ve never seen her do anything but smile. She ABSOLUTELY deserves recognition.”

- Bailey Wilhelm (AXO Sister and President)
Junior pitcher Evan Beal winds up for a pitch Wednesday against Coastal Carolina in his first start of the 2014 campaign after suffering from a back injury early on.

Sophomore Evan Beal took the mound for the first time since Wednesday night’s 4-0 win over Coastal Carolina. For Beal, it was the final stop in a long road to recovery after sitting out parts of preseason practice and the regular season due to a lingering back problem.

“I feel like it’s been an eternity,” Beal said. “Win or lose, I was just kind of happy to be out there. ... You don’t really feel like you’re on the team when you’re not getting in there.”

The right-hander was pulled after four innings of work, allowing no hits. He walked one batter in the second inning. Head coach Chad Holbrook said that Beal’s 48 pitches were a little more than he was planning on letting him pitch.

With a non-conference opponent coming to town for the second straight day, Holbrook was able to rest second baseman Max Schrock and catcher Grayson Greiner, who are currently nursing injuries.

“There’s a number of reasons tonight was a big win for us,” Holbrook said. “Obviously, the most important thing was getting the win, but we didn’t use [junior pitcher Cody] Seddon, and you know we didn’t have Greiner or Schrock available. So, to continue to go with the four guys we had and finish as we did, I was just kind of happy to be out there.”

Women’s tennis looks to snap 6-match losing skid

Mary Anne Daines

As South Carolina prepares to take on the bulk half of its conference schedule, Epley can only hope that the tenacity his team has played with recently will spark a second-half surge.

“This is the time of the year where people start to get a little frazzled,” Epley said. “Hopefully this is the time of year we start gaining momentum.”

Of South Carolina’s six SEC losses, five are against teams currently in the top 20. Friday’s match against LSU (9-8, 2-6 SEC) will start a stretch of five consecutive matches against teams outside the top 25 before finishing the regular season against No. 10 Vanderbilt. Arkansas, meanwhile, enters the weekend at 7-6 in the SEC and 12-10 overall.

Although three of the Gamecocks’ next four opponents — including both this weekend — are in the bottom half of the SEC standings, Epley says that should not alter his team’s approach.

“This is the SEC, and there no freebies,” Epley said. “Everybody’s going to come out competing hard, and they need the wins just as bad as we do.”

Mired in an uncharacteristic slump with a significantly younger team than ones in years past, Epley hopes the high expectations that have been placed on his program do not affect his players’ growth and mental toughness.

“We just have to focus on the process of getting better week-to-week and adjusting and just trust that one of these matches is gonna fall our way,” he said.