



SILVER CRESCENT
• FOUNDATION •

Announcing the 11th Annual Discover Manufacturing Design Challenge

Dear Educators:

Please accept my personal invitation to you and your students to **Discover Manufacturing** and become part of an amazing exploration adventure. The purpose of the Discover Manufacturing Design Challenge is to encourage students to learn more about how manufacturing enhances our daily lives and discover wonderful career opportunities. Think manufacturing is boring---nothing more than machines on a shop floor? Wrong! Modern technology-driven manufacturing is the results of innovative, creative solutions to real problems--- solutions that make our everyday world healthier, safer and a better place to be.

Manufacturing has long played a vital role in creating wealth and enhancing our quality of life. America's "brain power" has developed an unending list of products that we now take for granted: from cell phones and satellites to high-speed computer chips and sophisticated diagnostic equipment, manufacturing companies have harnessed the talents of our best and brightest to make our lives better. And, many of these products are conceived, designed and made right here in South Carolina; right in your own community.

This competition is designed to engage students to learn about the benefits of manufacturing in their community/region and the state. Advanced manufacturing requires people proficient in math, science, with good problem solving skills, and tech-savvy know-how to use sophisticated equipment. So, it is our hope that participation in the Design Challenge will help motivate students to succeed in school by providing a learning experience that has real world applications.

Students who participate in the Design Challenge must research manufacturing, write a short essay and design an advertisement (a billboard or magazine ad) for a manufacturing company in their community. Elementary school students do not submit an essay; the design is the only item to be submitted.

Scholarships will be awarded for the top essay and advertising design in three categories: Elementary School (design only), Middle School and High School. In each category \$300 will be awarded to the first place essay/design. Additionally, the school department that produces the first-place winner in each category is awarded \$200.

Note: All students in all departments are encouraged to participate. Awards will be made in the spring of 2012 at each of the winners' schools.

The Design Challenge is presented by the Silver Crescent Foundation in cooperation with the State Department of Education's Office of Career & Technology Education, CPM Federal Credit Union, Automation Engineering Corporation and the SC Research Authority. We look forward to seeing the creative and innovative ideas your students develop as part of the Design Challenge!

Thank you for your participation and good luck to all the students entering the contest!

Sincerely,

Sharon Halsey
Design Challenge Coordinator
Silver Crescent Foundation
(803) 657-6183

DISCOVER MANUFACTURING DESIGN CHALLENGE CRITERIA

THEME: How does manufacturing make our lives better?

RESEARCH TIP: research and discuss – manufacturing in general; number of companies, number of people employed, products produced, customers, imports and exports, creating jobs, channeling creativity and innovation, economic impact and positive impact on local community – ie giving back to schools, supporting United Way and other charitable endeavors, etc. This should give a positive message to communicate in the advertisement. REMINDER: Research must be focused on the student's local community.

ALL students in grades 1 -12 are encouraged to participate:

- Research and write an essay about manufacturing in the county where your school is located. Also design a billboard or magazine ad for one local manufacturing company in your county or a product that is manufactured by a company in your county.
- Elementary school students are not required to write an essay however their design must depict manufacturing in South Carolina.

CRITERIA FOR ESSAYS AND DESIGNS:

- The essay must be no less than 500 and no more than 750 words
- The essay must be typewritten and double-spaced
- The billboard or magazine ad design entry must be on 8-1/2"x11" paper
- The billboard or magazine ad design can be freehand or computer generated
- Essays and billboard or magazine ad designs must be submitted to the regional coordinator for your school, a listing of the regional coordinators is below.
- Essays and original artwork will not be returned
- **Deadline for submission of essays and billboard or magazine ad designs to the regional coordinator is February 15, 2012.** A listing of regional coordinators for essays and billboard or magazine ad designs to be submitted is attached.
- All entries must be submitted using the attached entry form.

REGIONAL COORDINATORS

Submit your school's essays and designs with entry form to the coordinator listed below for your district/county:

Greenville School District

Dr. Marjorie Dowd
MT Anderson Support Center
100 Blassingame Road
Greenville, SC 29605
(864) 355-1576
[mmdowd@greenville.k12.sc.us](mailto:mm Dowd@greenville.k12.sc.us)

Beaufort; Colleton; Hampton 1 & 2; Jasper school districts

Katherine Bradford
Whale Branch Middle School
2009 Trask Parkway
Seabrook, SC 29944
(843) 466-3017
katherine.bradford@beaufort.k12.sc.us

Aiken; Allendale; Bamberg; Barnwell; Calhoun; Orangeburg counties

Deborah Cooper-Davis
Lower Savannah EBA
3250 St. Matthews Road
Orangeburg, SC 29118
(803) 535-1388
davisdl@octech.edu

Fairfield; Lexington; Richland counties

Stacey Westberry
Midlands EBA
1006 12th Street
Cayce, SC 29033
(803) 739-8833
staceyw1968@yahoo.com

Chesterfield; Darlington; Dillon Florence; Marion; Marlboro Counties

Cynthia Hulon
Dillon High School
1730 Highway 301 N
Dillon, SC 29536
(843) 774-1230 x 31
hulonc@dillon2.k12.sc.us

Clarendon; Kershaw; Lee; Sumter counties

Crishell Johnson-Bass
520 Francis Marion Road
Florence, SC 29506
(843) 661-1820
cbass@pdec.net

Berkeley; Charleston; Dorchester counties

Suzi Raiford
Education Foundation
P. O. Box 975
Charleston, SC 29042-0975
(843) 805-3032
sraiford@edfound.net

Greenwood; Laurens; Edgefield; Abbeville; McCormick; Newberry; Saluda counties

Linda Sheffield
Piedmont EBA
P. O. Drawer 1467
Greenwood, SC 29648
(864) 941-8431
Sheffield.l@ptc.edu

Cherokee; Spartanburg; Union counties

Kathy Edge
BMW Center
210 Commerce Court
Duncan, SC 29334
(864) 573-2766
edgek@sccsc.edu

Anderson; Oconee; Pickens counties

Robbie Tweit
School District of Pickens County
230 Ridgeland Drive
Six Mile, SC 29682
(864) 884-1635
robbietweit@pickens.k12.sc.us

Georgetown; Horry; Williamsburg counties

Jason Coakley
2018 Church Street
Georgetown, SC 29440
(843) 517-9709
jcoaklet@gcsd.k12.sc.us

Chester; Lancaster; York Counties

Sharon Halsey
(803) 657-6183
sharon@silvercrescentsc.org

Suggested Links for Research

Manufacturing is Cool <http://www.manufacturingiscool.com/>

Check out all kinds of manufacturing engineering careers and get inspired to be an original thinker!

Great Engineering Achievements of the 20th Century <http://www.greatachievements.org/>

Learn how engineering shaped a century and changed the world.

Discover Engineering <http://www.discoverengineering.org/>

Learn what engineering is all about.

A Sightseer's Guide to Engineering <http://www.engineeringsights.org/>

How Stuff Works <http://www.howstuffworks.com/>

Find out how stuff works!

Women in Welding (video) <http://www.youtube.com/watch?v=ECAtTvfkr8>

ETV's knowitall.org <http://knowitall.scetv.org/careerraise/students/ms/index.cfm>

Explore the world of work will reveal numerous careers you might like to investigate.

PBS Kids <http://pbskids.org/video/index.html>

An online school readiness tool

Disney <http://corporate.disney.go.com/careers/index.html>

Project Lead The Way <http://www.pltw.org>

For students interested in engineering, biomechanics, aeronautics, and other applied math and science arenas, PLTW® is an exciting portal into these industries.

Society of Manufacturing Engineers Education Foundation <http://www.smeef.org/>

Find out about scholarships, youth programs, and the national robotics challenge

www.JobsInManufacturing.com

Advanced Manufacturing Careers <http://www.careervoyages.gov/advmanufacturing-main.cfm>

National Engineers Week Foundation

<http://www.eweek.org/AboutEngineering/AboutEngineering.aspx>

Learn more about careers in engineering and special events.

NAM (National Association of Manufacturers) <http://www.nam.org/>

NAM is the millions of people of make things for you.

DISCOVER MANUFACTURING DESIGN CHALLENGE

(Complete this form and include with the design package prior to submission)

Student's Name: _____

Grade: _____

School: _____

School Address: (include zip code) _____

School County: _____

School Telephone #: _____

Teacher's Name: _____

Principal's Name: _____

School Superintendent Name: _____

Superintendent's Address: (include zip code) _____

Parent's Name(s): _____

Home Address: (include zip code) _____

Home Telephone #: _____

Email address: _____

Regional Career Specialist Name: _____