

*The 2012-2013 Presidential Colloquium*  
*“Adding Value: Exploring the Means and the End”*

# Joe Erwin

## *“Will Work for Food”*

After starting their careers in Greenville, S.C., then enjoying success in New York at DMB&B and Saatchi & Saatchi, respectively, Joe and his wife, Gretchen, bought Greenville’s Penland Advertising and started Erwin Penland with one account and two employees. Their goal: extraordinary work, coupled with extraordinary customer service.

Twenty-five years later that’s still the hallmark of the agency. Only instead of two employees there are now 375 located in Greenville and New York, and the agency’s clients include some of America’s leading brands: Verizon Wireless, Denny’s, Michelin, Lockheed Martin and General Motors among them.

The focus of Erwin Penland is creating interactions that inspire action through seamlessly integrated communication. Joe has spearheaded the agency’s foray into a wide range of marketing disciplines, which now include in-house digital, public relations, experiential branding, digital asset management and analytics capabilities. The results of this steadfast approach have been consistent growth and countless awards for creative and strategic excellence.

Joe also personally oversees Erwin Penland’s pro bono work and diversity initiatives, for which the agency received the Diversity Leadership Award from the Richard W. Riley Institute at Furman University. And he is deeply involved in nurturing the company’s entrepreneurial culture, which has earned Erwin Penland recognition over the past year as one of the “Best Places to Work” by Advertising Age, PR News and the South Carolina Chamber of Commerce.

Active in the community and the industry, Joe has served on the boards of the South Carolina Special Olympics, the Governor’s Commission on Teacher Quality, the Partnership for a Drug-Free America, and the 4A’s Foundation and its Southern Region Board.



**Joe Erwin**  
President  
*Erwin Penland Advertising*



**Wednesday, 7:00PM • February 13, 2013**  
**Strom Thurmond Institute**

*Sponsors: The Robert J. Rutland Institute for Ethics, Department of Philosophy & Religion*

*The aim of the Presidential Colloquium is to provide opportunities for Clemson University students and faculty, as well as members of the community to come together to explore important issues. The colloquium comprises various events spread over the academic year, e.g., speakers, theatrical performances, panel discussions, and films. In every case the event is linked to the colloquium theme, which is selected with an eye to its integration “across the curriculum.”*

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