

**Fred Potter Brinkman**  
**1925 - 1997**



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**Drafted Document Number:** res1452.de

**Date Bill Passed both Bodies:** 19970520

**Subject:** Fred P. Brinkman, Resolutions

## A SENATE RESOLUTION

**TO EXPRESS THE DEEPEST SYMPATHY OF THE MEMBERS OF THE SENATE TO THE FAMILY AND FRIENDS OF FRED P. BRINKMAN, FORMER EXECUTIVE DIRECTOR OF THE SOUTH CAROLINA DEPARTMENT OF PARKS, RECREATION AND TOURISM, UPON HIS DEATH.**

**Whereas, the members of the Senate are deeply saddened to learn of the death of Fred P. Brinkman on May 14, 1997; and**

**Whereas, Mr. Brinkman served with distinction as Executive Director of the South Carolina Department of Parks, Recreation and Tourism from 1973 until his retirement in 1991; and**

**Whereas, Mr. Brinkman devoted his entire professional career to the Leisure Industry, first as manager of the Chamber of Commerce in Quincy, Florida, and later as Director of the Myrtle Beach Chamber of Commerce and Executive Director of the Ocean Highway Association; and**

**Whereas, under Mr. Brinkman's leadership, several tourism advertising and promotion programs of the Department of Parks, Recreation and Tourism repeatedly received regional and national awards for excellence in creativity and performance; and**

**Whereas, Mr. Brinkman guided tourism expenditures in South Carolina to grow by 132%, reaching nearly \$5 billion dollars and providing over 100,000**

Bill Number: 770  
Type of Legislation: Senate Resolution SR  
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Whereas, under Mr. Brinkman's leadership, several tourism advertising and promotion programs of the Department of Parks, Recreation and Tourism repeatedly received regional and national awards for excellence in creativity and performance; and

Whereas, Mr. Brinkman guided tourism expenditures in South Carolina to grow by 132%, reaching nearly \$5 billion dollars and providing over 100,000 industry jobs; and

Whereas, Mr. Brinkman was also instrumental in overseeing a State Parks System that grew from 28 to 46 properties encompassing 79,269.94 acres of land, with revenues totaling more than \$9 million dollars and park visitors exceeding 11 million people; and

Whereas, Mr. Brinkman played a major role in the creation of many regional tourism commissions in South Carolina to help attract tourism and retirees to all sections of the State and to help create an economic boost to our State; and

Whereas, Mr. Brinkman created within the Department of Parks, Recreation and Tourism the Division of Community Development to bring the full benefits of tourism to all sections of the State; and

Whereas, Mr. Brinkman was appointed chairman of the Governor's Task Force on Litter for his commitment to keep South Carolina clean and beautiful for all of its citizenry and visitors; and

Whereas, Mr. Brinkman served as president of the South Carolina Association of Chamber of Commerce Executives and served on numerous other state boards and commissions; and

Whereas, Mr. Brinkman was a strong supporter of the hotel, restaurant and tourism management programs of the University of South Carolina, Clemson University and the technical college system and worked closely with the General Assembly to implement a scholarship and tuition grants program to help students prepare for careers in the tourism industry; and

Whereas, Mr. Brinkman was loved and respected by the staff of the South Carolina Department of Parks, Recreation and Tourism who referred to him affectionately as Mr. "B". Now, therefore,

Be it resolved by the Senate:

That the members of the Senate of the State of South Carolina, by this resolution, would like to express the deepest sympathy to the family and friends of Fred P. Brinkman, former executive director of the Department of Parks, Recreation and Tourism, upon his death.

Be it further resolved that a copy of this resolution be forwarded to the family of Fred P. Brinkman.

## FRED P. BRINKMAN

### PERSONAL:

Fred Potter Brinkman - Born May 20, 1925; Overland, Missouri  
Residence: 1140 Green Valley Lane, Columbia, South Carolina 29210  
Wife: Roberta Weaver Brinkman, Married November 26, 1948  
Daughter: Terri L. Stevens, Myrtle Beach, South Carolina  
Son: David N. Brinkman and Wife Modesta, West Columbia, South Carolina

### CHURCH:

Member, St. Andrews Presbyterian Church, Irmo, South Carolina  
Elder and Deacon, Myrtle Beach Presbyterian Church  
Previously Member of Presbyterian Churches at Virginia Beach, VA, Quincy, FL, and Tallahassee, FL

### EDUCATION:

Florida State University, Bachelor's Degree in Business Administration; Restaurant and Hotel Management, 1953  
Southeastern Institute for Chamber of Commerce Executives, Chapel Hill, NC, Graduate, 1956  
Maritime Cook & Bakers School, St. Petersburg, FL, Graduate, 1948  
Peters High School, New Orleans, LA, Graduate, 1947

### MILITARY SERVICE:

United States Navy; Pharmacist Mate, USS Lowndes APA 154; Beach Battalion, 1943-1946  
Arnold Air Society, Florida State University, 1952-1953  
Commissioned Second Lieutenant, U.S. Air Force Reserve, 1953

### CAREER:

1992-1995	Consultant, Council of Myrtle Beach Area Organizations
1973-1991	Executive Director, South Carolina Department of Parks, Recreation & Tourism
1970-1973	Executive Vice President, Myrtle Beach Area Chamber of Commerce
1967-1970	Deputy Director, South Carolina Department of Parks, Recreation & Tourism
1964-1967	Executive Director, Ocean Hiway Association
1956-1964	General Manager, Myrtle Beach Chamber of Commerce
1953-1956	Manager, Quincy Chamber of Commerce
1947-1949	Cook and Baker, Sun Oil Company Marine Division
1943-1946	Pharmacist Mate, United States Navy



COMMANDER FIFTH FLEET

The Commander FIFTH Fleet, United States Pacific Fleet,  
commends

FRED POTTER BRINKMAN, PHARMACIST'S MATE SECOND CLASS,  
UNITED STATES NAVAL RESERVE

for service as set forth in the following

CITATION:

"For excellent service in the line of his pro-  
fession as a member of the medical section of a  
beach party from 20 February to 23 February 1945,  
during the assault and capture of Iwo Jima. Al-  
though the beach was under enemy mortar and gunfire,  
he ably performed his duty in administering first  
aid and assisting in the evacuation of casualties.  
His skill and courage contributed to the saving of  
many lives. His conduct gives evidence of his great  
value to the naval service."

Commendation Ribbon authorized

A handwritten signature in cursive script that reads "R. A. Spruance".

R. A. SPRUANCE,  
Admiral, U.S. Navy.

along the

# c o a s t

THE VACATIONER'S GUIDE®



Accommodations—Amusements—Churches—Clubs—Columnists—Events—Fashions  
Features—Fishing—Gardens—Golf—Maps—Mileages—Movies  
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A  
**SOUVENIR COPY**  
for our Guests

**MAY 24,**  
**1964**

## FRED BRINKMAN —

It is hard to say goodbye to a friend and offer congratulations at the same time, knowing that he has accepted a career opportunity "with a larger scope." The Grand Strand community will deeply miss hard working, talented and affable Fred P. Brinkman, manager of the Greater Myrtle Beach Chamber of Commerce for the past eight years.

Mr. Brinkman has accepted the position of Executive Director of the 30-year-old non-profit Ocean Hiway Association, which promotes north-south travel along the Atlantic seaboard. Mr. Brinkman and his wife, Roberta with their nine-year-old daughter, Terri, and four-year-old son, David, will move soon to Virginia Beach, Va.

With Mr. Brinkman as its executive head, the Greater Myrtle Beach Chamber of Commerce won the top national award of the U.S. Chamber of Commerce in its population bracket in 1958, 1961 and 1963. Also, during that period the Chamber's membership increased from 301 members to more than 900 and expanded into an area organization serving 11 communities in the Grand Strand area.

Mr. Brinkman leaves behind hundreds of friends, an outstanding team of staff assistants and a superb job record.

A native of Overland, Mo., Mr. Brinkman is a graduate of Florida State University and a Navy veteran of World War II. He majored in



## "Human Sparkplug"

Business Administration and as part of his college training worked during his senior year at a resort hotel. As a result of this position he became manager of the Quincy, Florida Chamber of Commerce upon graduation from college.

It is most difficult to put the Brinkman personality and character down on paper. He is modest and unassuming, yet a tremendous leader and enthusiastic organizer. He is an elder of the First Presbyterian Church of Myrtle Beach. He has a remarkable memory for names and faces. He is dedicated to his job—so much so that it is both vocation and avocation. He likes people and will take time from his busy schedule to help anyone seeking assistance.

Mrs. Brinkman recalled a recent incident when her husband was just leaving his office after a particularly full day. Two young boys came in requesting the names of all the city officials for an article they were writing. He sat down at a

typewriter and typed the complete list out himself for them.

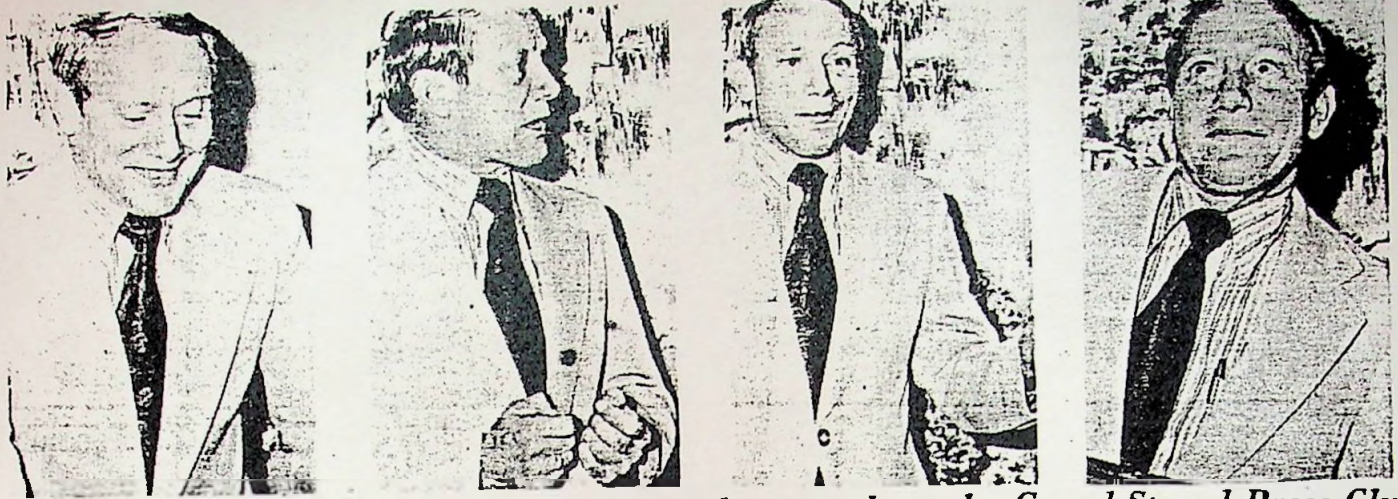
Of course, maybe he remembered his own early attempts at news gathering. His father once told Mrs. Brinkman how Fred, as a boy of nine, had successfully published a little neighborhood newspaper. This early promise of journalistic talent and executive ability has been fully realized.

Mr. Brinkman is a past president of the S. C. Association of Chamber of Commerce Executives, member of the American Chamber of Commerce Executives Association and a member of the Board of Regents for the Southeastern Chamber of Commerce Institute of the University of Georgia. In 1963 Gov. Donald Russell of South Carolina appointed Mr. Brinkman a member of the S. C. Tourist Study Committee.

What an impressive list of achievements for a 38-year-old man. The Grand Strand will not soon forget her adopted son, Fred P. Brinkman—and we think the affection is mutual.







*Brinkman is a study in facial moods as he spoke recently to the Grand Strand Press Club*

## Along Grand Strand

# Mayors Proclaim Sunday "Fred Brinkman Day" Public Reception to Highlight Observance

By JOHN MONK  
SUN NEWS Writer

In a special tribute to a departing Chamber of Commerce leader, this Sunday has been named "Fred Brinkman Day" by mayors of five Grand Strand communities—Atlantic Beach, Georgetown, Myrtle Beach, North Myrtle Beach and Surfside.

A joint proclamation released this week and signed by all five mayors honors Brinkman as one who has helped build the Greater Myrtle Beach Chamber of Commerce—now a strapping business association of over 1100 members—into an "efficient and effective organization."

Brinkman, who has served as executive vice-president of the Chamber for the past three years, is leaving to accept a \$23,940 a year position as the new executive director of

the South Carolina Department of Parks, Recreation and Tourism. He left that agency three years ago to promote the growth of the Grand Strand.

Brinkman was hired by the Chamber in October, 1970, and put in charge of its overall operation. He directed the paid staff and the activities of volunteer workers. He outlined various Chamber programs. Under his guidance, promotional activities were begun that brought more tourists to the Strand in what used to be considered the "off-season."

At the time of his resignation last month, Brinkman said:

"What a great privilege it has been for me to work for the Chamber for the past three years. All facts and figures show that

Continued on Page 2-A

## —Mayors

Continued from Page 1-A

the Grand Strand is one of the world's fastest growing leisure areas.

"I am confident that the Greater Myrtle Beach Chamber and its members, volunteer leaders and staff will meet the challenge of bringing greatness to the area.

Community leaders asked about [redacted] laced their comments with superla

"One of the most capable men in [redacted] promotion and Chamber of [redacted] management that I've ever met. opportunity to observe many fine people in the field. Brinkman rates at the top."—Myrtle Beach Mayor Mark Garner.

"The best Chamber of Commerce executive in the southeast United States. He's done a superb job and we hate to see him go."—Lloyd Bell, former Chamber of Commerce president.

"He's the most outstanding man I know. He can work with all kinds of people."—Lois Bowen, immediate past president of the Chamber

# FRED BRINKMAN AWARDED HONORARY DEGREE

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*L-R: Dr. Morris J.W. Gaebe, Chancellor, Johnson & Wales University,  
Fred P. Brinkman, Walter C. Anhalt, Director, Johnson & Wales University*

Fred Brinkman was raised in Missouri and served in the U.S. Navy. He graduated in 1953 from Florida State University. Mr. Brinkman has spent his entire professional career working with the tourism industry. In 1956, he became head of the Chamber of Commerce in the resort town of Myrtle Beach, South Carolina. When the South Carolina General Assembly created the Department of Parks, Recreation and Tourism in 1967, he became its deputy executive director. Since 1973, under his leadership as Executive Director, the tourism, advertising and promotion programs of the agency have received national and regional awards for excellence. Mr. Brinkman was instrumental in the creation of re-

gional tourism commissions, and has recently created within PRT a new Division of Community Development, whose goal is to bring the full benefits of tourism to all sections of the state, especially rural areas and small towns. He has been a strong supporter of hotel, restaurant and tourism management programs in South Carolina's higher education system, and PRT has worked closely with the General Assembly to implement a tuition grants program for Johnson & Wales University at Charleston. Mr. Brinkman has served as president of the South Carolina Association of Chamber of Commerce Executives, and currently is chairman of the highly successful Governor's Task Force on Litter.



# Inn-sight

South Carolina Hotel and Motel Association

JOHNSON & WALES UNIVERSITY  
STATE OF RHODE ISLAND AND PROVIDENCE PLANTATIONS

SOUTHERN DIVISION AT CHARLESTON, SOUTH CAROLINA  
TO ALL TO WHOM THESE PRESENTS MAY COME: GREETING

UPON RECOMMENDATION OF THE TRUSTEES AND FACULTY AND BY AUTHORITY  
OF THE STATE OF RHODE ISLAND THIS INSTITUTION HEREBY CONFERS UPON

*Fred P. Brinkman*  
the Degree of  
Doctor of Business Administration  
in Travel-Tourism Management  
Honoris Causa

IN TESTIMONY WHEREOF WE HAVE HEREUNTO SET OUR HANDS AND AFFIXED THE  
CORPORATE SEAL OF THIS INSTITUTION AT PROVIDENCE, RHODE ISLAND THIS  
TWENTY-SEVENTH DAY OF MAY, NINETEEN HUNDRED AND NINETY.



*Walter W. Gache*  
CHANCELLOR

*John A. Yzua*  
PRESIDENT

*John J. Bowen*  
EXECUTIVE VICE PRESIDENT

Fred P. Brinkman

Fred P. Brinkman, you have not gone through this life unnoticed. Having spent your entire professional career working with the tourism industry, you have been recognized time after time for your diligent work, beginning with your leadership of the Myrtle Beach Chamber of Commerce. You helped South Carolina's sleepy Grand Strand evolve into a truly "grand" resort area. During the years you were in charge, Myrtle Beach and the entire Grand Strand area experienced unprecedented growth.

When the South Carolina General Assembly created the Department of Parks, Recreation and Tourism, you were persuaded to become its deputy executive director. After getting the department organized and running smoothly, you returned to the Greater Myrtle Beach Chamber of Commerce to lead that organization through another period of rapid expansion. In a few year's time, however, it was the unanimous decision of the Department of Parks, Recreation and Tourism to bring you back as the agency's executive director.

Under your leadership, the tourism advertising and promotion programs of the agency have repeatedly received national and regional awards for excellence in creativity and performance. You have been a strong supporter of foodservice, hotel, restaurant and tourism management education programs at colleges and universities in South Carolina, including Johnson & Wales. With your input, the Department of Parks, Recreation and Tourism implemented a tuition grants program for students at the Charleston campus of the University.

Fred P. Brinkman, you are the personification of Southern hospitality. Today, in recognition of your dedication and support of the tourism industry and education, Johnson & Wales University confers upon you the degree of Doctor of Business Administration in Travel-Tourism Management, *honoris causa*.

# THE GRAND STRANDER

APRIL 2, 1991 ISSUE 392

## Chamber Names Award Recipients

George Bishop was named "Citizen of the Year" and Fred P. Brinkman was awarded the South Carolina Tourism Award Tuesday evening during the Myrtle Beach Area Chamber of Commerce's 51st Annual Meeting at the Holiday Inn Downtown.

The prestigious "Citizen of the Year" award is presented each year at the chamber's annual meeting to an outstanding Grand Strand citizen who has displayed dedication toward the betterment of the community and who has been instrumental in the area's growth.

George Bishop is the founder of Waccamaw Pottery and Waccamaw Clay Products. His leadership has established Myrtle Beach as headquarters for the Waccamaw Group, which has stores from Chicago to Washington to Florida.

Bishop has played a significant behind-the-scenes role on the Grand Strand for a number of years. His community involvement includes service on Myrtle Beach City Council and on both the board of directors and the executive committee of the Myrtle Beach Area Chamber of Commerce. He has been a strong supporter of such projects



Brinkman



Bishop

as the Horry County Shelter Home, Coastal Carolina College and Clemson University.

Bishop's wife Dorothy is a previous winner of the Citizen of the Year award and his son David is chairman-elect of the Myrtle Beach Area Chamber of Commerce.

Fred P. Brinkman is executive director of the South Carolina Department of Parks, Recreation and Tourism (PRT).

A native of Missouri, Brinkman has devoted his entire professional career to the tourism industry. He was manager of the Quincy (Florida) Chamber of Commerce before moving to Myrtle Beach in 1956 to lead its chamber of commerce. During the eight years of Brinkman's leadership, the Grand Strand's tourism industry experienced unprecedented growth as a result of the increased scope of the chamber's promotional programs.

When the South Carolina General Assembly created the Department of

*(cont'd on page 2)*

2/The Grand Strander

## Chamber Names Award Recipients

*cont'd From Page 1*

Parks, Recreation and Tourism in 1967, Brinkman served as its deputy executive director. In 1973, he became executive director of the agency, which has since received many national and regional awards for excellence in creativity and performance.

Brinkman has been a strong supporter of the hotel, restaurant and tourism management programs of Clemson University, the University of South Carolina and the Technical College system. Brinkman has announced that he will retire at the end of this year.

# Retirement

APR 22 91

**F**red Brinkman will retire at the end of this year after nearly a quarter century as deputy to and then executive director of the state's Department of Parks, Recreation and Tourism. With him will go our best wishes.

Brinkman has helped move tourism into position as a major player in South Carolina's economy. While that transition continues, Brinkman has been a catalyst. Tourism is no longer a cottage industry in this state; it challenges manufacturing as the state's No. 1 industry.

**We suggest:**

PRT's Brinkman successfully pushed S.C. tourism for 25 years

Brinkman will be succeeded by his longtime deputy, John W. (Bill) Lawrence, who already

knows he will have big shoes to fill.

Some tourism leaders are talking about hiring Brinkman as a full-time lobbyist for the Grand Strand after he retires. That merits a full, serious discussion. A full-time lobbyist could help Horry and Georgetown counties realize the state recognition they are due. And Brinkman used to be director of the Myrtle Beach Area Chamber of Commerce.

Brinkman is known as the voice of tourism for South Carolina, and that's a compliment Brinkman most assuredly deserves.

## The State

Columbia, South Carolina ●●

Saturday, Jan. 26, 1991

### BUSINESS TODAY



## PRT director plans to retire at end of year

Fred Brinkman will retire as director of the state Department of Parks Recreation and Tourism in December after 20 years of work with the state agency.

The South Carolina Travel and Tourism Forum has created an award in Brinkman's name that will be given annual-

ly to an individual, organization or business that has made a significant contribution to the state's tourism industry. Brinkman received the award Friday in Charleston at the Governor's Conference on Tourism and Travel.



**Brinkman**

# Opinion

**J. Michael Pate** / *President and Publisher*  
**Susan C. Deans** / *Editor and vice president*  
**Laura F. Hensley** / *Vice president/ Marketing & Finance*  
**Jerry C. Ausband** / *Editorial Page Editor*  
**Gordon Hirsch** / *Managing Editor*

## Editorials

### Retirement

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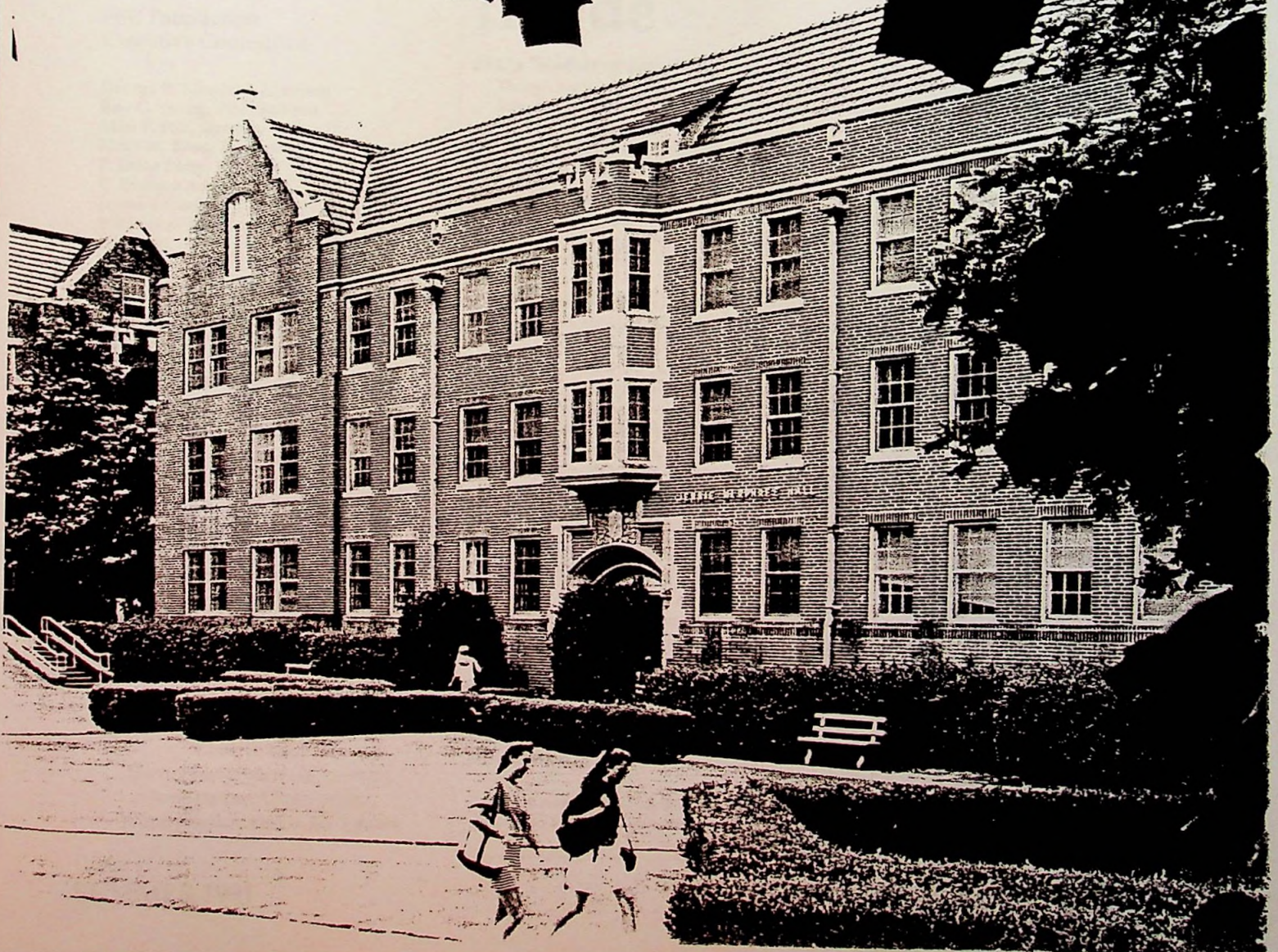
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# Florida State

## MAGAZINE

FOR ALUMNI AND FRIENDS

SUMMER 1991



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**Volume 4, Number 4**

*Florida State Magazine* is published four times a year by the Division of University Relations for FSU Foundation, Seminole Booster and Alumni Association members and once a year for all alumni of Florida State University. Views contained herein do not necessarily reflect those of the previously mentioned organizations or of the University.

Editor — Dr. W. Gerry Gilmer  
 Design Editor — Pam Morris  
 Contributors —  
 Steve Humphries, Gil Lawhon,  
 Annette Lee, Cindy Mooy,  
 Wendy Stokes and Alba Aguero

# Florida State MAGAZINE



Charlie Register

Rhett Bryson teaches theater students about sets and props but continues to be a performer himself. See page 8.

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FSU music Professor Lawrence G. Farrow teaches more than music and music composition to his students — he teaches them the skills needed to make it in the everyday world.	
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Lisa Slappey is goal-oriented and has been honored for reaching those goals with gusto, but she also has learned to enjoy people and things which aren't directly related to her career objectives.	
The Entertainer Who Became a Teacher .....	Page 8
Rhett Bryson could have been a full-time, professional entertainer, but another calling led him to the college classroom where he continues to entertain while imparting knowledge.	
His Tourists Are Not Accidental .....	Page 12
Fred Brinkman is near retirement after helping boost South Carolina tourism to record levels, and all of his efforts have been accomplished with compassion for his fellow employees and appreciation for his alma mater.	
The Psychologist Is A Film School Major .....	Page 15
Alice Stephens earned a Ph.D. at Florida State and used her knowledge to set up a practice in psychology. Now she's enrolled again to learn to make more lasting contributions through the University's new film program.	
At Home With The Nations's Arts .....	Page 20
Dr. David and Patty Humphrey took the traditional path for a degree in music, but their jobs in the culture-rich mecca of Washington, D.C., are not your normal music major occupations.	
The Lady Gets A Face Lift .....	Page 24
For 70 years Jennie Murphree Hall was the first home for freshmen girls embarking on a new way of life in college. Today it is being renovated so that future generations may start their college careers there.	
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News Notes .....	Page 29
In Memoriam .....	inside back cover

On the Cover: Jennie Murphree Hall is the first of several historical residence halls which will be renovated for future generations. See story, page 24. Photo by Gil Lawhon





# His Tourists Are Not Accidental

By STEVE HUMPHRIES

**F**red Brinkman is supposed to be posing for a picture by his office window overlooking the South Carolina statehouse, but the photographer is having trouble keeping him still.

He talks, the photographer waits. He pauses, the photographer shoots, quickly, and he talks again. Again, the photographer stops, puts the camera to her waist and waits a little longer.

By now, Brinkman has talked himself right out of position and the photographer, the picture of patience, gently guides him back a little closer to the window.

And the game of photographic cat and mouse starts all over again.

Brinkman is not being contrary or even inconsiderate as he sort of poses for a photo. It's just that the 1953 Florida State University graduate is talking about South Carolina's Division of Parks, Recreation and Tourism, from which he will soon retire after 18 years as executive director, and he just gets carried away.

"Some say I'm a workaholic, I guess," he admits in that quiet, almost shy voice of his. "Including my wife. But some of it is play, really. It's very enjoyable."

Don't get the wrong idea. Brinkman does frolic a little, at least during the baseball season, and especially when the Seminoles take the diamond.

His love of baseball, its timelessness, its wonder, seem to fit Brinkman like a well-worn mitt. He is a slight man, whose still glowing eyes and boyish smile belie his 65 years. His laugh, more of a tiny, youthful chuckle, seems to reflect an honest delight in life.

Baseball aside, he has channeled most of that delight into his work, the main beneficiary certainly being the state of South Carolina. Under his direction, tourism expenditures have increased steadily — 132 percent in one 10-year span — reaching \$5 billion statewide in 1989 and topping

**Brinkman has guided his division into selling vacations in his adopted state to Western Europe and laid the groundwork for similar moves in Eastern Europe and Japan.**

\$5 billion last year.

Tourism jobs have passed the 100,000 mark during his service and the state parks system, which contained 28 sites when he started, has grown to 45 parks, offering residents and tourists thousands more acres of beautiful Carolina mountains, plains and beaches than ever before.

At the same time, Brinkman has guided his division into selling vacations in his adopted state to Western Europe and laid the groundwork for similar moves in Eastern Europe and Japan. All the while, he has expanded the market not only in easy-to-sell places like world-famous Hilton Head Island, but to mom-and-pop bed-and-breakfast inns and other rural attractions.

"Fred Brinkman is 90 percent of what Parks, Recreation and Tourism is today," says W.R. "Buddy" Jennings, director of engineering and planning for the division and a longtime Brinkman employee. "We laugh and joke about it sometimes, but I don't know when he gets any sleep. He's that involved in his work."

The hard work has brought Brinkman

many personal accolades. This year, for example, he received his second South Carolina Tourism Award from the Myrtle Beach Area Chamber of Commerce. And he was coaxed into attending this year's Governor's Conference on Tourism (he kind of had his mind set on a baseball game instead) only to find he had received the first Fred Brinkman Award to honor achievements in the state's tourism industry.

Buddy Jennings would say Brinkman earned those awards through hard work, work that has propelled the Missouri native from cook and baker aboard a Sun Oil tanker, through Florida State University and the Quincy, Fla., and Myrtle Beach, S.C., chambers of commerce, to his current position administering a multibillion-dollar budget and 1,000 full-time and seasonal employees.

Fred Brinkman would say those awards really belong to others.

"I think I'm just fortunate enough to have been on a good team," he said, repeating the assertion for the third time. "It's other people in the department who should be recognized. Simply because I'm head of the department, I get credit that belongs to other people."

But the unselfish Brinkman spreads the credit for his success even thinner, giving part of it not to a group of people, but to an important institution in his life: Florida State University. The years spent earning his degree in restaurant and hotel management (now hospitality administration), he says, were an integral part of everything that followed.

"I put a lot of the credit, maybe more so than the actual knowledge acquired, to just the motivation and inspiration that I consider real important," he said. "In fact, without the experience at FSU I probably would never have had the opportunity for the job I'm in and the course I followed."

Pat Sanford, Brinkman's friendly administrative assistant

This year, for example,  
 he received  
 his second  
 South Carolina  
 Tourism Award  
 from the  
 Myrtle Beach Area  
 Chamber of Commerce.

most enduring testament yet to her boss's modesty, sincerity and selflessness. She can tell story after story about him ordering Burger King milkshakes for everyone in the office, handwriting his own Christmas cards or making sure everyone gets candy on Valentine's Day.

Phrases like "great leadership," "well-liked" and "positive attitude" flow from her lips like words from the IBM typewriter Brinkman keeps her busy using. She must like him; after all, she's worked for him for 18 years.

"He doesn't want any of the limelight on him," offered Sanford, sweet Southern drawl and all. "He acts like he's the janitor, not the executive director. He wants to make himself known to everybody, not in a pompous way, but in a humbling manner."

Others are quick to attest to Brinkman's



Administrative assistant Pat Sanford provides enduring testament to her boss's modest sincerity.



Kenée Illner McManus

Tourism jobs have passed the 100,000 mark during his service, and parks have grown from 28 to 45.

altruism, though, if asked directly, he probably would try to credit someone else for that too. But the answer to another question, "What do you like best about your job?," gives some evidence as to where his big heart lies.

"I think what I've enjoyed most is not so much the work with governmental agencies, but working with people in the industry," he said. "The travel and tourism industry, the local tourism organizations. I've always enjoyed that communication with the people out there doing the work."

When Brinkman retires at the end of this year, his co-workers say, he will surely be missed. His understanding wife Roberta, son David and daughter Terry might get to see him a little more, and there's a good chance that ticketsales will increase at nearby Clemson and University of South Carolina baseball games. He also plans to become active in the local chapter of the FSU Alumni Association

But don't expect Brinkman to waste time away watching afternoon soaps and wishing he had something to do. As a matter of fact, best be a little leery of that retirement stuff altogether.

"I haven't made any firm plans other than maybe to do some personal things," he said.

"We'll probably do some traveling."

Then, after a pause.

"And then I may do something else, but not with government. Maybe the private sector."



... Brinkman  
 spreads the credit  
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 in his life:  
 Florida State University.

# Business South Carolina

The State

Columbia, S.C.  
The week of  
Monday, Oct. 28, 1991

## Head of S.C. tourism ready to become tourist

By ROBIN MAGGY  
Special to the State

Fred Brinkman, director of one of South Carolina's largest revenue-generating agencies, never thought he would spend 21 years in the tourism industry.

But he has.

Brinkman left the state Department of Parks, Recreation and Tourism in 1970 to become the executive vice president of the Myrtle Beach Area Chamber of Commerce. But he was persuaded to return to PRT in 1973 as its executive director.

Brinkman will leave the agency again in December. This time, he says he's leaving for good.

Others are skeptical, however.

"It's hard to think of him as a person who retires," said Robert G. Liming, director of PRT's international division.

Brinkman grew up in Missouri, served in the U.S. Navy and then attended Florida State University. Since then, he has devoted his life to the tourism industry.

Said Brinkman, "One of the things that makes the job I have in PRT challenging and interesting is that it's an industry reaching out and touching a lot of people."

Brinkman spent eight years in charge of the Myrtle Beach chamber, leading it through two periods of rapid growth and transforming it into an

organization that served the Grand Strand area.

He's helped transform state tourism as well.

During the last 10 years of Brinkman's tenure, tourism expenditures in South Carolina have grown 132 percent, reaching \$5 billion in 1990 and rivaling textiles as the state's No. 1 industry.

Last year, tourism expenditures grew an estimated 10.3 percent. Said Brinkman, "Tourism has become a big economic part of the state."

Under Brinkman, the state's park system also has mushroomed from 28 properties to 46.

Brinkman oversees more than 1,000 seasonal and full-time employees at PRT, where advertising and promotion programs repeatedly have received national and regional awards.

Tourism is a plus for South Carolina because it is a stable industry in good and bad times.

And, while the recession has delayed some developments, PRT continues to grow.

Last year, for instance, PRT started an international marketing division, making it the only state tourism agency with a separate international division.

To take advantage of the publicity created by the Ryder Cup golf competition, held in late September at

Kiawah Island, PRT launched a European marketing campaign to promote South Carolina.

"We funded a mission to London because the Ryder Cup is a big thing in the United Kingdom," said Brinkman, adding PRT expects to expand its international tourism efforts to Japan and the Far East.

"He was a key instrument with working with the committee to get this division," said Liming. "Fred takes situations that seem totally hopeless, and he'll find the rainbow at the end."

In an effort to spread tourism's wealth, Brinkman's agency also created a Division of Community Development. The division works to bring tourists to all sections of the state, especially rural areas and small towns.

Abbeville County, for instance, has formed a tourism council.

The council will take inventory to see what the community has to offer to tourists, including unusual architecture, foods and arts. Then, it will provide tours to the various cultural areas in the community.

Brinkman has seen change within the state tourism agency.

"During the first 10 years, many campgrounds were being built," he said. "The trend has since turned toward state parks and conservation-oriented activities."

The parks provide education and special programs that help to protect an area's natural and cultural resources.

Hickory Knob State Park on Lake J. Strom Thurmond, for instance, is one of a few South Carolina resort-type parks with a golf course, lodging and fishing.

"The man is a genius, and one of the hardest working humans I've ever seen," said park superintendent Ted Williams, referring to Brinkman. "He supported (the park) wholeheartedly and was far-sighted enough to see that it would work and bring in the kind of revenue needed."

However, tourism wasn't always such a boon to South Carolina.

In 1956, for instance, Myrtle Beach was "literally" boarded up by Labor Day, Brinkman recalls. At the time, the oceanside vacation spot had four motel swimming pools and one golf course.

Today, the Grand Strand boasts 70 golf courses. And, Brinkman notes, "In addition to growing tremendously, the (tourism) season has been extended. Now, it's a matter of keeping up with the growth."

PRT is looking at using a small portion of the Myrtle Beach Air Force Base after it closes. The land, which would become an extension to Myrtle Beach State Park, would be used as a maritime forest.

"Fred Brinkman is 90 percent of what Parks, Recreation and Tourism is today," said W.R. "Buddy" Jennings, director of PRT's engineering and planning.

Brinkman's work has not gone unnoticed.

This year, he received his second South Carolina Tourism Award from the Myrtle Beach Area Chamber of Commerce.

He also was honored as the first recipient of an award that bears his name, the Fred Brinkman award, which will mark achievement in the state's tourism industry.

The awards really belong to others, Brinkman says.

"I just feel real, real fortunate to be a part of this whole organization," he said. "I guess, because I happen to be executive director, I get credit. But really the credit belongs to others."

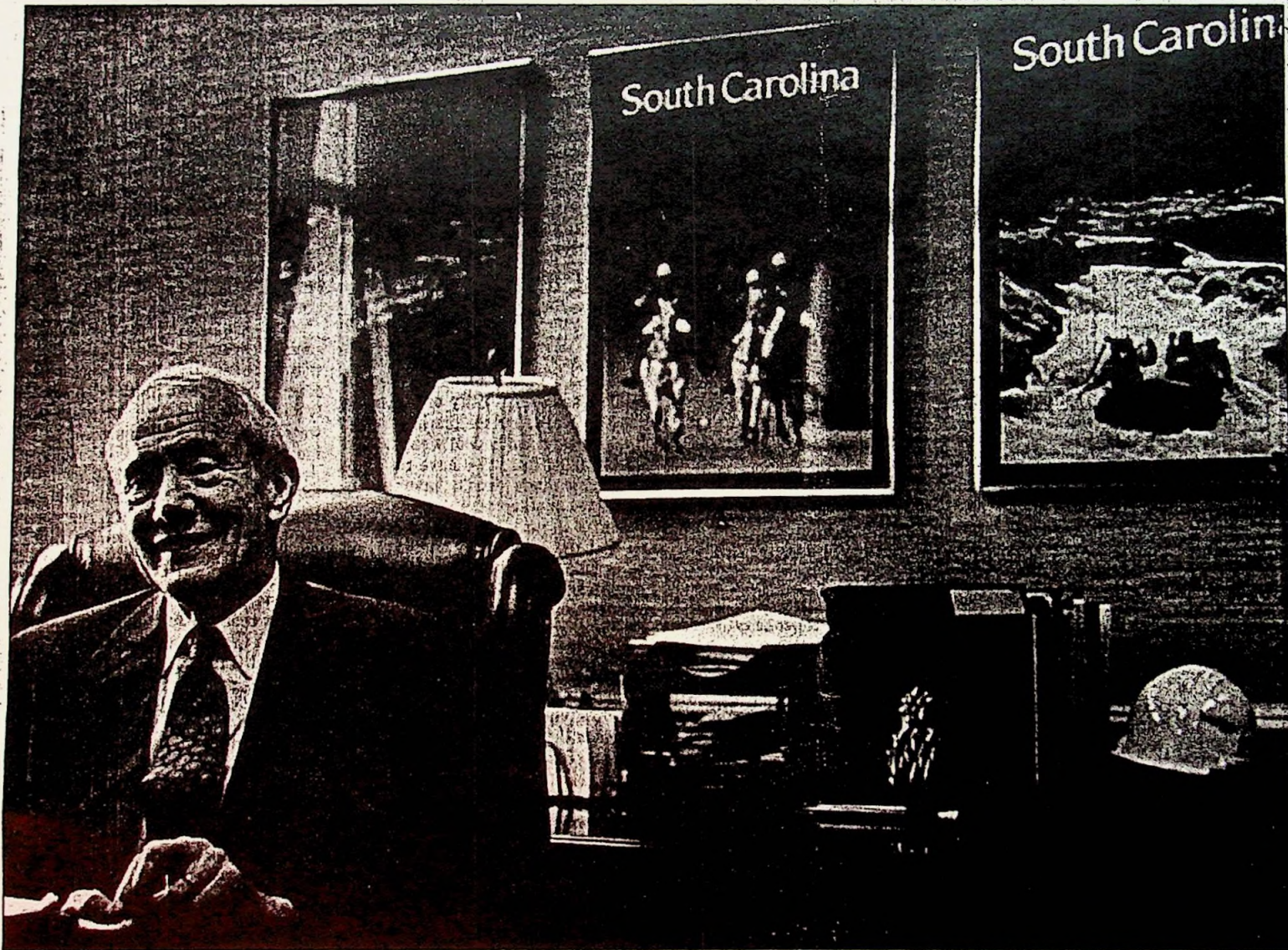
After retiring, Brinkman plans to work in his garden and catch up on all the baseball he's missed.

He's also planning to become a tourist, following the University of South Carolina Gamecocks, especially when they play his alma mater later this year.

Robin Maggy, a University of South Carolina student, is an intern with The State's business news staff.

# Selling South Carolina

## PROFILE



Tourism Director Fred Brinkman says he'll retire in December.

## Business South Carolina

THE STATE, Columbia, S.C.

Monday, October 28, 1991

## INSIDE FACTS

**Name:** Fred Brinkman  
**Position:** Executive director, South Carolina Department of Parks, Recreation and Tourism  
**Age:** 66, native of Missouri  
**Education:** Bachelor's degree from Florida State University in hospitality administration  
**Background:** Formerly executive vice president of the Myrtle Beach Chamber of Commerce; deputy director of the South Carolina Department of Parks, Recreation and Tourism; executive director of the Ocean Hiway Association; general manager of the Myrtle Beach Chamber of Commerce; manager of the Quincy, Fla., Chamber of Commerce  
**Hobbies:** Gardening, watching baseball  
**Quote:** "Tourism has become a big economic part of the state's economy."

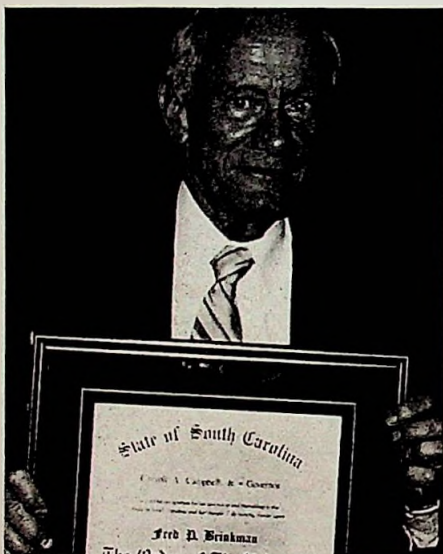
Maxie Roberts/The State

# Travel TALK

South Carolina Division of Tourism  
December 1991 / Volume VII, Number 4

## INDUSTRY SALUTES BRINKMAN AS HE RETIRES

More than 200 people were on hand to pay tribute to PRT Executive Director Fred Brinkman during a festive



retirement party in his honor.

The farewell, held at Seawell's Restaurant at the State Fairgrounds in

Columbia, was attended by PRT employees and retirees, members of the PRT Commission, former PRT Commissioners, members of the Joint Legislative Committee on Tourism and Trade and other friends. Bob Hickman, PRT's first executive director, presided over the fun-filled evening.

The gathering heard from Dwight A. Holder, D. Gene Rickenbaker and Charles A. Bundy, all former PRT Commission chairmen, who regaled the audience with tales of their experiences in working with Brinkman over the years. Awards were presented by Tom Brown, associate regional director of the Planning and External Affairs Division of the National Park Service, and H. Wayne Beam, executive director of the S.C. Coastal Council.

Special awards also came from PRT Deputy Executive Director Bill Lawrence and William J. Sigmon Sr., chairman of the PRT Commission. Brinkman, an avid University of South Carolina baseball

fan, received a season pass, and head baseball coach June Raines presented him with a numbered jersey and cap for his new position as honorary third base coach.

Particularly delightful was "This Is Your Life," a satirical overview of Brinkman's life as told by PRT's Mike Foley, and an employee roast of comedy and song presided over by Dana Sawyer, another PRT employee. Capping the employee roast was a rendition of the song "Times of Your Life," sung by Lynn Fralick of the State House tour desk.

Culminating the evening was the presentation of the Order of the Palmetto, the highest honor that can be bestowed upon a citizen by the governor. Brinkman received the first of two standing ovations as the award was presented by Carlisle Roberts Jr., director of the Governor's Office of Energy, Agriculture and Natural Resources.

**Brinkman, cont'd on p. 3**

## UPCOUNTRY TO HOST 1992 TOURISM CONFERENCE

### Lieutenant Governor to Participate

Distinguished speakers, timely seminars, interesting side trips and great social functions will highlight the 1992 South Carolina Governor's Conference on Tourism and Travel, to be held in Greenville.

The conference, an annual gathering of those involved in the various components of the tourism industry, is scheduled for Jan. 29-Feb. 1 at the Hyatt Regency. The conference is hosted by the PRT Foundation, the South Carolina Chamber of Commerce

and the Hospitality Association of South Carolina.

Lt. Gov. Nick A. Theodore will deliver the conference's keynote address on Thursday morning. Another Thursday highlight will be the presentation of the state's 1992 spring ad campaign by the S.C. Division of Tourism and Leslie Advertising of Greenville.

Seminars for the conference will cover a variety of topics, with subjects of interest to most participants. Dr. Alan Jabbour, director of the American Folklife Center of the Library of Con-

gress in Washington, D.C., will lead a discussion on tourism's relationship with area history and arts organizations. Preston R. Friedley Jr., president of the Shreveport-Bossier Convention and Visitors Bureau in Shreveport, La., will discuss strategies of forming coalitions for the tourism industry.

Other seminar topics include "Hospitality Service in South Carolina - Is It What It Should Be," led by Dr. Lorin Toepper of Clemson University's Parks, Recreation and Tourism Management

**Conference, cont. on p. 5**

# FROM THIS CORNER . . . .

May I take this opportunity to thank all of you who represent our state's travel, tourism and recreation industry for giving me the opportunity to have the "best job in South Carolina" over the past 35 years.

This industry made it possible for my family and me to become South Carolinians -- first through my employment with the Myrtle Beach Area Chamber of Commerce and subsequently with PRT.

Since the creation of PRT in 1967, parks, recreation and tourism have blended together well to contribute substantially to South Carolina's economic progress and quality of life advancements. And in the present hard economic times, it is encouraging to see that tourism is the bright spot in our state's economy, as evidenced by statistics such as the continuing overall growth in state tax revenues in 1990 and 1991 from lodging, recreation and other travel and leisure oriented facilities.

Through the years, I have had the good fortune to work for and with an outstanding policy-making board (the PRT Commission) and a highly talented, knowledgeable, dedicated and productive team of people who comprise the department's management and staff. Governors, members of the General Assembly and literally thousands of people from other state, regional and local agencies, organizations, businesses and the general public have provided tremendous support and input for the PRT programs. This network of support has resulted in these current programs:

- A system of 46 State Parks ensures protection of 80,000 acres of some of South Carolina's richest natural and cultural heritage, while offering a wide range of recreational and educational opportunities for the enjoyment of visitors as well as residents.

- The Recreation Division's technical and funding assistance services support local agencies and organizations through recreation land acquisi-

tions, facility development and programming and enhancement of the state's scenic beauty and environment.

- The Tourism Division continues to refine and expand its domestic marketing programs to further develop tourism as a major economic force, working in concert with and support of the state's tourism industry and local and regional promotion agencies.

- The new International Marketing Division is leading the way to sell South Carolina to other areas of the world and make international tourism a viable part of the state's economic future.

- The new Community Development Division's work with other state, regional and local entities is creating new marketable products and extending the benefits of tourism and recreation to all of South Carolina, including rural and small town areas.

- The Administrative Services and Engineering and Planning divisions provide valuable support services and innovative technology that help ensure a productive, cost-effective agency that reflects a high level of integrity and performance for the department and its employees.

I thank all of you who represent this statewide network of support as well as our PRT Commission and staff who have made these accomplishments a reality. What a privilege and pleasure it's been for me to be a small part of this great team. That's why I've had the "best job in South Carolina" for so many years.

But bigger and better things are yet to come with your continued participation and support. The new professional leadership of the department approved by the PRT Commission will do an outstanding job.

Heading the management team is the new executive director, J. W. (Bill)

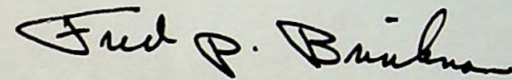
Lawrence, whom I have known for 23 years and who has been my chief advisor and associate in his capacity as deputy executive director.

Bill Lawrence ably served as director of our Tourism Division for four years prior to his promotion to department deputy executive director in 1972. He is an excellent administrator, is thoroughly knowledgeable about all areas of PRT, and is well respected by all of the agency's division directors and others who have had the opportunity to work with him.

Another highly-qualified PRT veteran of 20 years, William R. (Buddy) Jennings, succeeds Mr. Lawrence as deputy executive director after his successful direction of the Engineering and Planning Division that supports all units of PRT.

Again, my thanks for everything you have done to advance our great travel, tourism and recreation industry and for making my job such an enjoyable experience. With Godspeed and best wishes to you all.

Sincerely,



Fred P. Brinkman



Lynn Fralick of the State House tour desk serenades Brinkman with a rendition of the song "Times of Your Life" during retirement party.

## Brinkman, cont. from p. 1

Brinkman received his second standing ovation when he took the podium to express his gratitude and thanks for having served as the agency's



Charles Harrison, State Parks Division director, presents Brinkman with a magnetic emergency entry kit for those occasions when he inexplicably finds the keys locked inside the vehicle.

head and for the privilege of working with dedicated and talented employees and commission members.

A native of Missouri, Brinkman served a stint in the U.S. Navy before attending Florida State University, where he graduated in 1953. That same year he became manager of the chamber of commerce in Quincy, Fla., where he served until 1956.

From 1956-1964 Brinkman headed the Myrtle Beach Chamber of Commerce, transforming the organization from one that served only the city into one that represented the entire Grand Strand. In 1964, he became the executive director of the Ocean Hiway Association in Virginia Beach, Va.

Brinkman first came to PRT as deputy executive director when the agency was created in 1967. He left the department in 1970 for another stint at the Greater Myrtle Beach Chamber of Commerce, where he led that organization through another period of rapid expansion.

In 1973, the PRT Commission voted to bring Brinkman back to the agency, this time as its executive director.

Under his direction, the agency's tourism advertising and promotion programs received numerous national and regional awards and tourism expenditures grew by 132 percent in the past decade, with an economic impact estimated at nearly \$5 billion for 1991.

Realizing the economic and political changes occurring in the world, Brinkman spearheaded the creation of the new Division of International Marketing to administer the state's promotional efforts overseas. He was also instrumental in establishing the Community Development Division to bring the full benefits of tourism to all sections of the state, especially the rural areas and small towns.

Through his guidance, the state parks system grew from 28 properties to 66, and thousands of acres of natural areas have been protected for the enjoyment of future generations.

Due to Brinkman's efforts, PRT now offers scholarships to students who want to prepare for careers in the tourism industry, and the agency worked closely with the General Assembly to implement a tuition grants program for Johnson and Wales University in Charleston.

Brinkman chairs the Governor's Task Force on Litter and South Carolina Clean and Beautiful, is a co-founder and member of the board of trustees for the S.C. Hall of Fame, is past president of the S.C.

Chamber of Commerce Executives and is a member of other boards of public and private sector organizations. He received an honorary

doctorate degree in business administration, travel and tourism management from Johnson and Wales University.

Brinkman was the 1991 recipient of the Myrtle Beach Area Chamber of Commerce's South Carolina Tourism Award for a second time, and he was honored by the Southeast Tourism Society with the Governmental Friend of Tourism Award for his many innovations and promotions during more than three decades in the travel field. During the 1991 S.C. Governor's Conference on Tourism and Travel,



Brinkman proudly displays his new USC baseball jersey.

Brinkman received the first annual Fred Brinkman Award, established to honor achievements by persons in the state's tourism industry. □



Longtime Executive Assistant Dottie Fisher plants a congratulatory kiss on Brinkman's cheek.



# A REMINISCENCE by Charles Bundy

When Gov. James B. Edwards first appointed me to the PRT Commission to succeed H.W. Close, I met with Close to get his advice on what I might expect there.

He gave me his impression of all the top staff members and then talked

about Fred Brinkman. He obviously liked Fred and was pleased with the department's work. As he completed his analysis he said, "Now I have some final advice for you - buy more files."

That seems to illustrate best my feeling about the 11 years I spent on the

PRT Commission with Fred Brinkman as our executive director. Information, research, persistence, direction, integrity, hard work and good humor are all words that describe Fred and his years in state government.

I found him easy to work with. He understood the commission's policy role and knew his management responsibilities. He was aggressive in a kind way. He was supportive. We didn't always agree, and I found him a formidable and always well-prepared adversary at times. These were differences of opinion and not lasting conflicts.

As I reflect on Fred's years in state government, I think of the results of his effort. He is a leader who stimulated the building of a \$5 billion tourism economy in South Carolina. He has built up and maintained one of the nation's best park systems. He has led communities large and small as they have developed their own recreation programs and facilities. The jobs created, the pleasure people have in the parks really measure best what has been accomplished.

I respect Fred, too, for the respect he has always had for his family and his associates at PRT. This has no doubt contributed to his success in his work. At PRT, he built a strong team, and the agency will continue under the people he has recruited and managed.

I doubt if anyone in state government, elected or appointed, has ever retired with a better reputation or with a greater feeling of appreciation from the people who knew and worked with Fred Brinkman.

I salute this outstanding leader and wish for him much happiness in retirement. □

*Editor's Note: Bundy served on the PRT Commission for 11 years, serving six years as its chairman.*

## PRT Happenings

The 1992 South Carolina Vacation Guide will be available in January. The new 80-page edition contains updated information on attractions, historic sites, campgrounds and golf courses across the state, as well as a 1992 calendar of events. The guide may be obtained by visiting one of the state's travel information centers, by calling (803) 734-0235, or by writing the S.C. Division of Tourism, P.O. Box 71, Columbia, S.C. 29202.

The winter edition of What's Happening In South Carolina is now available through PRT. The calendar highlights festivals and special events across South Carolina for the months of December, January and February. Call (803) 734-0235.

The 1991 Summer Edition of Travel Trends is now available through PRT's Division of Engineering and Planning. The seasonal report presents comparisons of business activities related to the state's travel and tourism industry for the months of June, July and August. Contact Cheryl Merrill at (803) 734-0181 for a copy.

### Upcoming PRT Consumer Show Schedule

- Sport, Boat, Vacation Show, Louisville, Ky., Jan. 25-Feb. 2
- Greenville Boat, RV Show, Greenville, S.C., Feb. 6-9
- Harrisburg Travel Show, Harrisburg, Pa., Feb. 8-17
- Indianapolis Travel Show, Indianapolis, In., Feb. 21-March 1
- Charlotte Southern Spring Show, Charlotte, N.C., Feb. 22-March 1
- Toronto Sportsmen's Show, Toronto, Canada, March 13-22

### PRT Trade Show Schedule

- Travel South Showcase, Birmingham, Al., Feb. 22-26
- Henry Davis Trade Shows: Columbus and Cincinnati, Ohio, March 3-4,  
Northern New Jersey, March 18-19
- Long Island, N.Y., and Philadelphia, Pa., March 25-26

#### Travel Talk ...

Is produced by PRT and mailed to South Carolina's travel and tourism industry. Please send your newsworthy items and any comments to:

Travel Talk  
S.C. Division of Tourism  
1205 Pendleton Street  
Columbia, S.C. 29201

# State of South Carolina

Carroll A. Campbell, Jr. ~ Governor

*In grateful recognition for his interest in and friendship to the  
State of South Carolina and her people, I do hereby confer upon*

**Fred P. Brinkman**

## The Order of The Palmetto

*with all the rights and privileges appertaining thereto and do  
hereby designate him*

**A Palmetto Gentleman**

*Sable Palmetto South Carolina's  
State Tree from the Age of  
Reptiles*



IN WITNESS WHEREOF, I have hereunto signed  
my name and affixed the Great Seal of State, at the  
Capitol in the City of Columbia, this 1st  
day of November in the year of our Lord  
one thousand nine hundred and 97.

A handwritten signature in cursive script, appearing to read 'Carroll A. Campbell, Jr.'.

GOVERNOR OF SOUTH CAROLINA



# THE GRAND STRANDER

December 24, 1991 ISSUE 411

The Official Newsletter of the Myrtle Beach Area Chamber of Commerce

## Two Honored With Lifetime Memberships

The chamber took a rare step at its Dec. 17 board of directors meeting in awarding honorary lifetime memberships to two individuals who have made outstanding contributions to the chamber during the past 50 years.



*Garner*

Fred P. Brinkman, retiring executive director of the South Carolina Department of Parks, Recreation and Tourism (PRT), was awarded an



*Brinkman*

honorary lifetime membership in recognition of his service to the tourism industry of the Grand Strand and South Carolina. A native of Missouri, Brinkman served two terms as executive director of the *cont'd. page 5*

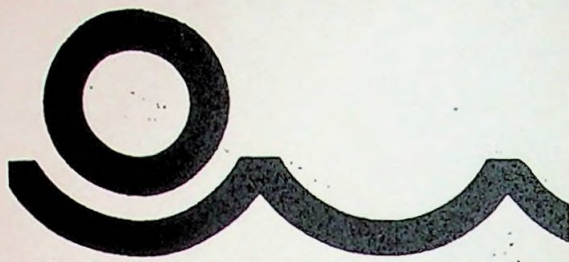
## Two Honored With Lifetime Memberships

*cont'd. from page 1*

chamber beginning in 1956. During the eight years of his leadership, the Grand Strand's tourism industry experienced unprecedented growth as a result of the increased scope of the chamber's promotional programs. Since 1973, Brinkman has served as executive director of PRT. He will retire Dec. 31.

Mark C. Garner was recognized for long-standing contributions to the Grand Strand and the Myrtle Beach Area Chamber of Commerce. Garner came to Myrtle Beach from Asheville, N.C., in 1948 to become executive secretary of the chamber. Following his service as full-time director of the chamber, he purchased and operated *The Myrtle Beach Sun-News*, *The Field and Herald* and *The Loris Sentinel* newspapers. In 1966 he was elected mayor of Myrtle Beach, a position he held until 1974. He has continued to serve the community in a number of capacities, including chairing the Area Council on Transportation (ACT) and leading many local and regional civic endeavors. Garner is president of MB Enterprises in Myrtle Beach.

In the history of the chamber, only six other individuals have received honorary lifetime memberships. Brinkman and Garner are the seventh and eighth to be honored.



# GRAND STRANDER

June 9, 1992 ISSUE 423

Official Newsletter of the Myrtle Beach Area Chamber of Commerce

## Brinkman To Represent The Myrtle Beach Area

Fred P. Brinkman, retired Executive Director of the South Carolina Department of Parks, Recreation and Tourism (PRT), has agreed to represent tourism



Fred P. Brinkman

ordinated approaches to advertising and promotion of tourism for the area and will concentrate heavily on programs aimed at developing a better understanding of the value of the tourism industry in the minds of elected leaders in state and local governments. His work will include the development of liaisons with other tourism groups across the state.

Brinkman's background includes more than 18 years as Executive Director of PRT. Additionally, his work includes several years as Deputy Director of PRT, and 11 years as Executive Vice President of the chamber.

Brinkman's work will be coordinated by representatives of the five organizations which constitute the council. Zeb Thomas, owner of the Dayton House-Best Western Hotel, is a member of each of the five organizations. He led the formation of the consortium.

Thomas said, "The Myrtle Beach Area is South Carolina's leading destination. Our tourism interests need a voice in Columbia, and Fred Brinkman is the obvious choice. He is highly respected in tourism circles and in the halls of legislature

interests in the Myrtle Beach — Grand Strand area.

Brinkman's services will begin Sept. 1 and were obtained by a consortium of Myrtle Beach area tourism groups including the Myrtle Beach Golf Executives Association, the Myrtle Beach Area Hospitality Association, the Ocean Front Property Owners Association Inc., Myrtle Beach Golf Holiday and the chamber. The group will be known as the Council of Myrtle Beach Organizations (COMBO).

Brinkman will assist the local organizations in developing co-

June 7, 1992

THE SUN NEWS

# Opinion

## Editorials

### Brinkman-ship

**M**yrrtle Beach did a good thing the other day. Actually, two good things. First, several organizations which are used to going their own way — and getting their own way — banded together in a common cause: Find someone to look after Grand Strand interests in Columbia.

The five groups — the Grand Strand Executive Golf Association, Myrtle Beach Golf Holiday, the Ocean Front

Property Owners Association, the Chamber of Commerce and the Myrtle Beach Hospitality Association — are now sending representatives to a new Council of Myrtle Beach Organizations, or Combo. With luck, they will find other areas in which they

can speak with one strong voice.

The other good thing was getting Fred Brinkman, the popular and influential retired Parks, Recreation and Tourism chief, to serve as our lobbyist. One would have to look a long time to find another person with the kind of stature Brinkman will bring to the task.

#### In summary

Myrtle Beach tourism group picks a winner in PRT's Fred Brinkman

# Fred Brinkman, My Friend

By Pat Williams

I have been publishing *Santee Cooper Country Vacation & Outdoors* for some 18 years, now. During that time, I have not written about many individual people. Oh, I have written about individuals and their skills, hobbies, trades, and the like, but hard core stories about individuals, themselves, have been few and far between.

Fred Brinkman is a man that I would like to write about. I first met Fred in 1967, when I was a new employee of what was then the also new South Carolina Department of Parks Recreation and Tourism. Fred was the deputy director of the agency during its formative years.

It didn't take me long to become good friends with the man and to learn of his character, al-

though he was much my superior. During the 25 years that have passed since we were first acquainted, nothing has changed my initial positive impressions; on the other hand, they have been reinforced many times, thanks to his unwavering integrity, honesty, performance on and off the job, and his faith in God and his fellow man.

With few exceptions, all of Fred's adult life has been devoted to South Carolina's tourism industry. From executive director of the Myrtle Beach and Grand Strand Chamber of Commerce, to deputy director, and, ultimately, director, of the state Department of Parks, Recreation and Tourism, he, probably more than anyone else, can be credited for the Palmetto State's outstanding and unparalleled growth

in the vacation, travel, and tourism fields. During those same years, he was also the man who was ultimately in charge of the tremendous growth, in both quality and in numbers, of the Palmetto State's state parks.

Much of the growth did not come easily. Fred was responsible for seeing that it was done right the first time around. He had to convince others, from the governor and legislature, on down, that the state could not only compete, but excel, in the vacation, travel, and tourism fields. And to those goals and objectives, Fred Brinkman has devoted many of the best years of his life. It took many, many, long hours, and probably more thankless work than anyone will ever know, to get the job done,

but he was able to put it all together in first class fashion. It took dedication and commitment, and Fred was willing to pay the price.

That is enough about the job Fred has done. As he gets closer to his retirement at the end of the year, most of us will be constantly reading about a wide variety of awards and honors that will be bestowed upon him. I am sure that the plaques, silver platters, and gold watches that he will receive, added to the many that have already been awarded to him over the years, will fill most anyone's trophy room. I am also sure that each one will have a unique, special, meaning (Continued on page 2)



Fred Brinkman, Director of the State Department of Parks Recreation and Tourism, will retire at the end of the year. He, probably more than anyone else, is responsible for the lucrative travel and tourism business that South Carolina enjoys today.

Page 2

SANTEE-COOPER COUNTRY VACATION AND OUTDOORS

## Fred Brinkman

(Continued from page 1)

to him and he will treasure all of them for the rest of his days.

Yet, when I think of my good friend, Fred, there is much more to it than the trophies he has earned and the toasts he has received. On the other hand, when I think of him, I think of a humble man, with principals and a lifestyle that can't be compromised. If you set out to build a mold for a model businessman and public servant,

I don't believe you would go wrong by using Fred as the model.

From our too brief a time of working in Columbia together some 25 years ago to this day, I have never heard an unkind word uttered about the man. On many occasions, over the years, I have called on him for help and advice, to give speeches, and to lend assistance with various projects and programs. To this day, I do not believe he has ever turned me down.

State government, the business world, and the social world, would be much better off today if there were more Fred Brinkmans out there.

Fred, I hope you will enjoy every day of your retirement and I also hope that you will visit your friends here in Santee Cooper Country often. Thanks for a job well done, for being a friend, and may God bless you and yours!



Vol. 17, No. 12

# The Senate of the State of South Carolina



On Motion Of

*Senator Dick Elliott  
Senator Luke Rankin  
Senator Greg Smith*

*WHEREAS, Fred Brinkman has served his community, county, and state, and many activity areas,*

*WHEREAS, while serving as CEO and President of the Myrtle Beach Area Chamber of Commerce, the region experienced great growth and prosperity, and*

*WHEREAS, his leadership has been instrumental in this growth, and*

*WHEREAS, his personality, vision and voice have helped the entire state as head of South Carolina's PRT.*

*WHEREAS, all Grand Strand residents owe him a debt of gratitude for his loyal, unselfish service, enhancing the quality of life.*

*Now, therefore it be resolved that the above mentioned citizen of the Grand Strand, hereby confer upon Fred Brinkman, by senatorial decree, the honorary "Doctorate of Commerce" degree.*

Given this 25th day of May

in the year 1994

*Dick F. Elliott*

*Luke A. Rankin*

*Shirley Ann Smith*

THE CLERK OF THE SENATE

# Coastal Carolina University



Let it be known to all  
That the Board of Trustees of the University  
has conferred upon

**Fred H. Brinkman**

the degree of

**Doctor of Public Service**

together with all the rights, honors, privileges and responsibilities  
to that degree appertaining.

Given at Conway, South Carolina this 10th day of May in the  
year one thousand nine hundred and ninety-seven and in the  
forty-third year of the University's founding.

*Fred H. Brinkman*  
Chairman of the Board of Trustees

*Ronald R. Angle*  
President

*J. Edgar*  
Secretary

# Local & Regional

Make  
Note



## Brinkman, longtime leader in state tourism, dies at 71

By Mike Soraghan  
THE SUN NEWS

Fred Brinkman, the longtime state tourism director who helped build South Carolina tourism into the powerful business and governmental force it is today, died Wednesday in Columbia. He was 71.



"There's never been a more important person to the tourism industry in South Carolina than Fred Brinkman," said Ashby Ward, president of the Myrtle Beach Area Chamber of Commerce.

Brinkman twice headed the Myrtle Beach chamber, from 1956 to 1964 and from 1970 to 1973. In between, he was the executive director of the Ocean Highway Association and a deputy of the S.C. Department of Parks, Recreation and Tourism.

In 1973, he left to become director of PRT, a post he held for more than 18 years.

During his time at PRT, tourism expenditures in the state grew 132 percent, reaching nearly \$5 billion and providing 100,000 industry jobs. The state park system grew from 28 parks to 46, with more than 11 million visitors.

Brinkman created regional tourism districts, helped cut the admissions tax from 10 percent to 4 percent — later increased to 5 percent — and rearranged the agency's

### ■ Complete funeral information 2C

funding so that it depended on admissions taxes.

He established a program to distribute admissions taxes as matching funds to tourism promotion groups such as the chamber and Golf Holiday.

He was also a leader in the effort to add a hotel-room tax that would go mostly toward tourism promotion.

"It's not PRT as an agency that Fred grew; it is the industry," said Grace Young, the current director of PRT.

Brinkman retired from PRT Dec. 31, 1991, and in 1992 he was the impetus

behind forming the Council of Myrtle Beach Organizations. The group, called COMBO, was a lobbying group that presented the views of the Grand Strand business community. Brinkman served as executive director and did the day-to-day lobbying in the hallways of the Capitol.

COMBO was the first attempt to give the Myrtle Beach business community a coherent voice in Columbia, where many felt Myrtle Beach's concerns went unheeded.

Five years later, Myrtle Beach roads are among the top items on the General Assembly's agenda.

Brinkman also pushed for other desires of the Grand Strand such as beach renourishment money and admissions tax

rebates for large tourism developments such as Broadway at the Beach and Fantasy Harbour-Waccamaw.

During the time he was working for COMBO, he also developed tourism industry stances for the Southeastern Tourism Society, an organization of 10 Southern states.

Brinkman had been diagnosed with cancer several months ago. He died early Wednesday morning at the Lexington Medical Center. He is survived by his wife, Roberta. The two were married for 48 years, and had two children — Terri Stevens of Myrtle Beach and David Brinkman of West Columbia.

The funeral will be Saturday in Columbia.



# Tourism leader Brinkman dies at 71

By ANDREW MEADOWS  
Staff Writer

South Carolina's billion-dollar tourism industry lost its founding father earlier this week.

Fred Brinkman, 71, of Columbia died Wednesday after a prolonged illness. As one of the initial directors of the S.C. Department of Parks, Recreation and Tourism, Brinkman was essential in shaping PRT's mission to develop tourism in the state.

On Thursday, colleagues and peers praised him.

"I don't think there has ever been a more important person to South Carolina tourism," said Ashby Ward, president of the Myrtle Beach Area Chamber of Commerce. "He was the mover and shaker of tourism in this state."

"If there was ever a father of an organization in South Carolina, it's Fred Brinkman and PRT," said Sen. John Drummond, D-Greenwood, who worked with Brinkman on funding issues. "He set the tone of how we were going to manage PRT, and it was very successful."

Brinkman served as deputy director of the PRT from 1967 to 1970. He then returned to the Myrtle Beach Area Chamber of Commerce, where he had been director from 1956-1964, for a three-year stint as director. He became the PRT's executive director in 1973.

He served as executive director for 18 years until retirement in 1991.

# STATE REPORT

From Staff and Wire Reports

Brinkman is remembered as an unassuming person who was full of ideas and who was a workaholic.

"He was one of the hardest-working managers I have ever seen, in or out of government," said Charles Bundy, a former chairman of the S.C. Parks, Recreation and Tourism Commission.

Colleagues say Brinkman also had a marvelous gift for developing consensus that transcended politics.

Under his guidance, South Carolina's tourism industry grew to a \$13 billion industry that employs 290,000. In 1996, 32 million visitors to South Carolina spent \$6.1 billion

"He was almost like a chess master," said Marion Edmonds, director of marketing services for the PRT. "He was thinking several days and projects ahead of people."

Edmonds worked with Brinkman for 13 years and said his boss would often bring milkshakes to staff meetings for employees to enjoy. Those small gestures helped develop a fierce loyalty among employees, he said.

Brinkman was a fan of Gamecock baseball, often attending every home game.

Ward said Brinkman knew South Carolina and its geographical diversity had immense tourism potential.

"He felt all we had to do was get the word out," he said.

Brinkman graduated from Florida State University in 1953 in restaurant and hotel management.

He received the Order of the Palmetto in 1992.

Services for Brinkman will be held 11 a.m. Saturday at St. Andrews Presbyterian Church, with entombment following in the Bush River Memorial Garden Mausoleum.

## Fred P. Brinkman

■ COLUMBIA — Fred Potter Brinkman, 71, died Wednesday, May 14, 1997, at Lexington Medical Center.

He was born May 20, 1925, in Overland, Mo., a son of the late Harry A. and Alice Potter Brinkman.

Mr. Brinkman was a member of St. Andrew's Presbyterian Church and was an elder and deacon at Myrtle Beach First Presbyterian Church. He was a previous member of Presbyterian churches in Virginia Beach, Va., Quincy, Fla., and Tallahassee, Fla. He served in the Navy during World War II.

Mr. Brinkman was a graduate of Peters High School in New Orleans; a 1948 graduate of Maritime Cook & Bakers School in St. Petersburg, Fla.; a 1953 graduate of Florida State University with a degree in business administration in restaurant and hotel management; and a 1956 graduate of the Southeastern Institute for Chamber of Commerce Executives in Chapel Hill, N.C.

Mr. Brinkman was director of the Myrtle Beach Area Chamber of Commerce from 1956 to 1964 and from 1970 to 1973. He was executive director of the Ocean Highway Association from 1964 to 1967. He served as deputy director of the S.C. Department of Parks, Recreation & Tourism from 1967 to 1970 and executive director from 1973 to 1991. Mr. Brinkman was a consultant for the Council of Myrtle Beach Area Organizations from 1992 to 1995.

He received a S.C. Senate resolution conferring an honorary doctorate of commerce degree in 1994; the Order of the Palmetto in 1992; the Concurrent Resolution of Commendation from the S.C. General Assembly in 1991; and an honorary doctorate degree in business administration for travel and tourism management from Johnson & Wales University in 1990. He was awarded the Navy Citation and Commendation for Excellent Service under enemy gunfire at the Battle of Iwo Jima in 1945 and most recently received an honorary doctoral degree in public service from Coastal Carolina University.

He was co-founder and a member of the board of trustees of the S.C. Hall of Fame; chairman of the Governor's Task Force on Litter and of S.C. Clean and Beautiful, and the Columbia Rotary Club; and was a President's Club partici-

pant in the Rotary Scholarship Fund and Rotary Foundation.

Survivors include his wife, Roberta Weaver Brinkman; a daughter, Terri Stevens of Myrtle Beach; a son, David Brinkman of West Columbia; a brother, William Brinkman of Melbourne, Fla.; and a sister, Alice Hudson of St. Louis.

The family will receive friends from 6-7 p.m. Friday at Caughman-Harman Funeral Home, Irmo/St. Andrew's chapel.

The funeral will be at 11 a.m. Saturday at St. Andrew's Presbyterian Church. Entombment will be in Bush River Memorial Gardens Mausoleum.

# A guiding light in tourism

For almost two decades, Fred Brinkman was the guiding light of the state Parks, Recreation and Tourism Department. Today, tourism is one of the state's leading industries, thanks in large measure to his innovation and hard work.

Mr. Brinkman served as director of PRT from 1973 until his retirement in 1991. And under his stewardship, tourism grew to a \$13 billion industry that employs 290,000. He helped promote South Carolina vacation spots, especially the Grand Strand, where he had worked two stints as executive vice president of the Myrtle Beach Area Chamber of Commerce.

Mr. Brinkman also oversaw the improvement of South Carolina state parks. Under his aegis, the parks grew from 28 to 46, and

included campgrounds, conservation-oriented activities and even resort-type amenities such as a golf course, lodge and fishing at Hickory Knob State Park.

Mr. Brinkman was honored with two S.C. Tourism Awards from the Myrtle Beach Area Chamber of Commerce, the first Fred Brinkman Award for achievement in the tourism industry and the Order of the Palmetto.

Fred Brinkman saw South Carolina's potential for a big tourism industry and helped that vision flower over four decades. When he died last week at age 71, his colleague, Myrtle Beach Chamber President Ashby Ward, said, "I don't think there has ever been a more important person to South Carolina tourism."

# Celebrating fathers

COLUMBIA, SOUTH CAROLINA

JUNE 13, 1997

South Carolina's Largest Newspaper

# The State



FRIDAY

## Dad was a big Gamecock fan

**M**any people knew Fred Brinkman as a leader in South Carolina tourism. Fewer people knew him as the avid Gamecock baseball fan he was.

As such, it was much to my dad's delight that his final moments included not only his family and South Carolina (posters of the Grand Strand, the mountains and Charleston taped to the walls around his hospital bed), but also his Gamecocks.

My dad's last week with us included 16-hour work days to complete his last scrapbook for the Gamecock players and the Dugout Club. My dad knew, more than us, that his time was near and that his last projects had to be completed. He finished compiling the book as the Gamecocks entered their final weekend series.

A couple of days later, Coach Ray Tanner, former Coach June Raines, their wives and the Gamecock team captains visited Dad

during his final hours. I'll never forget the excitement in my father's eyes as the team captains presented him with a baseball signed by the entire team.

Later, my father's oncologist, (an outspoken and enthusiastic Clemson grad) entered the room and was not too happy to see my father's Gamecock baseball cap on the pillow. He laughed in disbelief when we told him of the team visit. I then handed him the autographed baseball (which Dad had held tightly for the last hour.) Expecting a witty Tiger comeback, I was surprised when the doctor paused as emotion seemed to take him for a moment. Changing looks between the baseball and my dad's cap, he replied, "Class act."

Early the next morning, our beautiful, loving father passed away — all projects complete.

The Gamecocks' season ended

PLEASE SEE **BRINKMAN** PAGE **D3**

## BRINKMAN

FROM PAGE D1

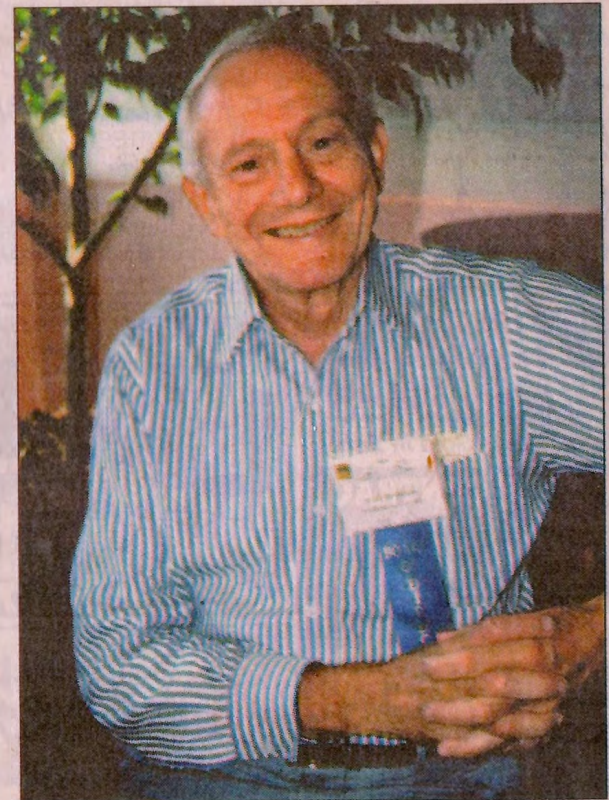
later that day in the SEC baseball tourney.

Just in the positive way my dad had lived his life, he headlined his

last Gamecock book: "1997 Baseball Gamecocks Well Surpass All Pre-Season Forecasts."

By **DAVID N. BRINKMAN**

West Columbia



**Fred Brinkman, late father of West Columbia resident David Brinkman.**

## CELEBRATIONS

# Celebrating our fathers, D1



# Gamecocks' class act and Fred Brinkman

**EDITOR'S NOTE:** *The following note first appeared in the June 13 issue of The State newspaper in a group of articles entitled "Celebrating Fathers." We thought it was touching and special and received permission from David Brinkman to share it with all Gamecock fans.*

*By David N. Brinkman*

Many people knew Fred Brinkman as a leader in South Carolina tourism. Fewer people knew him as the avid Gamecock baseball fan he was.

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South Carolina (posters of the Grand Strand, the mountains and Charleston taped to the walls around his hospital bed), but also his Gamecocks.

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Early the next morning, our beautiful, loving father passed away—all projects complete.

The Gamecocks' season ended later that day in the SEC baseball tourney.

Just in the positive way my dad had lived his life, he headlined his last Gamecock book: "1997 Baseball Gamecocks Well Surpass All Pre-Season Forecasts."



*Fred Brinkman, with autographed USC baseball, visits with (clockwise) Etienne Hightower, Ryan Szejwka, coach Ray Tanner, Terri Stevens (Fred's daughter), David Brinkman (Fred's son) and Rob Streicher.*

# FRED BRINKMAN AWARD

South Carolina Travel & Tourism Forum  
Award Presentation

Gary Loftis, at podium:

As you know, a tremendous amount of work has gone into preparations for this conference.

A departure from the published program for this luncheon could make some hard-working officials a little nervous. Stick with me. I've got good cause.

The unannounced award we inaugurate today has been in planning for months. It originates from the South Carolina Travel & Tourism Forum and will be given annually, as merited, to an individual, business or organization which has made an outstanding contribution to the community. This award celebrates the qualities of generosity and selflessness in service to others.

With an expression uniquely appropriate for the individual we honor with this award for 1991, we call on the voice of Bill Wheless and the verse of Rudyard Kipling.

- *House lights down. Spot on Bill. Music comes up slowly under Bill's reading of Kipling's "If"*
- *Sequence of slides projected during completion of reading. Soft dissolves. Sequence concludes with slide of the award which remains up through presentation to Fred*
- *House lights come up mid-way at conclusion of Kipling poem*

Bill Wheless, continues:

Could there be a name more fitting for this service award than "The Fred P. Brinkman Award"? In the years to come, the Fred P. Brinkman Award will single out examples of the character and standards that Fred exemplifies in his professional and personal life.

Certainly no South Carolinian is more deserving of the signal honor of receiving the first Brinkman Award than Fred himself.

It was a bright day for our State in 1956 when a young Chamber of Commerce manager, Fred Brinkman, drove from Florida to Myrtle Beach to become Executive Vice President of the Greater Myrtle Beach Chamber of Commerce. His 11 years of service there were central to laying the foundation and direction for expanding success of our coastal vacation commerce, and to building the quiet leadership strength Fred brought to Columbia in 1967 as Deputy Director of PRT. Three years later, he was promoted to Executive Director of the agency. And he has served us in that position for 18 years.

Can a man stir the energies of an industry without raising his voice above others? Can a manager inspire the daily efforts of associates all across the State through his own kindness and personal dedication?

Can a practical soul create a dream big enough for all of us and the thousands in our industry we represent?

You know the answer as well as I.

Featuring the familiar figure of our state bird, the Carolina Wren, the Brinkman Award was created by acclaimed Southern sculptor David Turner.

On behalf of the South Carolina Travel & Tourism Forum, Gary Loftis and Joanna Angle present this tribute to generosity and selflessness in service to others...to Fred Brinkman.

- *House lights up full. Joanna gives award to Fred and directs him to podium for his remarks*

IF—

IF YOU CAN KEEP your head when all about you  
Are losing theirs and blaming it on you;  
If you can trust yourself when all men doubt you,  
But make allowance for their doubting too;  
If you can wait and not be tired by waiting,  
Or, being lied about, don't deal in lies,  
Or, being hated, don't give way to hating,  
And yet don't look too good, nor talk too wise;

If you can dream—and not make dreams your master;  
If you can think—and not make thoughts your aim;  
If you can meet with triumph and disaster  
And treat those two impostors just the same;

If you can bear to hear the truth you've spoken  
Twisted by knaves to make a trap for fools,  
Or watch the things you gave your life to broken,  
And stoop and build 'em up with wornout tools;

If you can make one heap of all your winnings  
And risk it on one turn of pitch-and-toss,  
And lose, and start again at your beginnings  
And never breathe a word about your loss;  
If you can force your heart and nerve and sinew  
To serve your turn long after they are gone,  
And so hold on when there is nothing in you  
Except the Will which says to them: "Hold on";

If you can talk with crowds and keep your virtue,  
Or walk with kings—nor lose the common touch;  
If neither foes nor loving friends can hurt you;  
If all men count with you, but none too much;

INSPIRATION

If you can fill the unforgiving minute  
With sixty seconds' worth of distance run—  
Yours is the Earth and everything that's in it,  
And—which is more—you'll be a Man, my son!

RUDYARD KIPLING

# Alternatives<sup>TM</sup>

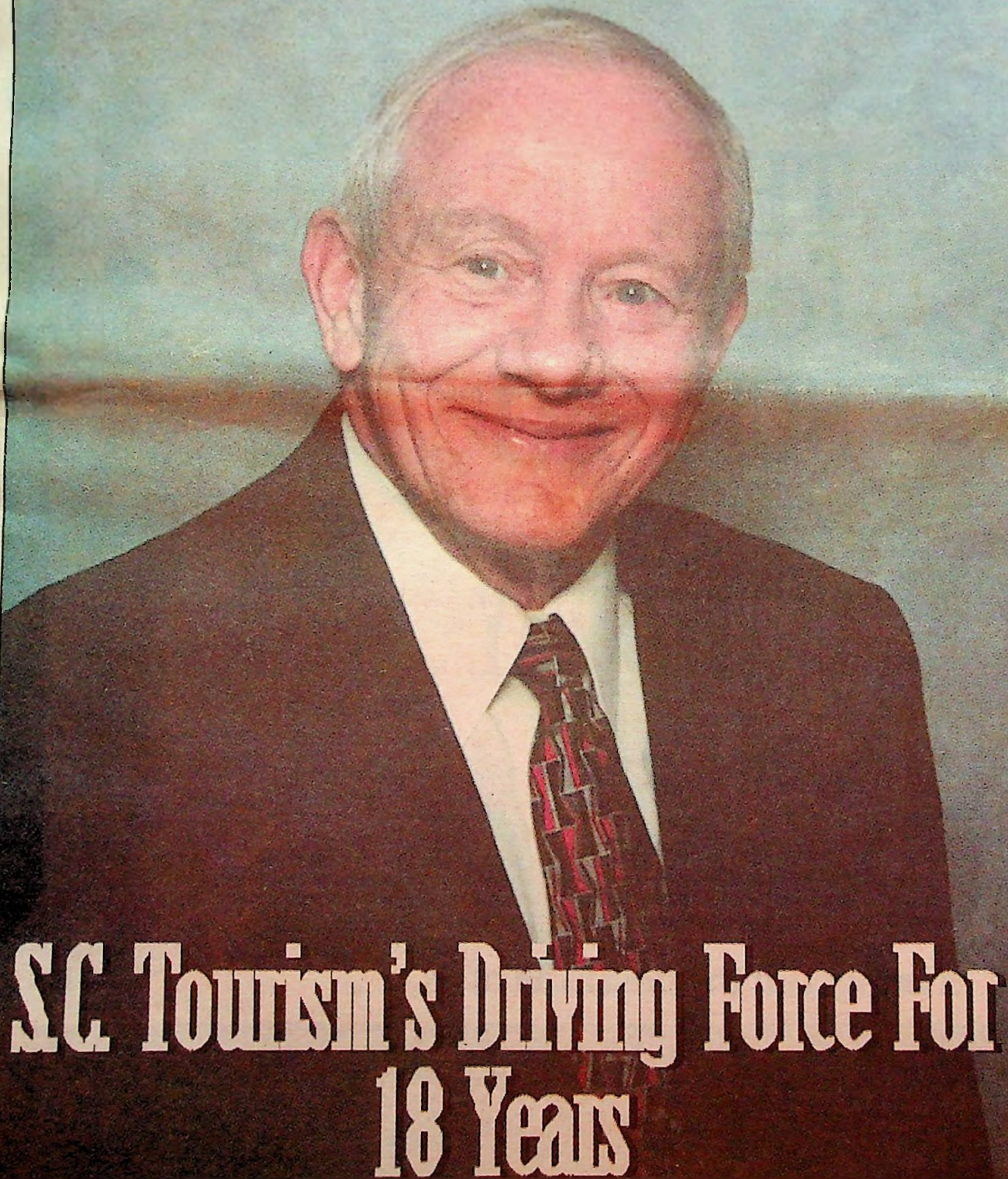
The  
NewsMagazine  
For Young  
Professionals

Vol. XV No. 11

January 27 - February 10, 2000

NewsMagazine  
**FREE!**

## Fred Brinkman



## S.C. Tourism's Driving Force For 18 Years

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# Fred Brinkman Was Tourism's Driving Force In South Carolina

**G**overnor Jim Hodges stated, "1999 was another year of milestones for South Carolina's number one industry - Tourism & Travel," and as this field of commerce continues growing members of the Leisure Trade will surely recall the man who was an important and intricate cog in the industry's success - Fred P. Brinkman.

If you've been involved in South Carolina's travel and tourism industry for any length of time, you have most certainly heard of Fred Brinkman. Fred was a leader in the State's Travel & Tourism industry for more than thirty years, serving as executive director of the SC Department of Parks, Recreation and Tourism from 1973 until his retirement in 1991. Prior to that he was executive director of the Myrtle Beach Area Chamber of Commerce as well as deputy director of the SC Department of Parks, Recreation and Tourism (PRT). After retirement he continued working for the industry as executive director of the Council of Myrtle Beach Organizations (COMBO) and upon his passing in 1997 the South Carolina tourism industry lost a leader, a champion, a cheerleader and a friend.

## A Leader In His Field

Aside from being a leader in his field Brinkman was a man who thoroughly believed in his chosen career calling. As stated by Ashby Ward, President of the Myrtle Beach Chamber of Commerce, "There never has been a more important person to the tourism industry in South Carolina. He was the prime mover and a shaker of the industry in this state."

Fred Brinkman is remembered as being an unassuming person and a workaholic, filled to the brim with new ideas which he immediately and successfully put into action. He was almost like a chess master - always thinking ahead - never letting an idea die without first giving it "the good old college try," and because of this, those ideas...these little seeds, continued to thrive and a grew into a multi-billion dollar industry employing thousands of people throughout the State.

Upon hearing about Fred P. Brinkman many people often perceived him as some sort of icon, almost unreal, bigger than life itself. However

he was a very real person and a sincere human being. Fred grew up in Missouri and after serving in the United States Navy he attended Florida State University, graduating in 1953. But he knew the Myrtle Beach area well and always felt he could assist in the growth of its Leisure industry.

After several years as manager of the Chamber of Commerce in Quincy, Florida, he and his family; his wife Roberta and their two children Terri and David relocated to South Carolina when in 1956 he became head of the Chamber of Commerce in the small resort town of Myrtle Beach. Throughout his tenure the tourism industry experienced unprecedented growth.

Under his direction he transformed the Chamber from an organization serving only the city into one that would rightly represent the entire



**Jim Smith, President of the Hospitality Association and Marge Thornton, Scholarship Chairman, presenting Fred Brinkman with an award given him for his dedication and service to the Myrtle Beach Area Hospitality Industry. (Photo by Jack Thompson)**

Executive Director of the Ocean Highway Association and three



**Lois Bowen, Chamber of Commerce President, and Fred Brinkman, shown here with the 1971 Governor's Cup Award for CanAm Days. (Coast File Photo)**

became the deputy executive director of the new department. By 1970 with all things running smoothly at PRT he returned the Greater Myrtle Beach Chamber of Commerce to lead the organization through a period of rapid expansion. However, Fred's accomplishments at

PRT had not gone unnoticed and by 1973 the PRT Commission unanimously voted to bring him back to that agency as Executive Director.

Under his leadership the agency repeatedly was recognized with national and regional awards for excellence in creativity and performance. Tourism had grown by 132% taking in a record of \$4.85 billion in 1989 and with it industry employment exceeded 100,000. By this time the State Parks System had also grown

from 28 properties to 43, leading to the protection of thousands of

Brinkman was also instrumental in the creation of regional tourism commissions that now exist throughout the State and to help these multi-county organizations a new Division of Community Development was created which aimed at bringing full benefits of tourism to all sections of the state, especially small towns and rural areas.

Along with being the primary mover and shaker in Myrtle Beach as President of the area Chamber of Commerce Brinkman also handled tourism-related projects with the Southeastern Tourism Society and was president of Fred P. Brinkman Associates, consulting firm in Columbia.

Fred was apparently never aware of his impact upon his working staff. Due to his continual concern for the welfare of his employees; his behind the scenes working family, the job - big and small - always got done. His sincere interest in his staff and his strong supporter of tourism management programs offered by Clemson University, the University of South Carolina and the Technical College System. He worked closely with the General Assembly to implement a tuition grant programs for other schools in South Carolina.

It is because of Fred Brinkman's foresight and passion for the development of South Carolina's travel and tourism industry that the SC Travel and Tourism Coalition, the SC Association of Tourism Regions and the SC Department of Parks, Recreation and Tourism have established the Fred Brinkman Scholarship Fund to provide support for students and employees to further their education and perfect modes of professional development within the industry.

During the Governor's Conference of Tourism and Travel the first planned fundraiser, a

silent auction will be held for the Fred Brinkman Scholarship Fund. As you make a silent bid on a particular item, keep in mind that your support and efforts toward this Fund will one day in the future, bring another Fred Brinkman to the forefront. Another leader with his or her burning desire to nurture the seedling of an idea that will one day grow into far-reaching organizing organizations which revolutionizes the Travel Industry.

## Governor's Conference On Tourism At Convention Center

**T**he Myrtle Beach Convention Center from January 31

through February 3, 2000, will be the site of the 35th Annual Governor's Conference on Tourism and Travel.

This year's Conference carries with it the theme of "2000 - Get Connected," and adhering to

this goal those in charge of planning, Buddy Jennings, Director of the South Carolina

ous Committees have put together an event sure to please everyone attending the event.

Student Career Fair, Seminars, a Golf Tournament as well as a Silent Auction to benefit the



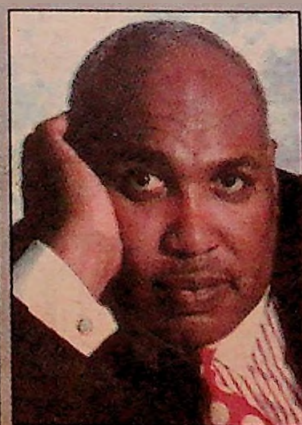
**Corbin Ball**



**Ann Fishman**



**Judy Randall**



**Ty Christian**

Grand Strand. In 1964, Brinkman became the

ed the Department of Parks, Recreation and Tourism he

acres of natural area to be enjoyed by future generations.

tions which revolutionizes the Travel Industry.

The scheduled program will include: a Trade Show, tours, a

an award ceremony.

(See Schedule Page 15)