

**From:** South Carolina Department of Commerce <marketing@sccommerce.com>  
**To:** Mayer, DougDougMayer@gov.sc.gov  
**Date:** 6/26/2015 2:49:46 PM  
**Subject:** Commerce Communications: A United Team South Carolina

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June 26, 2015

Henry Ford once said, "If everyone is moving forward together, then success takes care of itself," alluding to the importance of teamwork in business. Now more than ever, it seems that Ford's statement is a perfect description of the team-first mentality we pursue here in the Palmetto State. Over the last week, a tremendous spirit has engulfed this state, producing inspirational displays of unity, grace and leadership. Evident from the Lowcountry to the Upstate, the resiliency of our people has brought us closer together, underscoring what it truly means to be part of Team South Carolina.

It's said that one's true character is often revealed in times of hardship. If that's the case, there is no doubt that the character of the Palmetto State is strong and, more importantly, united. As Team South Carolina looks to position our state for continued economic prosperity, we do so with a renewed sense of solidarity. Because of this, the mission of our team to create opportunities and improve the lives of all South Carolinians takes on an even greater significance. In the weeks and months ahead, I look forward to working hand-in-hand with each of you as we continue advancing this great state.

Bobby Hitt, Secretary of Commerce

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## Spotlight: Livability

There are so many things to love about South Carolina. The tenacious Southern charm of our people and the beauty of each different and unique region make the Palmetto State a wonderful place to live, work, and play. Steeped in history and a spirit of hospitality, South Carolina is home to world-renowned events, a fun Division 1 football rivalry and a low cost of living.

Whether your idea of fun is hiking around one of [30 state parks](#), enjoying international artists at the [Spoleto Festival](#) in Charleston, watching the annual Clemson-Carolina football game or eating cuisine at a world-class restaurant, you are sure to find something that is [Just right](#) for you.

From the Appalachians in the northwest to the 187 miles of Atlantic Ocean coastline, South Carolina's varied geography provides natural beauty and pleasant temperatures to be enjoyed all throughout the year.

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Photo courtesy of: the South Carolina Department of Parks, Recreation and Tourism

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## Commerce Capture: Lake Jocassee

An illustration of the breathtaking scenic beauty that abounds in South Carolina, Lake Jocassee contains approximate deep water and nearly 75 miles of shoreline. Located in Oconee and Pickens Counties, this Upstate attraction can be [Devils Fork State Park](#), a mostly undeveloped area featuring full campground amenities, hiking and nature trails and ramps. Four Appalachian mountain rivers feed the lake, keeping its waters cool and refreshing year-round.

Photo courtesy of: [Upcountry South Carolina](#).

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