Front cover:
“Come Home to USC”: The USC Trojan Marching Band leads the Trojan Family in celebration of USC Homecoming 2009.
Dear Fellow Trojans,

This past year has been an extraordinary one in the life of both the USC Alumni Association and the university. In November 2009, USC President Steven B. Sample announced his retirement, effective August 2010. The USC Alumni Association is proud of its partnership with President Sample and First Lady Kathryn Sample, whose impeccable stewardship of USC galvanized the Trojan Family to build on the excellence of the university. We look forward to working closely with USC’s next president and first lady, C. L. Max Nikias and his wife Niki, as we continue to advance the university by engaging all USC alumni lifelong and worldwide, building a culture of philanthropy among the Trojan Family, and being the representative voice for all USC alumni.

This year we successfully completed our fundraising campaign for our new home, the Epstein Family Alumni Center in the Ronald Tutor Campus Center, which marks the start of a new era in the history of the Alumni Association and the Trojan Family. Other accomplishments we’re extremely proud of this year include a major expansion of our regional programming that highlighted the best of USC’s academic achievements; the welcoming of not just one but three generations of Trojans back to campus for Reunion Weekend; and the further blossoming of our lifecycle programs, with increased attendance at events sponsored by the Young Alumni Council, Second Decade Society and Society 53, our student outreach program.

Beginning with last summer’s SCend Off receptions for incoming USC students, our signature events throughout the year enjoyed popular support from USC alumni and friends. The Alumni Leadership Conference was capped off by the most successful Volunteer Recognition Dinner ever, with more than 60 Trojans being honored for their service to USC. Over 500 alumnae and friends attended the second annual USC Women’s Conference in March, organized by and featuring Trojans of all backgrounds. At Alumni Awards we honored some of the most accomplished alumni in the Trojan Family, including film director Taylor Hackford, who received the Asa V. Call Alumni Achievement Award, and President and Mrs. Sample, both honorary alumni, who were honored for their 19 years of service to our university.

The progress described herein represent the work of hundreds of volunteers, staff and campus partners in an atmosphere of excitement and spirit of cooperation dedicated to strengthening the Trojan Family. We hope they will all accept our thanks, not only for what they have done, but for what they will continue to do. And we thank each of you for your loyal support of USC and its Alumni Association.

Fight On!

Scott M. Mory, Esq.
CEO, USC Alumni Association
The USC Alumni Association’s mission is to support the overall advancement of the University of Southern California by engaging all alumni for life, building a culture of philanthropy among the Trojan Family, and being the representative voice for all USC alumni. With more than 300,000 members worldwide, the USC Alumni Association (USCAA) supports more than 100 affiliated alumni clubs, alumnae support groups and multicultural alumni organizations, and distributes more than two million dollars each year in scholarships for USC students. In addition, the association annually hosts more than 250 events and programs around the world, and provides benefits and services to all USC alumni.
Regional Programs

Domestic Regional Programming

While USC’s regional alumni clubs maintained their traditional role of hosting game-watches, raising scholarship money and welcoming new students to USC, the university worked with the clubs to significantly expand and enhance alumni engagement with programs on politics, art, business and technology that attracted Trojans of all ages, backgrounds and interests.

Some of the most popular programs this year included:

- President-Elect C. L. Max Nikias addressed hundreds of alumni and friends in Newport Beach, speaking, among other things, about USC’s plans for its academic medical center.

- At the Cal Weekender, three USC deans — Jim Ellis of the USC Marshall School of Business; Howard Gillman of the USC College; and Yannis Yortsos of the USC Viterbi School of Engineering — appeared with Geneva Overholser, director of the School of Journalism at the USC Annenberg School for Communication & Journalism, at the first “Meet the Deans” symposium to discuss globalization, sustainability and social responsibility.

- USC Davis School of Gerontology Dean Jerry Davison led three of the school’s preeminent faculty members — Drs. Kelvin Davies, Ed Schneider and Joanna Davies — in a discussion called “The Straight Talk on Healthy Aging” in Orange County.

- USC Marshall School of Business Dean Jim Ellis, and two USC alumni who serve as the presidents of Hawaii’s two biggest banks, participated in a panel discussion on “The Current Economy and its Impact” in Honolulu.

- USC School of Social Work Dean Marilyn Flynn and faculty and students from the USC Military Social Work program, the first of its kind in the nation, introduced their program to hundreds of alumni in San Diego, aboard the aircraft carrier USS Midway. The program was also presented to alumni in Hawaii.

- Dean Karen Symms Gallagher of the USC Rossier School of Education discussed trends in education in Washington D.C. and Atlanta. In Washington, Dean Gallagher was joined by USC alumna Dr. Thelma Meléndez de Santa Ana PhD ’95, the U.S. assistant secretary for elementary and secondary education.

- USC School of Theatre Dean Madeline Puzo accompanied alumni to productions of Alfred Hitchcock’s The 39 Steps and Twyla Tharp’s Come Fly Away and shared her insights at receptions in Houston and New York, respectively. Dean Puzo also spoke to alumni and friends in Palm Springs about the history and current state of the theatre.

- USC Libraries Dean Catherine Quinlan spoke to crowds of book-loving Trojans on “Rediscovering the Library” in Portland and Seattle.


Engaging Alumni Lifelong and Worldwide
Anne E. Mallek, curator of the USC-operated Gamble House in Pasadena, gave Boston alumni a private tour of “A New and Native Beauty: The Art and Craft of Greene and Greene,” an exhibition of the work of these architectural visionaries.

Two of USC’s preeminent medical experts discussed developments in the research and treatment of breast cancer at an event co-sponsored with the Doctors of USC.

Two distinguished USC professors, USC Thornton School of Music’s Kenneth Cazan and The College’s James R. Kincaid, examined the enduring influence of Richard Wagner’s “Ring Cycle” at a University Park Campus discussion/reception.

Archaeology professor Lynn Swartz Dodd lectured to Bay Area Trojans on the “Wonders of The Golden Age,” which was followed by a private viewing of the world-renowned King Tut exhibit.

Dr. Stephen Smith, the executive director of the USC Shoah Foundation Institute for Visual History and Education, engaged attendees in Chicago, New York, London and Paris in a discussion titled “Never Again, Yet Again” about genocide education and prevention.

Dan Schnur, director of USC’s Jesse M. Unruh Institute of Politics, partnered with USC alumnus Michael Williams ’75, JD ’80, Texas Railroad Commissioner and the first African American in Texas history to hold an executive statewide elected post, for a discussion on current political news and events in Austin.

The USCAA proudly welcomed four new clubs into the fold this year: Beverly Hills-Hollywood, New Mexico, New Orleans and the Twin Cities. Beverly Hills-Hollywood launched a model program, its New Year’s Party, which raised $5,000 in scholarship funds. Other new and innovative programs included the professional development program of the USC Alumni Club of the Nation’s Capitol, which featured seminars and networking opportunities, and the New York club’s Parents’ Winter Tea, bringing together Trojan parents and alumni.

The alumni clubs in Phoenix, Portland, Seattle, Chicago and the San Francisco Bay Area partnered with the USC Alumni Association to host this year’s Weekender programs — with tailgates and pep rallies always popular for their Trojan spirit and camaraderie, as well as performances by the Trojan Marching Band. Several clubs also sponsored special excursions over the weekends, ranging from zoo tours to boat cruises to showcase local attractions and enhance the Weekender experience.

The USC Alumni Club of New York, which was recognized with a USC Alumni Volunteer Organization of the Year Award in September, produced one of USC’s most ambitious volunteer programs last June: the 1st Annual NYC Tommy Awards. This gala tribute to five accomplished New York-based Trojans drew more than 400 attendees, and featured a Tony Awards-style show written, directed, produced and performed by USC alumni. The club also awarded more than $30,000 in scholarships to eight incoming and current USC students that night.
INTERNATIONAL REGIONAL PROGRAMS

The USC Alumni Association used the occasion of the bi-annual USC Global Conference in Taipei to host an International Alumni Leadership breakfast meeting. President-Elect C. L. Max Nikias and Courtney Surls, vice president of development, spoke about USC’s latest priorities and developments to alumni leaders from clubs in Hong Kong, Tokyo, Taipei, Beijing, Seoul, Shanghai, Hsinchu, Los Angeles, Santa Clarita and Boston.

The USCAA hosted several other events with its international alumni this year, including:

- A Trojan Family reception in Tokyo in November at which more than 70 alumni enjoyed a great evening of networking and camaraderie.
- Thanksgiving dinner in Paris, which brought an American tradition to more than 60 alumni from Paris and London.
- The first alumni reception in Madrid in memory, with nearly 40 alumni and current USC students in attendance.

The Alumni Association and the USC Rossier School of Education supported the first alumni reception in Riyadh, Saudi Arabia, with United States Ambassador James B. Smith in attendance.

The USCAA also joined hundreds of local alumni to celebrate the opening of USC’s newest international offices in Shanghai and Seoul. These offices, among other things, recruit international students to USC, and are crucial lifelines for USC alumni in those areas.

LIFECYCLE PROGRAMS

The Half Century Trojans, custodians of USC history and tradition, continued promoting the Trojan Spirit and strengthening the bonds that connect USC alumni across generations. This year, the Half Century Trojans celebrated its 60th anniversary, and hundreds of its members participated in two signature events: the second annual Half Century Trojans “Going Back to College” Day and its annual luncheon at USC Town & Gown.

The annual luncheon was an opportunity for friends and Trojans to reconnect and recommit to the mission of the group and to USC. During the luncheon, the Distinguished Service Award was presented to Al Shonk ’54, and Gordon Marshall ’46 was inducted into the Half Century Trojans Hall of Fame. At the second annual “Going Back to College” Day, Half Century Trojans met with university deans over lunch, took tours of campus, and heard lectures by USC faculty. A highlight of the day was the dedication of the Dr. Norman H. Topping Commemorative Monument on Trousdale Parkway. The newest members of Half Century Trojans, the Class of 1959, raised the funds to dedicate the Topping Memorial in honor of the class’s 50th reunion.
In its second year, Second Decade Society (comprising alumni who earned a bachelor’s degree 11 to 24 years ago) built an effective portfolio of programming and events. Under the leadership of its council, Second Decade Society attracted hundreds of alumni to events such as a family-friendly USC baseball tailgate at Dedeaux Field and “USC Night at LACMA,” which was co-sponsored with local regional clubs and featured exclusive docent-led tours of the museum’s “Renoir in the 20th Century” exhibit.

The Young Alumni Council continued building effective programs and events tailored to the needs of alumni who graduated in the last ten years. Among its more successful social events, the Young Alumni Council sponsored the Young Alumni Reunion in October 2009, which was held in the courtyard of the new School of Cinematic Arts complex. The annual young alumni holiday party, this year themed “Parlour Plush” and held at a Hollywood nightclub, continued its momentum as one of the USC Alumni Association’s most popular traditions. The group also sponsored programs to promote the well-being of its members, like the webinar “How to Live Beyond Paycheck to Paycheck: Financial Planning for Young Adults,” which attracted nearly 100 young alumni from across the country.

The USC Alumni Association’s student outreach program, Society 53, enjoyed another productive year. Attendance tripled for the second annual Trojan SCuppers weekend in March 2010, with more than 300 students attending dinners hosted by USC alumni. These SCuppers give students the opportunity to meet and engage influential alumni and fellow students over dinner in a relaxed and friendly Trojan Family environment. Society 53 welcomed 2010 Alumni Merit Award honoree Captain Melissa Ward ’86, the first African American woman to serve as a flight instructor in the U.S. Air Force and as a captain for a commercial airline, as a distinguished alumni speaker. Finally, Society 53 hosted nearly 700 members of the Class of 2010 at the third annual Senior SCend Off in April, welcoming them to the ranks of the Alumni Association.
REUNION WEEKEND 2009

Almost 900 alumni and friends returned to USC to evoke fond memories, create new ones and renew support for their alma mater during Reunion Weekend 2009. The two-day celebration of Trojan Family ties welcomed three generations of alumni back to campus: the Class of 1959 for its 50-Year Reunion; the Class of 1984 for the 25-Year Reunion; and the classes of 1999-2009 for the Young Alumni Reunion. Trojans from as far away as New Zealand and London began arriving on campus late Friday morning to check in, reconnect with old friends and enjoy a slate of cultural, educational and social activities. With Reunion Weekend attendance increasing 83% over the previous year and class-legacy giving surpassing the $125,000 mark for the second time in as many years, USC’s expanded reunion program fulfilled two key Alumni Association goals: providing alumni of all ages with meaningful opportunities to reconnect with USC and inspiring philanthropic support for current university initiatives.

SIGNATURE EVENTS

ALUMNI LEadership conference and Volunteer recognition dinner

On September 24-25, the eighth annual USC Alumni Leadership Conference (ALC) brought approximately 300 alumni leaders to campus to fortify their leadership skills and exchange ideas with their counterparts. Attendees included the USC Alumni Association Board of Governors and leaders of USC’s domestic and international regional alumni clubs, alumnae support groups, multicultural organizations, USC school alumni associations, lifecycle groups and USC Athletics support groups.

This year’s conference agenda included seminars related to the principal functions of USC alumni clubs and organizations: leadership, fundraising, event planning and the recruitment and retention of club members. Attendees also experienced firsthand the high caliber of research at USC during the Second Annual “Best of USC” panel and enjoyed the Second Annual “Lessons in Leadership” panel, which featured four accomplished alumni sharing their insights on leadership. Other highlights of the conference included a breakfast presentation by USC President-Elect C.L. Max Nikias; a briefing from senior university administrators on current USC issues; and a hardhat tour of the Epstein Family Alumni Center and the Ronald Tutor Campus Center construction site.
Following the Leadership Conference, exceptional alumni volunteers were honored for their dedication and service at the USC Alumni Association Volunteer Recognition Dinner. President’s Awards and Widney Alumni Awards were presented to 56 of our most dedicated volunteers. Carmy Peters of the USC Norris Comprehensive Cancer Center and the USC Alumni Association’s Grace Shiba were named Alumni Volunteer Friends of the Year. The USC Alumni Club of New York, the Trojan League Associates of San Diego County and the USC Alumni Club of Kansas City shared the prize for Alumni Volunteer Organizations of the Year.

Bank of America, one of the USC Alumni Association’s premier partners, served as the presenting sponsor of the 2010 USC Women’s Conference, making the program possible, for the second year in a row.

In May 2010, the Council for Advancement and Support of Education (CASE) awarded the top prize to the 2009 USC Women’s Conference in the Alumni Relations Programs: New Programs Initiatives category of CASE’s Circle of Excellence Awards.

At the 77th Annual USC Alumni Awards, more than 500 members of the Trojan Family gathered at the Westin Bonaventure Hotel to honor seven accomplished alumni, and pay tribute to retiring USC President Steven B. Sample and First Lady Kathryn Sample, commemorating their 19 years of extraordinary service to USC.

The Asa V. Call Alumni Achievement Award, USC’s top alumni honor, was presented to Taylor Hackford ’68, an Academy Award-winning film director (Ray, An Officer and a Gentleman) and the current president of the Directors Guild of America. In addition to Hackford, six other Trojans were recognized for their accomplishments and service. Alumni Merit Awards went to Janet Evans ’95, five-time Olympic medalist in distance swimming; USC Trustee Ming Hsieh ’83, MS ’84, founder of Cogent, Inc.
and co-founder of AMAX Information Technologies; and Captain Melissa Ward ’86, the first African American woman to serve as a flight instructor in the U.S. Air Force and as a captain for a commercial airline.

Alumni Service Awards were presented to Gale Bensussen ’70, his wife Jane Bensussen MA ’69 and Roger W. Rossier MS ’62, EdD ’72. Gale is a former USC trustee and past president of the USC Alumni Association, while Jane is a past president of the Trojan Guild of Los Angeles and a member of the USC School of Gerontology Board of Councilors. The Bensussens are benefactors of the USC School of Pharmacy. Rossier, benefactor of the USC Rossier School of Education, is chair of the USC Orange County President’s Council and longtime president of the Trojan Club of Orange County.

AFFINITY GROUPS

ALUMNAE COORDINATING COUNCIL

Founded in 1961, the Alumnae Coordinating Council (ACC) is a forum where USC alumnae organizations come together to share ideas. The purpose of the council is to encourage alumnae and friends to become involved with the university and the USC Alumni Association.

Under the leadership of chairman Beth Petak-Aaron ’80, the ACC and its member organizations had a very successful year. Among their accomplishments:

- The Trojan League Associates of San Diego County was named Alumni Volunteer Organization of the Year at the 2009 Volunteer Recognition Dinner;
- The ACC published and sold 3,000 copies of LUSCious, a compilation of recipes from USC alumnae, faculty, staff and friends of the university, illustrated by Gayle Garner Roski;
- The rejuvenated Town and Gown Junior Auxiliary of Los Angeles hosted its inaugural mixer;
- The USC University Hospital Guild launched its Women’s Health Focus Speaker Series;
- The ACC did a brisk business of selling USC-themed products at several key university events;
- The Trojan League of Orange County honored the USC Marshall School of Business at its annual benefit;
- The ACC collectively distributed $372,000 to more than 100 students.
ASIAN PACIFIC ALUMNI ASSOCIATION

The Asian Pacific Alumni Association (APAA) orchestrated two signature events that collectively raised $85,000 for scholarships: the 2010 APAA Scholarship & Awards Gala and the organization’s annual golf classic. Four outstanding alumni and 27 APAA student-scholars were recognized at the annual scholarship gala, which celebrated “Foundations of Excellence” at USC Town & Gown.

Overall attendance at APAA events has been increasing. Among the highlights this year: Theatre Night at Chicago, co-hosted with UCLA’s APAA; networking mixers; and APAA’s annual Homecoming tailgate, which also drew members of the Troy Phi and Gamma Epsilon Omega alumni groups.

One of APAA’s priorities was to execute a successful fundraising campaign for the organization’s office suite in the Epstein Family Alumni Center; APAA exceeded its $300,000 goal by nearly $34,000. APAA also sought representatives of underserved ethnic, gender and age groups to serve on its board of directors, and the organization established a young alumni council.

BLACK ALUMNI ASSOCIATION

This year, the Black Alumni Association (BAA) raised more than $200,000 for scholarship support earmarked for USC’s African American students.

In February, the BAA hosted its first student conference through the Legacy Through Leadership mentoring program, “Black, Green & Global: Conversations about the Future of African American Careers, Diversity and Leadership Opportunities in Green and Global Markets.” The conference successfully engaged students and alumni with presentations from corporate sponsors and leading business partners.

Additional highlights of the year included the launch of the new BAA website; several alumni mixers which hosted alumni businesses and projects, such as the premiere of the TV One cable series Unsung: The Barkays; and the 32nd Annual Scholarship Benefit & Alumni Awards Dinner.

LAMBDA LGBT ALUMNI ASSOCIATION

Thanks to the efforts of a reinvigorated board of directors, USC Lambda LGBT Alumni Association (USC Lambda) marked many major milestones this year. The group raised more than $100,000 for a new office in the Epstein Family Alumni Center, completing its largest fundraising effort to date. To better connect with members, USC Lambda overhauled its website, launched Twitter and Facebook sites, sent weekly e-newsletters and mailed its first print newsletter.

USC Lambda also demonstrated an increased cooperation with other LGBT organizations on campus, partnering with USC’s LGBT Resource Center, GLBT Student Assembly and LGBT Faculty/Staff Alliance on several events and programs with great success. Solidifying its four annual signature events, USC Lambda brought in record attendance for its Scholarship Luncheon, Home-Coming Out Tailgate, Lavender Commencement Celebration and the Don Thompson Movie Night, which was revamped as an on-campus LGBT student/alumni film festival.
**ENGAGING ALUMNI**

**MEXICAN AMERICAN ALUMNI ASSOCIATION**

The Mexican American Alumni Association (MAAAA) also enjoyed a year full of accomplishments. During its 36th anniversary year, the MAAA raised nearly a million dollars, and allocated more than $250,000 in scholarships to 200 students. At its annual scholarship gala, the MAAA presented the Raúl S. Vargas Alumni Award to Dr. Pablo Prietto ’55.

The MAAA also sponsored several well-attended events: more than 400 alumni and friends turned out for the MAAA’s Homecoming tailgate; the Young Leaders Council corporate panel discussion “Rebranding Yourself in Today’s Economy” drew more than 150 attendees; and 250 golfers are anticipated to play in the 30th Annual MAAA Golf Classic in June.

To reach out to more alumni, the MAAA partnered with Verizon Wireless to launch quarterly full-page ads in *USC Trojan Family Magazine*, promoting the MAAA and its programs. In addition, the USC MAAA also raised $650,000 in gifts and pledges for the Ronald Tutor Campus Center.

**ALUMNI RELATIONS COUNCIL**

The USC Alumni Association is very proud of the continuous involvement and strengthened relationships with other university departments and academic units. The USC Alumni Relations Council has continued to serve as a useful forum for convening alumni relations professionals and stakeholders. Through these partnerships, the USCAA has increased the number of events involving the university’s deans and members of the senior administration.

The USCAA has leveraged these partnerships to take faculty on the road, which greatly enhances regional programming, and to produce several premier events, such as the Alumni Awards, the Alumni Leadership Conference, the USC Women’s Conference and the Half Century Trojans “Going Back to College” Day. This year, the Alumni Relations Council increased the frequency of its meetings and developed a university-wide alumni events calendar to further enhance coordination and communications among all campus partners.

**TROJAN TRAVEL**

Trojan Travel, the USCAA’s signature alumni travel program, had a productive year. Despite the challenging economy, unstable world conditions and forces of nature, i.e., earthquakes, flooding and Iceland’s volcanic eruption, Trojan Travel was able to meet its participation and financial goals. Faculty participation remains a top priority and USC faculty continued their enthusiastic support of the educational travel program. In addition, this year for the first time, Trojan Travel was very proud to offer two young alumni travel programs: a tour of the Greek Islands and a climb up Mt. Kilimanjaro.
Building a Culture of Philanthropy

EPSTEIN FAMILY ALUMNI CENTER CAMPAIGN

In June 2010, a little more than two years after USC senior administrators, trustees and student leaders donned hard hats to break ground for the Ronald Tutor Campus Center, the USC Alumni Association will relocate to its new home. Located on the third floor of the Campus Center, the Epstein Family Alumni Center joins USC Student Life & Involvement and the USC Admissions Center in this state-of-the-art facility, designed by USCAA Board of Governors member Bob Murrin ’74, MArch ’76. Every element of the Campus Center — the second-largest building on the University Park campus after the Galen Center — works together to provide an open and welcoming environment for students, faculty, staff and alumni to meet and interact. It brings the Alumni Association and four of the university’s multicultural alumni organizations under one roof: the Asian Pacific Alumni Association, the Black Alumni Association, Lambda LGBT Alumni Association and the Mexican American Alumni Association.

The Alumni Association’s new headquarters is the culmination of a successful fundraising campaign spearheaded by three past Alumni Association presidents: USC Trustees Alexander L. Capello ’77 and Michele Dedeaux Engemann ’68 and former USC Trustee Len Fuller ’68. Building on the $4 million naming gift from USC Trustee Daniel J. Epstein ’62 and his wife Phyllis and family, they worked with the USCAA to realize a shared vision of a gathering place for alumni to meet and volunteer. Through the generosity of several alumni leaders, alumnae organizations and the Classes of 1958, 1959, 1984, 1987, 1988 and 1989, the campaign exceeded its $7 million goal by more than $1.4 million. This campaign has helped the USCAA build a strong base of support for its future as more than 425 individuals and organizations contributed with an average gift of approximately $10,000.
SCHOLARSHIP PROGRAMS

Providing scholarships to students has always been a key priority of USC alumni organizations. During this academic year, USC alumni organizations distributed nearly $3.5 million in scholarships, including university matching funds*, to more than 1,000 USC students. Town and Gown of USC led the way, distributing $1.1 million in scholarships to more than 200 students. Collectively, the regional alumni clubs, special interest groups and the Half Century Trojans distributed $2.3 million in scholarships, including university matching funds, to more than 500 students. The USCAA’s alumni organizations receive their scholarship funds primarily from endowment income, gifts and bequests, and annual benefits. Town and Gown of USC, several of the Trojan Leagues, the APAA, BAA and MAAA held successful fundraising benefits this year. Lambda and several regional clubs and alumnae groups held other types of fundraising events.

This was the second year the USC Alumni Association partnered with the USC Annual Fund to conduct the annual campaign to support regional club scholarships. This year’s regional scholarship campaign was a resounding success. The regional clubs, working together with the Alumni Association, yielded 100 new scholarships for USC students next year and added 604 new participants in the program, a 272% increase from last year.

Several USC alumni clubs also initiated patron programs or “donate now” options on their websites for Trojans to contribute additional support to club outreach and programming efforts; hundreds of alumni and friends have taken advantage of these opportunities.

* The USC Financial Aid Office provides a 2:1 match for the first $1,000 awarded to a USC undergraduate student by qualified alumni organizations. Several alumni organizations participate in this scholarship program.
In the fall of 2009, the USC Alumni Association completed its second bi-annual online survey of alumni, gauging their opinions of USC Alumni Relations programs. After the survey was completed, the latest findings were compared with the 2007 online survey results to see “if the needle had moved.”

Nearly 7,500 alumni representing different generations, ethnicities, regions and USC schools participated in the survey, which yielded encouraging results — proof positive that actions taken as a result of the 2007 findings have made marked improvements in many areas, with the greatest changes seen in the USConnection e-newsletter, general Alumni Association communications, regional and young alumni programming, and career services.

Survey participants also gave high marks to their alma mater for providing additional opportunities for educational enrichment, ranging from lectures and seminars to free 24/7 access to the online ProQuest Research Library database. The Alumni Association partnered with USC Libraries to provide this service in direct response to the 2007 survey.

For the first time, the 2009 survey included questions about USC Trojan Family Magazine. When asked to rank their interest in features and news covered by the magazine, alumni gave the top slot to academics, closely followed by alumni accomplishments and research/faculty topics.

Although the survey results are generally positive, they indicate that there is still an opportunity for more pointed online communications with younger alumni about alumni benefits and services, particularly in this social media era of Facebook, texting and Twitter.

In February 2010, the USCAA hosted a campus presentation of the survey results to an audience comprised of university leaders, members of the USC Alumni Association Board of Governors and university trustees. The survey results were also presented to the regional alumni club presidents in April.
CAREER SERVICES

According to the 2009 PEG survey results, alumni reported significant gains in several career-related areas, most notably networking opportunities, access to job listings, posting resumes and recruiting current students and alumni for jobs. This positive feedback may be due in part to the USCAA’s ongoing joint efforts with the USC Career Planning & Placement Center: the Alumni Career Services Study Group and the “Trojans Hiring Trojans” campaign.

The USCAA also partnered with the USC Career Planning & Placement Center to host several employment-themed seminars on campus and around the country, including the “Baby Boomer Series” and the “Taking Charge of Your Career” programs, and to co-sponsor a LinkedIn webinar that attracted 900 participants across the globe.

The Pink Slip Networking Parties, a career-related Alumni Association series co-sponsored with the USC Marshall Keenan Career Resource Center, proved extremely popular. Last September, approximately 300 alumni and friends attended the second Pink Slip Networking Party in downtown Los Angeles’ Remedy Lounge; 14 career counselors were on hand to provide free resume feedback and professional advice in one-on-one sessions at this relaxed and casual event. The USCAA has since hosted Pink Slip Networking Parties for alumni in San Francisco, San Diego and Orange County.

WEBSITE

In January 2010, the USCAA launched its redesigned USC Alumni Association website, which is easily navigable and provides a much more comprehensive overview of all the programs and services offered. Members of the USC Alumni Association Board of Governors, alumni club presidents and other alumni leaders were integrally involved in the redesign process, offering constructive feedback on the old site and recommending enhancements. The result is a vibrant and accessible website featuring several new pages of content and dozens of images reflecting the diversity of the Trojan Family.
USC Alumni Association programs and services are made possible, in part, by the support of its corporate partners and sponsors. This year the USCAA is proud to welcome 11 new partners and 4 new sponsors.

For more information on USC Alumni Association benefits, please visit [http://alumni.usc.edu/benefits](http://alumni.usc.edu/benefits).
OFFICERS
President
Dr. Robert Padgett ’68
President Elect
Carol Fox MS ’62
Past President
Richard DeBeikes ’78
CEO, USC Alumni Association
Scott M. Mory, Esq.

AT-LARGE MEMBERS
(Term Ending 2010)
Michael Adler ’86, MBA ’92
Douglas Galanter ’80
Maria Jones ’87
Joann Koll ’52
James Lewis ’97
Michael MacGillivray ’02
Susan McKeever ’60
Gregory Pollack ’86, MBA ’94

(Term Ending 2011)
Lisa Barkett ’81
Alison Elsner ’85
Kenneth Gaitan ’88
Linda Givvin ’70
Sean Kearns ’97
Stephen Lesher ’97
Steven Paulin ’78
Barbara Searles ’77

(Term Ending 2012)
Amir Akhavan ’02
Brian Calle ’05
Ramona Cappello ’81
Scott Gilmore ’75, JD & MBA ’78
Tony Manos ’83
Melody Nishida ’78
Christine Ofiesh ’82
Amy Ross PhD ’86

REPRESENTATIVE MEMBERS
USC College of Letters, Arts & Sciences
Mark Krouse ’74, MA ’77
USC Leventhal School of Accounting
Marcus Hoffman ’02, MAcc ’03
USC School of Architecture
Bob Murrin ’74, MArch ’76
USC Marshall School of Business
Christopher Harrer ’96
USC School of Cinematic Arts
John Flynn ’81, MFA ’94
USC Annenberg School for Communication & Journalism
Todd Nelson ’01
Herman Ostrow School of Dentistry of USC
Abdi Sameni DDS ’91
USC Rossier School of Education
Brent Noyes ’75, MS ’79
USC Viterbi School of Engineering
Annie Fleury ’83
USC Roski School of Fine Arts
Janet Handtmann ’74
USC Davis School of Gerontology
Tom Searles ’78
USC Gould School of Law
Todd Moore ’93
Keck School of Medicine of USC
George Stoneman MD ’65
USC Thornton School of Music
Teveya Dovbush ’98, MBA ’07
USC School of Pharmacy
Judy Flesh Rosenberg PharmD ’71, MSED ’75
USC School of Policy, Planning, and Development
Mark Alexander MPA ’90
USC School of Social Work
Jim Bogenreif ’81

USC School of Theatre
Alexander LoCasale ’05
Alumnae Coordinating Council
Beth Petak-Aaron ’80
Asian Pacific Alumni Association
Mitchell Lew ’83, MD ’87
Black Alumni Association
Patrick Holloway ’85
Half Century Trojans
Seymour Canter ’55
International Alumni Clubs
Kevin McAuliffe MBA ’87
Lambda LGBT Alumni Association
Vincent Wong ’03
Mexican American Alumni Association
Joseph Plascencia ’95
Intercollegiate Athletics
Rob Ukropina ’76
Parents’ Association
Greg and Lisa Gipe
Undergraduate Student Government
Holden Slusher ’10
Graduate and Professional Student Senate
Johannes Schmitt

SPECIAL APPOINTMENTS
(Term Ending 2010)
Jennifer Buckner ’81
John Clendening ’85, MBA ’92
Elaine Gourley ’64
Tom Halvorsen EdD ’80
Courtney Jordan ’06
Robert Osher ’81
John Peterson ’89, JD ’95
Ken Selzer MBA ’82
USC ALUMNI ASSOCIATION STAFF

Scott M. Mory, Esq.
CEO, USC Alumni Association and
Associate Senior Vice President for University Relations

Sarah Wentworth
Executive Coordinator

SIGNATURE EVENTS AND BUSINESS PARTNERSHIPS

Mark McBride
Executive Director, Alumni Relations

Blaire Wyatt ’06
Associate Director, Signature Events

Danielle Alexander ’06
Assistant Director, Signature Events

Tessa VanPaepeghem MA ’10
Assistant Director, Alumni Relations

John Paul Karliak ’03
Manager, Alumni Relations

Anush Cabraloff
Administrative Assistant, Alumni Relations

ASIAN PACIFIC ALUMNI ASSOCIATION AND INTERNATIONAL REGIONAL PROGRAMS

Grace Shiba ’77
Senior Director, Alumni Relations

Alex Chang ’01
Associate Director, Alumni Relations

Daniel Campagna
Administrative Assistant

LIFECYCLE PROGRAMS

Patrick Auerbach EdD ’08
Executive Director, Alumni Relations

Jeremy Wingerter
Associate Director, Lifecycle Programs

Kerran Coffman
Assistant Director, Lifecycle Programs

DOMESTIC REGIONAL PROGRAMS AND CAMPUS PARTNERSHIPS

Benjamin Martin ’93
Director, Regional Programs and Campus Partnerships

Danielle Harvey ’00
Associate Director, Domestic Regional Programs

Jaimey Wiener ’05
Associate Director, Domestic Regional Programs

Erin Williams MA ’08
Associate Director, Domestic Regional Programs

COMMUNICATIONS, MARKETING AND TROJAN TRAVEL

Cheryl Collier
Director, Communications and Marketing

Jason Gonzalez
Associate Director, Web Development

Teri Kirkendoll ’70, MA ’79
Associate Director, Trojan Travel

Ross Levine
Associate Director, Communications

Amy Raichlen
Associate Director, Marketing

Tim Knight MA ’95
Assistant Director, Communications

Shonea Pullaim ’07
Customer Services Coordinator

ADMINISTRATION

Hillary Duncan
Administrative Director

Sean Uray
Deputy Administrative Director

Mary Byrnes ’74
Manager, Guest Services

Wayne Agena
Technology Administrator

Kristen Melson
Budget Analyst
The contributions of the USC Alumni Association to the advancement of USC are the products of many hands — alumni, partners, colleagues and staff — all working together for a common purpose.

We thank the 2009-10 president of the USC Alumni Association, Dr. Robert Padgett, for his lifetime of service to USC, and congratulate him for an exceptional year as president. We thank the members of the USC Alumni Association Board of Governors for their constant guidance and commitment to service. We thank the legions of volunteers, in particular the volunteer leaders of more than 100 regional and international clubs, alumnae groups and multicultural associations, who continue to engage alumni of all ages, backgrounds and interests, on behalf of USC.

We thank Martha Harris, senior vice president of university relations, and Courtney Surls, vice president for development, for their continued leadership and support. We are also grateful to colleagues in University Relations, University Advancement and across the university for their ongoing involvement in our work.

Finally, we thank the hundreds of thousands of members of the Trojan Family whose commitment to and passion for USC continue to inspire our efforts to advance the University of Southern California by engaging all USC alumni lifelong and worldwide, building a culture of philanthropy among the Trojan Family, and being the representative voice for all USC alumni.