Our Mission

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.

The USC Alumni Association annually hosts hundreds of events and programs around the globe, and provides benefits and services to all USC alumni. With more than 340,000 members worldwide, the USC Alumni Association supports more than 100 affiliated alumni clubs, alumnae support groups and multicultural and generational alumni communities. These groups collectively distribute nearly four million dollars each year in scholarships for USC students.
Message from the
USC Alumni Association

Dear Fellow Trojans,

We are proud to present this overview of another memorable year in the life of the USC Alumni Association (USCAA). Much of the credit for our success goes to the thousands of loyal Trojans who support our great university with a generosity of spirit that never ceases to amaze us. Our alumni volunteer their time, energy and expertise; they attend and support university and school-based events on both campuses, across the country and around the world; they contribute generously to The Campaign for the University of Southern California, the Reunion Giving program and scholarship funds for deserving USC students; and they make up one of higher education’s most dedicated, vibrant and engaged alumni communities.

The 2012-13 academic year was truly one for the USC record books. The university received a transformational gift to establish the USC Glorya Kaufman School of Dance — the first USC school created through an endowment in nearly 40 years. USC President C. L. Max Nikias led a university delegation to Brazil, where he opened the university’s eighth international office in São Paulo. USC broke ground for several new, state-of-the-art buildings across the University Park and Health Sciences campuses. We celebrated the record-breaking achievements of Trojan Olympians at the 2012 London Olympics. And the Los Angeles City Council approved the university’s plans for the Village at USC — the largest economic development project in South Los Angeles history.

For the USCAA, 2012-13 saw the continuation and growth of programs and services that successfully strengthen the bond between USC and its vast alumni network. Highlights of the year include the transition of the USC Latino Alumni Association (LAA) from USC Student Affairs to University Advancement, where the USCAA and the LAA can now share talents and resources for the mutual advantage of USC, its alumni and students; the creation of the Student Alumni Society, due to the overwhelming demand for student-alumni engagement and the popularity of our student outreach program Society 53; and the launch of the online USC Alumni Business and Service Directory.

Of course, none of this would have been possible without the strong support and unwavering commitment of the Trojan Family — our alumni, colleagues, campus partners, staff and friends who are the “lifeblood of the university.” On behalf of USC and the USCAA, we want to thank you for all that you do, and continue to do, to help propel this great university to new heights of excellence. FIGHT ON!

Mitchell Lew ’83, MD ’87
President
USC Alumni Association Board of Governors

Patrick E. Auerbach EdD ’08
Interim Associate Vice President
for Alumni Relations
Under the bold leadership of USC President C. L. Max Nikias, the university is well on its way to becoming one of the most productive and influential research universities in the world. Since the September 15, 2011 launch of The Campaign for the University of Southern California, President Nikias has worked closely with the Trojan Family to raise more than $2.5 billion towards the campaign goal of $6 billion.

One of the highlights of the 2012-13 year was the establishment of the USC Glorya Kaufman School of Dance, thanks to a transformational gift from Los Angeles philanthropist Glorya Kaufman. In September, President Nikias and former California Governor Arnold Schwarzenegger announced the establishment of the USC Schwarzenegger Institute for State and Global Policy, dedicated to promoting a new era of post-partisanship, where leaders put aside their differences to implement policies that most benefit the people they serve. And in May, a new undergraduate program, the USC Jimmy Iovine and Andre Young Academy for Arts, Technology and the Business of Innovation, was created to prepare USC students to become the new generation of inspired innovators.

Major strides have also been taken to expand the university’s physical space, with plans to break ground soon on the Village at USC, an urban revitalization project that will transform a dated retail space into a hub for the university and the community, with more than 2 million square feet of community-serving retail, student housing, hotel and academic space.

In addition to recruiting transformative faculty, such as Retired Gen. David Petraeus and the 110 faculty, researchers and multidisciplinary staff of the Laboratory of Neuro Imaging, USC continues to attract the world’s top students. More than 47,000 students from the United States and 144 other countries applied for an estimated 2,650 places in USC’s 2013-14 freshman class.

In U.S. News and World Report’s 2013 Best Colleges Rankings, USC was ranked #24 overall — and #5 overall among “Up-and-Coming Schools,” which recognizes universities that are making the most promising and innovative changes in the areas of academics, faculty and student life.
THE CAMPAIGN FOR THE UNIVERSITY OF SOUTHERN CALIFORNIA

*Fas Regna Trojae*, the largest fundraising campaign in the history of American higher education, continues to accelerate USC’s academic ascent, providing the resources to advance academic priorities and expand the university’s positive impact on the community and the world. To date, more than 189,000 donors have made gifts to the campaign, which has raised $2.53 billion; of this amount, alumni (including USC alumni trustees) have contributed just over $1 billion.

CHANGING OF THE GUARD

On January 17, Al Checcio, senior vice president for University Advancement, announced that Scott M. Mory, after serving more than five years as USCAA CEO, would become the new associate senior vice president for University Advancement and campaign director. In turn, Patrick E. Auerbach EdD ’08, USCAA executive director of alumni relations, was named interim associate vice president for alumni relations.

During Mory’s tenure, the USCAA flourished, adding new programs and services to engage Trojans of all ages and backgrounds. We thank him for his many years of strong leadership and strategic vision. In his new role, he works closely with Checcio to manage the day-to-day activities of the $6 billion Campaign for the University of Southern California.

Auerbach, who’s been on staff at the university since 2000, joined the USCAA senior management team in 2008. During his USCAA tenure, he has enhanced and expanded a variety of programs to deepen alumni engagement at all stages of life, including undergraduate reunions and generational initiatives, and has managed selected philanthropy projects in collaboration with University Advancement. In his new position, Auerbach serves as the university’s primary representative to its alumni; oversees all USCAA operations; works closely with the USCAA Board of Governors; and develops programs, campus partnerships and services to strengthen alumni involvement and advance the university’s mission.
DOMESTIC REGIONAL PROGRAMS

The university’s regional alumni clubs continue to engage local alumni of all ages and backgrounds through a variety of events, including professional networking mixers, cultural outings, recreational activities and scholarship fundraisers for deserving USC students. Twelve regional representatives also work closely with the USCAA to provide programming and events to local alumni in areas without official alumni clubs.

One of the highlights of this year’s domestic regional programming slate was “Women Making an Impact” in Costa Mesa on January 23. Sponsored by the USCAA, the Orange County alumni clubs and Town and Gown of USC, this inspiring panel discussion with four women philanthropists was moderated by Al Checcio, senior vice president for University Advancement.

The “USC in Your Neighborhood” lecture series, which brings the university’s distinguished academic and administrative leaders to alumni across the country, continues to draw Trojans and friends of USC. On October 18 in Palo Alto, Dr. Mark Humayun, the director of the USC Institute of Biomedical Therapeutics, discussed his innovative use of bioelectronics to help restore sight to patients who’ve been blind for decades. USC Provost Elizabeth Garrett subsequently joined Humayun for an encore presentation in New York City on January 31 (the retinal implant he helped develop later received FDA approval).

Here are some other notable domestic regional alumni club events of 2012-13:

- USC Dean of Admission Tim Brunold discussed national enrollment trends and joined alumni leaders for an informal discussion about what it means to be a Trojan at Honolulu’s famed Royal Hawaiian hotel on August 16 and also in San Diego on November 29.
- The USC Alumni Club of the Desert partnered with Keck Medical Center of USC and the USCAA to launch a new speaker series, featuring Keck faculty physicians, in Indian Wells on November 12.
- USC alumni in Los Angeles and Dallas toured “Ken Price Sculpture: An Exhibition,” on November 27 and February 28, respectively, with USC Roski School of Fine Arts Dean Erica Muhl hosting pre-tour receptions at both events.
- The USCAA and the USC Thornton School of Music co-sponsored a concert featuring the Thornton Symphony and Thornton Concert Choir at Walt Disney Concert Hall in downtown Los Angeles on January 27.
- Los Angeles regional alumni clubs partnered with the USC Young Alumni Council to co-host the second annual singles mixer in Hollywood on March 10.
- Former U.S. ambassador to Luxembourg Cynthia Stroum ’73 was the featured speaker at the USC Alumni Club of Seattle’s first annual “Seattle Spring Fling” on March 16.
- USC President C. L. Max Nikias shared his vision for the university’s future at a Trojan Family Reception in New York City on April 11.
The academic year swept in with the 2012 Olympic Games in London, where the USC Alumni Club of London rolled out the red carpet for Trojan athletes on July 25. The club held a special welcome for the athletes and coaches at London’s regal Oxford and Cambridge Club. USC-affiliated athletes went on to earn a total of 25 medals, including twelve golds, nine silvers and four bronzes — USC’s most successful Olympics ever!

The London club brought out the welcome mat again in early October, as Trojans gathered at London’s Marriott Grosvenor Square for a USC Global Conversation on “The Future of the Global Economy.” Club members, along with 2012 gold medalist in swimming Rebecca Soni ’09, welcomed event participants during a twilight cruise on the Thames. The Global Conversation featured a welcome by USC Provost Elizabeth Garrett and a keynote address by The Right Honorable Jack Straw, Member of Parliament and former UK Home Secretary.

In December, the USCAA hosted a series of Trojan Family Receptions in Asia with USC Marshall School of Business Dean James G. Ellis, who spoke about developments at USC and within USC Marshall. The receptions took place in Jakarta, Indonesia (December 17); Shanghai, China (December 19); and Taipei, Taiwan (December 21). At the Taipei reception, nearly 100 of those in attendance were graduates of USC Marshall’s Global Executive MBA program.

The 2nd Annual International Alumni Leaders Symposium took place May 23-25 during the USC Global Conference in Seoul, South Korea. Senior Vice President for University Advancement Al Checcio, Interim Associate Vice President for Alumni Relations Patrick E. Auerbach EdD ’08 and USCAA Board of Governors President Mitchell Lew ’83, MD ’87 and President-Elect Ramona Cappello ’81 were among those who met with international alumni leaders to discuss best practices for engaging alumni around the world.

New alumni representatives were named in Thailand (Bangkok), Turkey (Istanbul) and Germany (Munich). The USCAA now has 14 international alumni clubs and 8 international alumni representatives.
Engaging All Alumni for Life

GENERATIONAL ALUMNI COMMUNITIES

HALF CENTURY TROJANS

Still Fighting On! It’s both the motto of the Half Century Trojans and the name of the senior alumni organization’s new bi-annual e-newsletter, which launched last fall. Revered across campus as the stewards of USC history and tradition, the Half Century Trojans continued promoting the Trojan Spirit and strengthening the bonds that connect USC alumni across generations, and also provided $150,000 in scholarships — $10,000 to each of 15 USC students.

On October 16, more than 300 members of the university and alumni communities paid tribute to USC’s vibrant senior alumni community at the 2012 Half Century Trojans Hall of Fame Luncheon. The honorees included Burton Karson ’56, MA ’59, DMA ’64; Sorrell Trope ’47, JD ’49; Willa O’Day Olsen PhD ’58, MD ’62; Melvin F. Baron PharmD ’57, MPA ’73; and Fred V. Keenan ’37. Former HCT President Seymour Canter ’55 received the Distinguished Service Award.

The fifth annual Half Century Trojans Going Back to College Day on February 27 set an attendance record, as more than 340 senior alumni returned to campus for a stimulating day of faculty and student presentations. And on March 24, the Half Century Trojans participated in the 2nd Annual USC Alumni Day of Service; they helped teach music history and assisted with free music classes at Norwood Elementary School in Los Angeles.

SECOND DECADE SOCIETY

Now in its fifth year, the Second Decade Society (SDS) continues to offer programs geared to alumni who earned their bachelor’s degrees 11 to 24 years ago. On September 30, the SDS partnered with the Young Alumni Council to co-host “USC Goes to The Book of Mormon” at Hollywood’s Pantages Theatre, followed by a reception at the W Hotel featuring some of the Tony Award-winning musical’s cast members, including Kevin Mambo ’95. SDS and the Young Alumni Council later re-teamed, along with Los Angeles-area alumni clubs, to co-host a tour of the Ken Price ’57 exhibition at LACMA on November 27; USC Roski School of Fine Arts Dean Erica Muhl spoke about Price’s unique ceramic sculptures at a pre-tour reception.

Over the weekend of February 22-24, SDS held its first-ever Trojan SCupper at the Widney Alumni House. The following month, SDS members volunteered their sandwich-making skills to assemble food packages for Los Angeles-area homeless shelters during the 2nd Annual USC Alumni Day of Service on March 23. The annual family-friendly afternoon of barbecue and USC baseball took place on April 7; then, on April 12, SDS held a reception with USC School of Dramatic Arts Dean Madeline Puzo, followed by a performance of the school’s spring musical, The Most Happy Fella. In addition to these events, the SDS also partnered with the USC Career Center to organize and host a professional development workshop, “Leveraging Your Experience to Launch Your Next Career Move,” on October 17.
YOUNG ALUMNI COUNCIL

Charged with providing programs tailored to alumni who graduated in the last 10 years, the Young Alumni Council (YAC) had one of its most active years on record. Highlights included the ever-popular Young Alumni Summer Party in June, held at Eden in Hollywood; *The Book of Mormon* theater night at the Pantages (co-hosted by the SDS) on September 30; the special viewing at LACMA of the Ken Price ’57 retrospective on November 27; and the Young Alumni Comedy Night on December 1, a new event designed to celebrate the talents of USC young alumni.

In February, the YAC participated in the SCuppers program (alumni-hosted dinners for students) by hosting a SCupper at the Widney Alumni House, and two YAC members — Julie Lindeen ’08 and Alex Fadil ’12 — each hosted SCuppers in their homes. And 21 YAC volunteers participated in the 2nd Annual USC Alumni Day of Service by supporting runners taking part in the Susan G. Komen Race for the Cure.

On the career side, hundreds of young alumni took advantage of five events covering professional success, real estate, the art of negotiation, personal branding and — most popular of all — “Taking Charge of Your Career: The Start-Up of You.” The latter was a webinar featuring a keynote address by LinkedIn’s global spokesperson Lindsey Pollak, who discussed managing one’s career as a start-up business.

STUDENT OUTREACH PROGRAMS

“Student alumni” may sound like a contradiction, but students and alumni are actually two sides of the same coin — current students are future alums. To foster this alumni identity in students, the USCAA launched the new Student Alumni Society (SAS) last fall. Open to all students, SAS helps them connect with the Trojan Family at large through various events and programs, and is also the gateway to Society 53, a student leadership group whose members serve as official ambassadors at top-tier university and USCAA events.

SAS’s kick-off, a “Speed Networking” event, was held on September 20 in the Ronald Tutor Campus Center ballroom and attracted more than 300 students and alumni, the latter representing the USCAA Board of Governors and USC volunteer organizations. To date, SAS has nearly 800 members. Its signature program, Trojan SCuppers (begun five years ago and now greatly expanded), took place over the weekend of February 22-24. Nearly 800 students had the opportunity to meet more than 200 influential alumni who hosted 67 dinners across L.A. and Orange counties. And this year’s Senior SCend Off, hosted by SAS, Society 53 and the USCAA on May 2, brought 1,200 seniors together to celebrate their transition from students to alumni with free barbecue and entertainment outside Widney Alumni House.

Lastly, a new Society 53 mentorship program was inaugurated that paired 45 Society 53 members with 45 members of the USCAA Board of Governors (current or emeriti) for the entire year.
AFFINITY GROUPS

ALUMNAE COordinating council

The Alumnae Coordinating Council (ACC) is a forum where the representatives of USC’s 17 women’s groups throughout Southern California come together to share ideas and raise money for the merit-based scholarships they award annually to USC students. This year, 112 students received nearly $350,000 in scholarships. The council itself consists of approximately 100 alumnae and friends. Their theme for the year, “Building Blocks to Success,” focused on the importance of teamwork, spirit and Trojan traditions.

The Trojan League of Los Angeles celebrated the 125th anniversary of USC Athletics at its annual benefit on February 23, which attracted a record-breaking 350 attendees. On March 13, the Trojan League of Orange County honored USC Olympians at its annual benefit, which this year raised money for the new Uytengsu Aquatics Center currently under construction on the USC University Park campus.

Town and Gown of USC held its annual benefit luncheon at the Beverly Hilton Hotel on April 9. “Visions and Voices of Philanthropy” was this year’s theme as the group presented its lifetime achievement award to actress/philanthropist Marlo Thomas ’59. Town and Gown of USC also honored USC President C. L. Max Nikias and First Lady Niki C. Nikias for their continued support and promotion of the arts and humanities at the university. In honor of the Nikiases, Town and Gown is endowing a scholarship in their name. Town and Gown of USC also celebrated the groundbreaking for its $1 million Legacy Gift to restore the garden, patio and walkways of USC’s Town & Gown building on May 7.
Engaging All Alumni for Life

ASIAN PACIFIC ALUMNI ASSOCIATION

This year the Asian Pacific Alumni Association (APAA) hit a record-breaking $185,000 in scholarship donations, thanks to its two main fundraising events, the annual golf classic and the 2013 APAA Scholarship and Awards Gala.

With the theme “Trojan Leaders in the Age of the Pacific,” the gala recognized six outstanding alumni representative of USC’s global presence, as well as 46 APAA scholars. USC President C. L. Max Nikias and First Lady Niki C. Nikias were in attendance along with 460+ guests. Wilfred Steven Uytengsu Jr. '83 of the Philippines received the President’s Award, while Leadership Awards went to Bryan B. Min ’86 of San Diego and husband and wife Harun Hajadi MBA ’88 and Junita Ciputra MBA ’88 of Indonesia. Jennifer Lum ’82 of Pasadena and Tae-Hyun Oh ME ’83, EdD ’91 of South Korea earned Service Awards.

Other APAA highlights this year included: “Exploring Today’s Digital Entertainment Technologies” in Orange County; the 2012 APAA Homecoming Tailgate, attended by a record 285 guests; the inaugural Scholarship Reunion Reception; and the launch of the career-focused “Maximizing Your Potential: Finding Empowerment for Success in Work and Life.” In addition, the APAA Young Alumni Council continued to flourish, establishing a professional dinner series and, by popular demand, encurring its “Life 101” series. APAA’s year culminated with record attendance at its 2013 Asian Pacific Graduate Celebration, welcoming new alumni to the APAA.

BLACK ALUMNI ASSOCIATION

The USC Black Alumni Association (BAA) excitedly kicked off its student scholarship campaign, “1000 for $1,000,” which continues to grow in donor outreach and pledges. BAA donor contributions are specifically earmarked for scholarship grants and support students in every USC school and program. Correspondingly, the BAA provides each scholarship recipient with a Toastmasters International membership; a BAA alumni mentor; a field day at the PGA Tournament at the Riviera Country Club; and inclusion in the signature “Intern to VP” career development workshop program.

The theme of this year’s Scholarship Benefit fundraiser was “An Evening of Art and Legacy: Speak of Me as I Am,” featuring the historic story of Paul Robeson in a one-man vocal performance by K.B. Solomon, who performed to a nearly sold-out Bovard Auditorium on April 4. In addition to the traditional Homecoming and Pinning Ceremony celebrations, new BAA alumni events included a summertime “Salon at Sunset,” quarterly health-themed “Meet Up & Move” activities, a biking cohort in the Los Angeles CicLAvia in October, and a hike in November to the top of the Baldwin Hills overlook.

The BAA’s governing 24-member BAA Advisory Council, currently chaired by Kathryn M. Shirley, approved $339,000 in scholarship grants to 130 undergraduate and graduate students in this academic year.
LAMBDA LGBT ALUMNI ASSOCIATION

It was a milestone year for the USC Lambda LGBT Alumni Association (USC Lambda), which had so many reasons to celebrate its 20th anniversary. Thanks to the generosity of USC Lambda donors, the group raised $400,000, exceeding its fundraising campaign goal by $150,000. The success of the campaign enabled USC Lambda to triple the number of its endowed scholarships from two to six, which will provide tuition support to students who are making a difference in the LGBT community in perpetuity. USC Lambda’s scholarship program now includes the Albert Brecht Scholarship in Leadership and the Amy Ross Scholarship in Health Studies. And this year, nine students in a variety of academic disciplines were awarded $36,000 in scholarships — up from last year’s $29,000.

USC Lambda also continued to enhance and expand its programming for LGBT Trojans and ally communities. To commemorate its 20th anniversary, USC Lambda hosted more than 20 events, including such favorites as the annual “HomeComing Out” tailgate on November 10 and the 6th Annual Don Thompson LGBT Film Festival on February 9. Other highlights included the 20th Anniversary Celebration in the newly redesigned University Club on November 2 and the annual holiday party on December 12 in West Hollywood.

LATINO ALUMNI ASSOCIATION

Last fall, the USC Latino Alumni Association (LAA) began a new chapter in its 40-year history when it joined University Advancement as part of the USCAA. Under the banner of USC Student Affairs since its founding in 1973, the LAA has developed into one of USC’s most active and loyal alumni organizations, having awarded approximately $15 million in scholarships to 7,500+ Latino students. The move to the USCAA promises to give the LAA the opportunity to leverage synergies with the USCAA and University Advancement to expand its pool of potential supporters, and to enhance its scholarship endowment and academic success initiatives.

The group’s primary fundraiser, the 39th Annual Scholarship Dinner, took place on March 1 at the Beverly Wilshire Hotel with more than 750 guests in attendance. Factoring in the university’s generous matching program, the event raised approximately $750,000 for scholarships and student leadership development programming. The evening honored the David C. Lizárraga family and TELACU Education Foundation, recipients of the LAA Legacy Award, and featured Mayor Julián Castro of San Antonio, Texas, as the keynote speaker (Mayor Castro, seen here in the ’SC jacket, delivered a rousing address at the Democratic National Convention in Charlotte last year).
Engaging All Alumni for Life

**SUMMER SCend OFFS**

Every summer, USC alumni clubs worldwide host informal receptions welcoming new students to the university. Connecting the students, their families and friends to one another as well as to local alumni and alumni groups, SCend Offs are usually hosted by alums in their own homes, and are often attended by special guests such as university faculty or administrators. For new students and their families, SCend Offs are not only an enjoyable and instructive summer highlight, but a powerful initiation into the Trojan Family. Last summer, nearly 3,000 students, parents, guests and alumni attended 58 SCend Offs that took place from Bakersfield to Beijing.

**WEEKENDERS**

The Big Apple turned cardinal and gold on September 7, when Trojans from across the country took over New York’s Time Square to cheer on the Men of Troy at the USCAA’s Syracuse Football Weekender pep rally. The USCAA 2012 Weekender series kick-off launched into higher gear the next day, when nearly 2,000 Trojans attended a tailgate at MetLife Stadium before watching the Men of Troy defeat the Syracuse Orange 42-29.

One of the USCAA’s most popular signature events, the Weekenders brought thousands of Trojans and ’SC football fans to four exciting away games this season. In addition to Syracuse, the Trojans battled Stanford on September 15, Washington on October 13 and Arizona on October 27. USCAA-hosted pep rallies and tailgates featuring the USC Trojan Marching Band boosted school pride and fostered Trojan Family camaraderie at this year’s Weekenders.
Engaging All Alumni for Life

ALUMNI LEADERSHIP CONFERENCE

The 11th Annual USC Alumni Leadership Conference on September 20-21 brought hundreds of USC alumni and volunteers from around the world to campus, where they heard about the latest university developments, sharpened their leadership skills in workshops and heard remarks by USC President C. L. Max Nikias.

One of the highlights of the 2012 conference was the presentation entitled “Power Briefings: The Latest USC News and Updates,” featuring five of the university’s senior administrators: Scott Evans PharmD ’98, CEO of Keck Hospital of USC and USC Norris Cancer Hospital; Kristina E. Raspe MCM ’08, MRED ’09, vice president for real estate development and asset management; Dave Roberts, vice president for athletic compliance; Tim Brunold ’92, dean of admission, USC Office of Admission; and Scott M. Mory, the then associate senior vice president and CEO, USCAA. Mory later joined Steven Atamian ’04, the co-founder and president of Global Brigades, the world’s largest student-led sustainable development organization, to share outreach strategies for “Motivating and Maximizing Millennials.”

The conference ended on a high note with “A Reminder about Why We’re Here,” a panel discussion hosted by USC Provost Elizabeth Garrett. She introduced five students who “exemplify USC’s commitment to scholarship with consequence.”

VOLUNTEER RECOGNITION DINNER

At the 2012 Volunteer Recognition Dinner on September 21, the USCAA celebrated the alumni volunteers, organizations and friends who dedicate their time, energy and expertise to support the advancement of USC. USCAA Board of Governors President Mitchell Lew ’83, MD ’87 and then USCAA CEO Scott M. Mory co-hosted the event, where they presented the Widney Alumni House Award to 46 volunteers from alumni clubs and university groups in recognition of their exceptional service. The Keck School of Medicine of USC’s Salerni Collegium Alumni Association, the Trojan League of South Bay and the USC Alumni Club of Beverly Hills-Hollywood were named Volunteer Organizations of the Year for their efforts to build a culture of philanthropy among the Trojan Family. Amy-Jo Luna received the Volunteer Friend of the Year award for her outstanding work as the USC Annenberg School for Communication and Journalism director of alumni relations.

In recognition of their leadership, achievements and overall contributions to USC, eight alumni received the President’s Award: Michael E. Adler ’86, MBA ’92; Randyn Calvo ’05; Scott Gilmore ’75, JD/MBA ’78; Dolly Harris MSW ’74, PharmD ’77, MPA ’79; Nancy Clark Hillgren ’76; Steven Lebowitz ’62, MBA ’65; James Lewis ’97; and Rick Stephens ’74.
USC REUNION WEEKEND 2012
AND HOMECOMING

There was a traffic jam on Memory Lane November 9-10, when five generations of Trojans returned to campus to reconnect and rediscover at the 2012 Reunion Weekend celebration.

Nearly 650 alumni from the classes of 1962, 1972, 1982, 1987 and 2002 and more than 450 of their family members and friends attended the USCAA’s two-day celebration of Trojan Family ties. In addition to academic lectures, campus tours and USC Provost Elizabeth Garrett’s welcome and keynote address, this year’s reunion program featured a new attraction: USC President C. L. Max Nikias’s All-Class Reunion Dinner at the Westin Bonaventure Hotel in downtown Los Angeles. Nearly 600 alumni, friends and family attended the dinner, which featured remarks by President Nikias, who hailed the alumni as “a living symbol of the power of our Trojan Family.” That “power” was evident in the enthusiastic participation of this year’s five reunion classes, both in terms of Reunion Weekend attendance and annual giving: in their reunion year, the five classes collectively raised $2,770,882*, an increase of more than 70% over the combined average giving level for these classes over the past five years, and $148,438 more than their reunion “impact” goal.

The festivities continued at the five Friday evening class reunion after-parties and Saturday’s tailgates before USC’s Homecoming victory over Arizona State, 38-17.

For many 2012 Reunion Weekend attendees, returning to campus did much more than just bring back a flood of happy memories. It strengthened and enhanced their connection to USC and the Trojan Family.

*This figure includes all reunion annual gifts, leadership-level gifts and pledges up to $99,999 for calendar year 2012.
USC WOMEN’S CONFERENCE

An impressive line-up of featured speakers from the worlds of education, fashion and wellness headlined the fifth annual USC Women’s Conference — “Celebrate Your Story, Create Your Legacy” — on the University Park campus March 7.

One of the USCAA’s most popular signature events, this day-long forum drew approximately 1,000 USC alumnae, parents, students, faculty, staff and friends to campus for workshops and panel discussions that covered a wide range of topics, including women’s health, career development, financial strategies and leadership.

Among the featured speakers this year were USC First Lady Niki C. Nikias, USC Provost Elizabeth Garrett, Santa Ana Unified School District Superintendent Thelma Meléndez de Santa Ana PhD ’95 and “First Lady of Nails” Suzi Weiss-Fischmann, executive vice president and artistic director of OPI Products, Inc. Other presenters included inspirational speaker and best-selling author Angella Nazarian (Pioneers of the Possible: Celebrating Visionary Women of the World) and nationally recognized caregiving expert Sheri Snelling ’85, who co-led the workshop “Caring for the Caregiver: Wellness for the Sandwich Generation.” Emmy Award-winning KTLA Morning News co-anchor Frank Buckley ’87 moderated the conference’s “Living Your Legacy” speaker series.

A host committee of alumni leaders, volunteers and USCAA staff spent months developing and planning the conference agenda. Alice Cardenas ’81 and Dale Harbour-Day ’83 served as the host committee co-chairs.
USC ALUMNI AWARDS

The very definition of “eighty years young,” the USC Alumni Awards marked the completion of its eighth decade by celebrating the accomplishments of seven extraordinary Trojans on April 27.

President Nikias presented the university’s highest alumni honor, the Asa V. Call Alumni Achievement Award, to USC Trustee Frank Fertitta III ’84. The chairman and CEO of Las Vegas-based Fertitta Entertainment, a resort and casino development and management company, and of Station Casinos, the largest provider of gaming and entertainment to residents of Southern Nevada, Fertitta is also a founder and principal owner of Zuffa LLC, which owns and operates the Ultimate Fighting Championship (UFC), the largest live pay-per-view content provider in the world.

Alumni Merit Awards, given to individuals whose remarkable accomplishments speak well for the range and quality of a USC education, were presented to Geraldine Knatz MS ’77, PhD ’79, the first woman to serve as the executive director of the Port of Los Angeles, the nation’s largest container port; and the Honorable Mark Ridley-Thomas PhD ’89, a member of the Los Angeles County Board of Supervisors (District 2) and a former California State Senator. The Young Alumni Merit Award, which recognizes the accomplishments of alumni under age 35, was presented to six-time Olympic medalist in swimming Rebecca Soni ’09.

Alumni Service Awards, recognizing volunteer efforts on behalf of the university, were presented to Barbara Cotler ’60, a member of the USC Athletics Board of Counselors, the USCAA Board of Governors and the Half Century Trojans board, and an executive board member of the USC “Spirit of Troy” Trojan Marching Band; Linda Givvin ’70, a past president of Town and Gown of USC, and a member of the USCAA Board of Governors and the USC Division of Biokinesiology and Physical Therapy Board of Councilors; and Jerry Neely ’58, USC trustee and a longtime mentor to USC Marshall MBA students through the TEC (The Executive Committee) on Campus program. This year’s gala was co-chaired by Michael E. Adler ’86, MBA ’92 and Amy Ross PhD ’86.
TROJAN TRAVEL

Trojan Travel had another productive year, sponsoring more than 40 trips and continuing to focus on its primary goals: personalizing the USC educational travel experience by featuring a USC professor or Trojan host on most trips, and offering participants value, variety and Trojan camaraderie. New trips for 2012-13 included a family trip to China, a transatlantic voyage from New York to Southampton, a tour of the national parks of the Old West and a “Civil War cruise” on a paddle-wheel steamer. Trojan Travel also sent Trojans to two sporting events: Wimbledon and the Albuquerque Balloon Festival. And the safari programs to East Africa were so popular that they’ll be offered again in 2014.

This year, Trojan Travel also added new features to its website, most significantly a hotel booking portal that offers savings from 10% to as high as 50% over other major booking portals. Another new feature is a link to a USC School of Pharmacy web page that provides health-related information for international travelers.

USC DORNSIFE ALUMNI RELATIONS

The USC Dornsife College of Letters, Arts and Sciences Alumni Relations program completed its second year having hosted a total of 13 events tailored to USC Dornsife alumni, parents and friends, but which also attracted alumni from many other USC schools. Two events in particular — USC Trustee David Dornsife ’65 and his wife Dana’s presentation in La Jolla about their work to support well water-drilling projects in Sub-Saharan Africa (part of the Herbert G. Klein Lecture series on civic and community leadership) and Director of the USC Jesse M. Unruh Institute of Politics Dan Schnur’s discussion of the first 100 days of Obama’s 2nd term — attracted audiences of more than 100 guests.

The Dan Schnur event, held at the Nixon Library, reflects an effort to choose event locations that directly complement the program topic; another example of this was a discussion of solar energy held at the Gold LEED-certified (Leadership in Energy and Environmental Design) Annenberg Community Beach House in Santa Monica.

Two events were open houses that brought alumni back to two USC Dornsife departments, International Relations and Economics, giving alumni the opportunity to hear from the department chairs as well as current faculty and students.
The 2nd Annual USC Alumni Day of Service

Sacred Heart Community Service
San Jose, Calif.
USC Alumni Club of Silicon Valley sorted and boxed groceries for more than 2,000 daily customers at Sacred Heart Community Service, a nonprofit organization addressing poverty in the Silicon Valley.

Norwood Street School
Los Angeles, Calif.
USC Half Century Trojans rearranged books and science rooms, as well as picked up trash around the campus. The USC Thornton Alumni Association partnered with Education Through Music—Los Angeles to host a music education event at the school.

Ronald McDonald House Charities
Austin, Texas
USC Alumni Club of Austin helped set up the annual Bandana Ball hosted by the Ronald McDonald House Charities of Austin, which is committed to improving the health and well being of children.

People Serving People
Minneapolis, Minn.
USC Alumni Club of the Twin Cities hosted a children’s activity day at People Serving People, a shelter for homeless children and their families.

Center for Families, Children’s Hospital Boston
Brookline, Mass.
USC Alumni Club of Boston served lunch and provided craft activities to kids and their families at the Yawkey Family Inn, a patient family home at Children’s Hospital Boston.

North Hollywood Community Gateway
North Hollywood, Calif.
USC Alumni Club of the San Fernando Valley beautified the North Hollywood Gateway Park with help from, left, Interim Associate Vice President for Alumni Relations Patrick E. Auerbach EdD ’08; USCAA Board of Governors President Mitchell Lew ’83, MD ’87; and USC Alumni Day of Service Co-chairs Deena Lew ’85 and Scott Sternberg ’07.
Trojans around the world came together March 23 to make a difference in their communities through the USCAA’s annual Alumni Day of Service. Sponsored by Global Brigades, a student-led global health and sustainable development organization, the event united nearly 1,800 alumni and friends from 18 states and eight countries.

The projects benefitted people (including children, the elderly, the poor and the sick), animals (both pets and zoo creatures), and places (a beach and a freeway underpass, to name a few).

Alumni shared photos, insights and memories from the day through social media. You can browse through them at alumni.usc.edu/scervice.

**Centre Thérapeutique Pédiatrique (Croix Rouge Française)**
Margency, France
USC Alumni Club of Paris volunteered at the traveling movie theater, Les Toiles Enchantées, and visited the Paris-area children’s hospital to host activities and a movie.

**Baan Kru Noi Children’s Home**
Bangkok, Thailand
USC Regional Representative of Thailand organized volunteers to play games and read books to disadvantaged and disabled children, ages 3 to 13.

**Children for a Better World**
Munich, Germany
USC Regional Representative of Munich partnered with Children for a Better World, a nonprofit children’s aid organization, to provide activities and a tour of the airport.

**Nam Cheong District Community Centre**
Hong Kong, China
USC Alumni Club of Hong Kong entertained underprivileged children at the center with games and singing.

**USC-Ghana Global Education & Health Outreach**
Gomoa Dago via Apam, Ghana
USC School of Pharmacy students joined the K. Sam Essilfie Medical Foundation to work on education and health projects in selected community schools and clinics.
SCHOLARSHIPS

In 2012-13, USC’s alumnae groups, multicultural alumni associations, generational groups and regional alumni clubs raised nearly $4 million* in scholarship funds that went to more than 850 USC students.

Of the total, Town and Gown of USC, the university’s largest and oldest (established 1904) women’s group, raised $1.4 million, and awarded scholarships to 156 students. The other 16 USC alumnae groups, combined with SCions and the USC regional alumni clubs, raised more than $1,100,000 and distributed a total of 336 scholarships. The multicultural alumni associations — APAA, BAA, Lambda and LAA — along with the Half Century Trojans, raised nearly $1.5 million and gave out 360 scholarships.

*This number includes university matching funds. 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.
CAREER SERVICES

The USC Career Center worked closely with the USCAA to launch an enhanced suite of cutting-edge career tools designed to help alumni manage their careers 24/7. These tools, available on the redesigned career services website at careers.usc.edu, serve the diverse needs of all members of the Trojan Family: recent graduates, alumni seeking to advance in or change their careers, and Trojans re-entering the job market or creating a new encore career post-retirement.

Some of these new career services include the Career Network, valuable career-related information from alumni and for alumni; CareerBeam, a self-paced, comprehensive, virtual career management tool that assists alumni with all aspects of their job search; Goingglobal, an online database with career information, including domestic and international job listings and job-search resources; and Career Journeys, specially priced career counseling and resume-writing packages designed specifically for USC alumni. These services augment existing Career Center offerings like connectSC and Trojans Hiring Trojans.

Additionally, the Career Center and the USCAA hosted 14 alumni career events during the academic year, all featuring CEOs, USC faculty, best-selling authors and/or industry experts. Two events were webinars engaging 1,000+ alumni from 18 countries and four continents, hosted by Career Center corporate partner LinkedIn. Topics included “Advanced Networking” and “Taking Charge of Your Career in 2013: The Start-Up of You.” Another highlight was the highly successful Alumni Career Fair, the largest such event ever held at USC, with 1,100 Trojans attending and twice last year’s number of employers (from 59 to 125), including HBO, Sony, Toyota, FOX, Medtronic, Mattel and PWC. And, at the Supperclub in Hollywood in March, alumni and friends gathered for “Trojan Alumni in Entertainment — Inside the Business,” an opportunity for participants to have informal conversations with entertainment industry executives who dispensed valuable career advice and feedback.

Being the Representative Voice FOR ALL USC ALUMNI
USC ALUMNI BUSINESS AND SERVICE DIRECTORY

In January 2013, in response to alumni requests for a way to locate Trojan-owned and affiliated businesses in their area, the USCAA launched its online USC Alumni Business and Service Directory. The directory, at TrojanBusinessDirectory.com, is free to users looking to find local Trojan merchants and services, and also lets them take advantage of special offers and coupons for USC alumni. Businesses pay a fee to be listed in the directory, and are also automatically included in the directory iPhone app.

Popular directory categories include Business & Professional Services, Computer & Electronics, Arts & Entertainment, Health & Wellness and Automotive. Also known as the “Cardinal and Gold Pages,” the directory to date contains listings for nearly 700 businesses in California, 30 additional states and 12 countries ranging from India to Mexico.

Being the Representative Voice for All USC Alumni

Other alumni career programs included “Beyond the Job Description: Unwritten Rules to Succeeding as a Young Professional,” “Leveraging Your Experience to Launch Your Next Career Move,” “Working with an Executive Search Firm,” “Branding Yourself,” “Real Estate CEO’s Night” and “The Art of Negotiation: Getting What You Want in Your Career & Life.” The Career Center also hosted a “Jump Start Your Job Search” for all May 2013 graduates, partnered with the USC Emeriti Center on an “encore” career event for alumni 50+, and conducted individual career counseling sessions with hundreds of recent graduates and other alumni.
**Alumni Demographic Profile**

The USC alumni community, the largest group in the USC Trojan Family, is one of the university’s most loyal and dedicated constituencies.

Here are some statistics that give a more detailed picture of our Trojan alumni:

- **Total living alumni**: 345,200
- **Total mailable alumni**: 263,840
- **Total e-mailable alumni in Southern California**: 101,309
- **Total e-mailable alumni**: 187,315

**Mailable Alumni by Gender**

- Male: 159,333
- Female: 103,265
- Unreported: 1,242

**Mailable Alumni by USC Degree Awarded**

- Graduate: 133,526
- Undergraduate: 113,952
- Both: 16,362

**Mailable Alumni by Region**

- Southern California: 155,832
- West (other): 48,518
- Southeast: 14,789
- Northeast: 14,400
- Southwest: 11,127
- Midwest: 9,358
- International: 9,816

**Mailable Alumni by Class Year**

- 1962 and earlier: 16,175
- 1963-1967: 8,275
- 1968-1972: 13,348
- 1973-1977: 18,943
- 1978-1982: 22,851
- 1988-1992: 24,678
- 1993-1997: 26,275
- 1998-2002: 28,993
- 2008-2012: 44,836

**Degrees to be conferred in 2013**: 13,842
USC Alumni Association

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The USCAA Board of Governors provides critical advice and support in developing USCAA programs and services. Through its committees, the Board works closely with USCAA staff to promote the advancement of the university and engage alumni of all ages and backgrounds. Board members play important roles as USCAA ambassadors, greeting alumni at events and informing them about USCAA programs and benefits. During the annual Homecoming festivities in November, they also introduce themselves to company representatives at the USCAA partner and sponsor booths.

At this year’s Alumni Leadership Conference, Board members addressed a variety of subjects, ranging from career and professional programming to the use of social media. One of the more thought-provoking conference presentations focused on best practices for motivating the Millennial generation to get involved in alumni activities.

Board members also played integral roles in the 80th Annual USC Alumni Awards, the 2013 USC Women’s Conference, the 2nd Annual USC Alumni Day of Service, Trojan SCuppers, Summer SCend Offs and the launch of the Student Alumni Society. Another highlight this year was the 2012 USC Global Conversation in London, October 8-9. Several Board members attended an opening reception hosted by USC Provost Elizabeth Garrett, a panel discussion about the future of the global economy and various cultural activities.

Several board members also accompanied President Nikias and Provost Garrett to the 2013 USC Global Conference on May 23-25 in Seoul, South Korea, where the USCAA held its 2nd Annual International Alumni Leaders Symposium (see page 6).

It was also a busy and productive year for the USCAA Board of Governors Board Affairs Committee, which engaged former Board members at such events as a pre-football game wine tasting at Widney Alumni House, and will also host a VIP tour of the new USC Engemann Student Health Center on May 30.
USC Alumni Association programs and services are made possible, in part, by the support of our corporate partners and sponsors. Our partners also provide valuable benefits and services to USC alumni and extended members of the Trojan Family.

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For more information on USCAA benefits, please visit [http://alumni.usc.edu/benefits](http://alumni.usc.edu/benefits).
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Acknowledgements

Many branches of the Trojan Family — alumni, partners, university colleagues and staff — are responsible for the USCAA’s accomplishments this past year.

We gratefully acknowledge 2012-13 USCAA Board of Governors President Mitchell Lew for his passionate advocacy on behalf of the Trojan Family, and we congratulate him on an exemplary year. We thank USCAA Board of Governors President-Elect Ramona Cappello for her enthusiastic participation in several events this past year, most notably the 2nd Annual International Alumni Leaders Symposium. We thank the members of the USCAA Board of Governors for their guidance, commitment to service, and partnership.

We thank Al Checcio, senior vice president for University Advancement, for his steadfast leadership and ongoing support. We are also grateful to Dan Epstein, the chair of the USC Board of Trustees Alumni Affairs Committee, for his wise advice and counsel.

Finally, we owe a huge debt of gratitude to our volunteers and supporters, who are the heart and soul of the Trojan Family. Our sincere thanks to these Trojans, who work tirelessly to engage alumni of all ages, backgrounds and interests on behalf of USC and the Trojan Family. We would also like to express our gratitude to our colleagues in University Advancement and across the university, for their ongoing collaboration and partnership.

Thanks to the invaluable contributions of these dedicated Trojans, the USCAA continues to support the overall advancement of USC by engaging all alumni for life, building a culture of philanthropy among the Trojan Family, and being the representative voice for all USC alumni.