The Year in Review

As the Campaign for the University of Southern California passed the $4 billion milestone this past year, the USC Alumni Association continued making great strides to engage the Trojan Family, introducing new ways for Trojans to deepen and enhance their connections to USC and each other. In 2014-15, we launched the USC Fight Online app for the iPhone® and iPad®, making USC the first PAC-12 school to have a geo-location-based alumni mobile app. We also established three affinity-based USC alumni networks—the Alumni Education Network, the Alumni Real Estate Network and the Alumni Veterans Network—to add to the Trojan Entertainment Network, which we chartered last year.

As always, we continued to host hundreds of events and programs around the globe—and provide a wide variety of benefits and services to more than 367,000 members worldwide. To that end, the USC Alumni Association supports nearly 100 affiliated alumni clubs, alumnae support groups and multicultural and generational alumni communities. These groups collectively distribute several million dollars in scholarships each year for USC students.

Our Mission

The mission of the USC Alumni Association (USCAA) 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.

Our signature events—Weekenders, the Volunteer Recognition Dinner, Reunion Weekend, Homecoming, USC Alumni Day of Service, the USC Women’s Conference, the Half Century Trojans Going Back to College Day and the USC Alumni Awards—remain as popular as ever. And our generational and alumnae groups enjoyed another stellar year, as did USC’s four multicultural alumni organizations.
We Are Connected

In addition to your USC school affiliation, there are many ways to stay connected to the university and the Trojan Family: alumni industry and affinity networks, regional clubs and chapters, multicultural alumni organizations, generational communities, Fight Online (the official alumni mobile app and online community) and more!
The 2014-15 academic year also saw USC continue its ascent to the top tier of the world’s private research universities. The USC Jimmy Iovine and Andre Young Academy for Arts, Technology and the Business of Innovation welcomed its first class. Neuroscientist and executive vice provost Michael Quick was appointed provost and senior vice president for academic affairs. And the university broke ground on several new facilities, including USC Village, the USC Michelson Center for Convergent Bioscience and the USC Glorya Kaufman International Dance Center.

In March, USC Trustee Mark Stevens ’81, MS ’84 and his wife Mary donated $50 million to endow and name the USC Mark and Mary Stevens Neuroimaging and Informatics Institute, accelerating the institute’s already dramatic progress toward solving one of biology’s most complex and important puzzles: the brain.

Looking forward, the year ahead promises to be even more exciting for both our great university and the USC Alumni Association. New state-of-the-art buildings will open on both campuses; new scholarship and research will enhance USC’s reputation as one of the world’s top private research universities; and new programs will increase and diversify the opportunities for alumni engagement.

What makes all of this possible is the loyal support and commitment of the Trojan Family—our alumni, colleagues, partners, staff and friends. We are sincerely grateful to Senior Vice President for University Advancement Al Checcio for his dedicated leadership of the entire division and for
Here are some statistics that give a detailed picture of USC’s alumni community:

- **367,260** Total living alumni
- **271,993** Total mailable alumni
- **109,193** Total e-mailable alumni in Southern California

### Alumni by Gender
- Male: 160,121
- Female: 110,700
- Unreported: 1,172

### Alumni by USC Degree Awarded
- Undergraduate: 139,619
- Graduate: 116,193
- Both: 16,181

### Alumni by Region
- Southern California: 160,121
- West (other): 50,720
- Southeast: 14,796
- Northeast: 14,476
- Southwest: 11,166
- Midwest: 9,498
- International: 11,216

### Alumni by Class Year
- 1964 and earlier: 16,878
- 1965-1969: 9,654
- 1970-1974: 14,949
- 1975-1979: 15,933
- 1980-1984: 22,885
- 1990-1994: 24,302
- 1995-1999: 25,387
- 2000-2004: 29,204
- 2005-2009: 37,006
- 2010-2014: 49,561
his unwavering support of the USC Alumni Association and its mission. We also owe a debt of gratitude to Ramona L. Cappello ’81 who, as chair of the Alumni Affairs Committee, provides her visionary leadership and advocacy for alumni relations on the USC Board of Trustees. In addition, we thank USC Alumni Association Board of Governors President-Elect Michael Adler ’86, MBA ’92 for his efforts; we know that he will prove to be an effective and capable leader in the year to come.

Finally, we wish to thank the thousands of Trojans who support the university and the USC Alumni Association in so many ways—the alumni, family and friends of all ages, backgrounds and professions who attend our signature events, volunteer their time and energy, and contribute to the Campaign for the University of Southern California. You are truly the heart and soul of the Trojan Family.

On behalf of USC and the USC Alumni Association, we want to express our heartfelt gratitude to you for continuing to help us support the advancement of our beloved alma mater.

Fight On!

Amy Ross PhD ’86  
President, USC Alumni Association  
Board of Governors

Patrick E. Auerbach EdD ’08  
Associate Senior Vice President  
for Alumni Relations
We Are Worldwide
Regional Alumni Clubs and Chapters

DOMESTIC
Arizona
Phoenix
Tucson
California
Bakersfield/Kern County
East Bay
Fresno/Central California
Inland Empire
L.A. Beach Cities
Los Angeles
North Orange County
Sacramento
San Diego County
San Fernando Valley
San Francisco
San Luis Obispo
Santa Barbara
Santa Clarita Valley
Silicon Valley
South Orange County
Colorado
Georgia
Hawaii
Idaho
Illinois
Massachusetts
Minnesota
Missouri
Nevada
New Mexico
New York

Texas
Austin
Dallas/North Texas
Houston
San Antonio
Utah
Virginia
Richmond/Central Virginia
Washington
Seattle
Washington D.C.

INTERNATIONAL
Arabia
Brazil
Sao Paulo
Canada
Vancouver
China
Beijing
Hong Kong
South China
Shanghai
England
London
France
Paris
Germany
Munich
India
Mumbai
Indonesia
Jakarta
Japan
Tokyo
Mexico
Mexico City
Philippines
Singapore
South Korea
Seoul
Taiwan
Taipei
Thailand
Bangkok
Turkey
Vietnam
Worldwide Regional Programs

No matter where you are, the Trojan Family is there. With regional alumni organizations in major cities around the globe, Trojans everywhere are connecting at standout academic, cultural, philanthropic and social events. Some notable events of 2014-15 included:

**Bakersfield**

USC quarterback Cody Kessler and legendary USC head coach John Robinson visited Bakersfield on April 16 for the USC Alumni Chapter of Bakersfield’s Spring Fling scholarship fundraiser. More than 125 Trojans turned out for dinner and football chalk talk.

**Bay Area**

Bay Area Trojans enjoyed a variety of programs, including spirited game-watching parties, a crash course in mixology, a Stanford Weekender and content-rich events featuring university faculty from across campus. The Bay Area clubs also hosted live watch parties for two events held on campus and streamed online, “Secrets to Scoring a Promotion” and “Negotiating for Women.”

**Boston**

The USCAA and the USC Alumni Club of Boston hosted more than 350 Trojan faithful at a USC Football Weekender on September 11-14, featuring a pub crawl, an exclusive museum excursion, and a tour of Fenway Park. Boston was also the site of a USCAA Trojan Family Reception hosted by President and Mrs. Nikias.

**Hong Kong**

In November, the USC Hong Kong Alumni Association hosted a USC Thanksgiving dinner with fellow Trojans from Taiwan. In March, at a USC movie night, the association screened Unbroken, a story about the late alumnus Louis Zamperini ’40.

**Jakarta**

In March, the USC Alumni Club of Jakarta hosted a Trojan Talk Series event: “Consumer Behavior Online vs. Traditional Shopping,” with Vincent Iswaratioso (Indomog), Eka Himawan (Bilna.com) and Anthony Fung (Zalora).

**Las Vegas**

The USCAA partnered with Keck Medicine of USC to bring two dynamic speakers, Dr. Paul Thompson and Dr. Thomas Peng, to Las Vegas. More than 100 people attended “An Evening of Excellence: How Keck Is Changing the World of Medicine,” to learn about the school’s recent advances in health care.

**Los Angeles**

In December, the USC Alumni Club of Los Angeles celebrated the holiday season with a mixer and toy drive. The club collected toys and monetary donations to support services for families with autistic or developmentally disabled children in South Los Angeles.

**London**

In December, a USC Alumni Club of London event featured a performance of The Scottsboro Boys at the Garrick Theatre, followed by a Q&A with the cast and producer Kate Cannova ‘03, an alumna of the USC School of Dramatic Arts.
Mexico

In February, the CEO of Google Mexico, Lino Cattaruzzi, was the keynote speaker for the USC Alumni Club of Mexico’s Quarterly Breakfast Speaker Series. He updated the audience on Google Glass and other Google projects, including a contact lens with a microchip that transfers real-time health stats and alerts to one’s smartphone.

New York

In February, the USC Alumni Club of New York welcomed Arie Kapteyn, director of the USC Dornsife Center for Economic and Social Research, for a presentation and discussion of USC’s new health economics initiatives, hosted by USC Dornsife. In June 2015, the club will host the 6th Annual Tommy Awards.

Northern Nevada

The USC Alumni Chapter of Northern Nevada-Lake Tahoe hosted its first scholarship gala, featuring Steve Lopes MA ’86, MBA ’94, senior associate director of USC Athletics, as the keynote speaker. More than 100 gathered at the Atlantis Resort in Reno, with the funds raised going toward scholarships for students from the Northern Nevada-Lake Tahoe region.

O.C. Beach Cities

The USC Alumni Club of O.C. Beach Cities hosted more than 600 alumni, friends and parents at the 2nd Annual USC Alumni Orange County Business Expo, which featured more than 80 Trojan-owned and affiliated businesses, on September 30.

San Diego

On April 8, the USC Alumni Club of San Diego hosted Chris Van Gorder, president and CEO of Scripps Health, to speak to more than 60 alumni about how he built the most respected healthcare institution in the United States – and one of the top 100 places to work, according to Fortune magazine.

Seattle

The USC Alumni Club of Seattle hosted a gala on May 2 featuring USC Leventhal School of Accounting Dean William Holder. With more than 80 in attendance, the event raised upwards of $8,000 for student scholarships.

Texas

In April, President and Mrs. Nikias hosted USCAA Trojan Family Receptions in Austin and Houston. The receptions gave the Nikiases the opportunity to reach out to and connect with Texas Trojans, while sharing the amazing strides the university has made in recruiting transformative faculty, building state-of-the-art learning facilities and fostering cutting-edge research.

Shanghai

In November, the USC Alumni Club of Shanghai hosted the 2014 Entrepreneur Forum. Guest speakers included Robert Roche, co-founder of Acorn International; Grant Horsfield, founder of Naked Retreat; Hansom Smith, U.S. Consul General to Shanghai; and Rick Wang, CEO of RetailCo Solutions.

Washington, D.C.

In October, the USC Alumni Club of Washington, D.C., partnering with the USC DC Office of Research Advancement, USC Annenberg and USC Viterbi, hosted its 2nd annual professional networking reception open to all alumni in D.C., Virginia and Maryland.
Generational Alumni Communities

Half Century Trojans

Revered across campus as the stewards of USC history and tradition, the Half Century Trojans (HCTs) continued promoting the Trojan Spirit and strengthening the bonds that connect USC alumni across generations, while also providing $150,000 in scholarships to 15 USC students ($10,000 each).

In October, more than 300 HCTs and other members of the Trojan Family attended the 2014 Half Century Trojans Hall of Fame Luncheon, where they paid tribute to Dennis F. Holt ’58; the Hon. Paul R. Ignatius ’42; Richard Kahn ’60, DDS ’64; and D. Kenneth Richardson MS ’54. HCT board member and former president Terry Pearson ’53, MS ’63 received the group’s Distinguished Service Award.

In February, the 7th Annual Half Century Trojans Going Back to College Day welcomed more than 250 senior alumni back to campus for an exciting day of faculty and student presentations. And in May, proud HCTs led the 132nd Commencement procession in Alumni Park.

Encore Trojans

The newest USCAA generational program, Encore Trojans was launched in the spring to engage alumni in the age range of late 40s to 70 who are looking for new challenges in life. Encore Trojans is also charged with helping connect this group of alumni to each other and the university, as well as advising the university on how to engage Encore alumni through social networking, profession-centered programming and service opportunities.

Encore Trojans’ first activity took place during the 4th Annual USC Alumni Day of Service, when 20 Encore alumni did volunteer work at the Montebello YMCA Community Garden. In April, career and life transition expert Jane Jelenko ’77 and LinkedIn expert Jim Dodgen shared advice and strategies with more than 100 Encore Trojans, to help them navigate their midlife journeys and discover new paths to career success and fulfillment.
Second Decade Society

Now in its seventh year, the Second Decade Society (SDS) continues to offer programs geared to alumni who earned their bachelor’s degrees 11 to 24 years ago. In the fall, 150 SDS members and friends met on campus for lunch and a presentation by Dr. Cavan W. Concannon, assistant professor of religion at USC Dornsife, and Ambra Spinelli, USC Dornsife Ph.D. candidate in Roman art and archaeology, who each spoke about the significance of ancient Pompeii while leading a tour of the Pompeii exhibition at the California Science Center.

In the spring, 40 SDS members participated in the USC Alumni Day of SCervice by helping out with a beautification project at the Dr. Theodore T. Alexander Jr. Science Center School in Exposition Park. To cap off the year, 150 SDS members and their families celebrated Mother’s Day at the group’s 6th Annual Baseball and Barbecue, held on the Dedeaux Field rooftop.

Young Alumni Council

Charged with providing programs tailored to alumni who graduated in the last 10 years, the Young Alumni Council (YAC) had a busy year, with hundreds of young alumni worldwide taking advantage of career events, both on campus and on the web, that covered professional success and entering the job market. In November, “The Secrets of Scoring a Promotion,” a livestreamed panel of industry experts from Sony, Google and Viacom Media, provided more than 1,300 alumni worldwide with realistic and proven strategies to help them advance their careers.

At “Jump Start Your Job Search,” a workshop held in May, recent graduates learned how to apply high-level negotiation and networking techniques.

The YAC also focused on connecting with current students to reinforce the value of remaining engaged Trojans throughout their lives. In January, the YAC partnered with the USC Student Alumni Society for the 2nd Annual Start Fighting On, a mixer where members of the YAC shared their personal experiences about internships, jobs and social networking.
Industry and Affinity Networks

Trojan Entertainment Network
Since its official launch, the Trojan Entertainment Network (TEN) has seen its membership exceed 2,500 alumni of all educational backgrounds actively working in entertainment. In March, TEN hosted “Inside the Business: Mentor Series,” which gave members a chance to sit down for 1-on-1 informational interviews with executives from industry giants like Sony, Fox and Universal. Other unique, cutting-edge TEN events included “The Future of Gaming Now,” featuring Viterbi faculty; “Building Your Film Business Plan”; “Diversity in Casting,” spotlighting Annenberg faculty/alumni; a screening of The Gambler, in partnership with the School of Cinematic Arts; and “Hollywood Now,” a well-attended mixer.

Alumni Education Network

Alumni Real Estate Network
The Alumni Real Estate Network launched on January 22, 2015, with “Just Add Water: The Relationship Between Water and Real Estate in California,” featuring Viterbi professor Dr. Kelly Sanders, who was recognized in Forbes Magazine’s “30 under 30: Today’s disrupters and tomorrow’s brightest stars.” On May 19, 2015 the network hosted more than 150 Trojans in real estate for “Digging Deeper: An Industry Insider’s Look at the USC Village” with Laurie Stone, associate senior vice president for real estate and asset management at USC.

Alumni Veterans Network
More than 85 veterans attended the launch of the Alumni Veterans Network on November 5, 2014, which included a tour of the new student Veterans Resource Center and a reception. Of the attendees, more than half had never been to an alumni event at USC. In March the network partnered with the USC Career Center to host “Double Time! Leveraging Military and Veteran Networks to Fast-Track Your Career.” Veterans who attended the breakfast event received complimentary admission to the USC Alumni Career Fair.
Asian Pacific Alumni Association

This was a banner year for the USC Asian Pacific Alumni Association (APAA). More than 500 family and friends celebrated 61 APAA Scholars at the APAA Scholarship and Awards Gala in Pasadena this spring. Leadership Awards were presented to Yosuke Honjo MBA ’98, the president and CEO of ITO EN (North America) INC., and Haruki Rocky Seto ’99, MPA ’01, assistant head coach, defense, for the NFL’s Seattle Seahawks. The Legacy Award went to Sammy Lee MD ’47, two-time Olympic diving gold medalist and the first Asian American to win Olympic gold for the United States. It was announced at the gala that the APAA has launched a fundraising initiative (as part of the overall Campaign for USC) to raise more than $2 million for APAA alumni programming and scholarships; nearly $350,000 was raised that evening alone to push the APAA’s fundraising total thus far past $1 million.

This year, the APAA organized nine different events in support of the USC Alumni Day of Service. APAA Young Alumni Council events included the Life 101 professional speaker series, a professional dining series and social mixers.

Black Alumni Association

In collaboration with the USC Black Alumni Association Advisory Council, the USC Black Alumni Association (BAA) successfully expanded alumni engagement opportunities while remaining focused on fundraising for USC Black student scholarships. This fiscal year, $302,000 in scholarship grants (including the university’s 2:1 match) was awarded to 132 undergraduate and graduate/professional students, while the BAA Legacy Through Leadership mentoring program saw 170 students served by 46 alumni mentors.

Traditional USC BAA events included the Welcome Pinning & Affirmation Ceremony, the Trojan Legends Homecoming Mixer and Tailgate, and the Holiday Mingle. In February, the BAA innovatively partnered with the UCLA Black Alumni Association, Ebony magazine, and the White House Initiative on Educational Excellence for African Americans to host the Aligning for Black Excellence in Higher Education Summit. More than 475 people attended, with more than 500 others watching via livestream.

In March, the BAA’s scholarship fundraiser, “An Evening of Art & Legacy: Dreaming of Harlem under a High Southern Sky”— held in conjunction with USC Visions and Voices—performed to a sold-out crowd of 1,300. The event, along with other BAA initiatives throughout the year, raised an additional $193,000 for scholarships support.
Lambda LGBT Alumni Association

The USC Lambda LGBT Alumni Association (USC Lambda) continues to unite the members of the lesbian, gay, bisexual, transgender and ally Trojan communities. The organization awarded $59,500 in scholarships to 12 Trojans who are enhancing LGBT life at USC and in the greater Los Angeles community. The USC Lambda LGBT Alumni Mentoring Program paired more than 25 students with alumni mentors.

In April, USC Lambda welcomed actor/producer Zackary Drucker (Transparent) to USC as a member of the honorary jury for the 8th Annual Don Thompson LGBT Film Festival, which showcases the work of Trojan filmmakers and raises funds for the Don Thompson Scholarship in Cinematic Arts. Other members of the jury included writer Joshua Allen ’05 (Empire); director Randal Kleiser ’68 MA ’74 (Grease); film critic Amy Nicholson MPW ’08 (LA Weekly); and Scott Zabielski ’01 (Tosh.0), winner of the Doritos $1 million Super Bowl ad contest.

In May, USC Lambda’s Spring Brunch introduced the newest class of LGBT and ally scholars, and was immediately followed by the 21st Annual Lavender Celebration, which recognized and welcomed the newest members of the USC Lambda LGBT alumni community.

Latino Alumni Association

The USC Latino Alumni Association (LAA) scholarship campaign is more than half way to its $3 million goal, thanks in large part to a $200,000 grant from the James Irvine Foundation, in honor of USC Trustee Frank Cruz ’66, MS ’69.

With the help of the university’s 2:1 matching program, the LAA awarded $652,000 in scholarships to 160 undergraduate and graduate students. The LAA also hosted monthly Alumni Life Classes and networking events, connecting scholars to alumni mentors and prospective employers.

In partnership with USC Dornsife and in conjunction with USC Visions and Voices, the LAA presented “Rita Moreno: A Celebration of Artistic Achievement” in October. The LAA’s annual Homecoming Tailgate was a sold-out hit, and its first-ever Holiday Reception attracted an impressive 130 participants.

The LAA’s 41st Anniversary Scholarship Dinner welcomed more than 750 guests and raised upwards of $240,000 in net revenue. The evening honored Manny Anguiano ’88 and recognized outstanding USC students for their academic achievements and community service.
Programs

Weekenders

Weekender season launched with a trip to Northern California during the first weekend of September. Hundreds of Trojans took over San Francisco’s Union Square on Friday night for the Trojan Marching Band’s annual pep rally, then headed to Palo Alto the next day to watch the Men of Troy pull off a thrilling 13-10 win over the Stanford Cardinal.

The following weekend, the USCAA’s first-ever all-inclusive Weekender packages brought USC fans out to Boston to watch the Trojans take on the Boston College Eagles. Packages included travel accommodations, admission to the USCAA tailgate, game tickets and a special “Breakfast with Bartner” event on Friday morning.

The Weekenders concluded in Arizona and Utah, with alumni club events and USCAA-hosted pep rallies/tailgates that brought together alumni, parents, friends and supporters to cheer on the Men of Troy.

Reunion Weekend and Homecoming

With a 20th class reunion added to the reunion cycle this year, six generations of Trojans (classes of 1964, 1974, 1984, 1989, 1994 and 2004) were welcomed back to Troy in October, to reconnect, rediscover and reunite for Reunion Weekend 2014. This year’s two-day reunion program featured a USC schools reception, a picnic lunch on Bovard lawn, photo ops with USC’s beloved mascot Traveler, faculty and alumni spotlights, campus walking tours, and an all-class reunion cocktail reception and dinner at The Westin Bonaventure Hotel in downtown Los Angeles. Following the dinner, Trojans continued the celebration at the six class-specific after-parties.

All told, the six reunion classes collectively increased attendance by 29 percent and raised $6,345,610 in annual gifts and pledges – a 99 percent increase over the combined 5-year giving average of $3,182,956 for these six classes.

On Homecoming Saturday, more than 80,000 members of the Trojan Family gathered at the University Park Campus to participate in the annual festivities, which included the USCAA’s all-alumni Homecoming tailgate and GameZone. Afterwards, it was on to the L.A. Memorial Coliseum to savor a 56-28 win for the Trojans over the Colorado Buffaloes.
Volunteer Recognition Dinner

At the 2014 Volunteer Recognition Dinner in August, the USCAA celebrated the alumni volunteers, organizations and friends who dedicate their time, energy and expertise to supporting the continued advancement of USC. Emceed by USCAA Board of Governors President Amy Ross PhD ’86 and Associate Senior Vice President for Alumni Relations Patrick E. Auerbach EdD ’08, this annual celebration recognized 29 Widney Alumni House Award honorees representing a rich diversity of alumni clubs and university groups.

Town and Gown of USC took home this year’s Volunteer Organization of the Year award in recognition of its ongoing efforts to build a culture of philanthropy among the Trojan Family, and Adam Bart received the Volunteer Friend of the Year award for his outstanding work with USC Associates. Seven Trojans received President’s Awards for their leadership, achievements and overall contributions to USC: Lizelle Brandt ’99, JD ’02; Jenn Buckner ’81; Larry Castro and Deborah Castro ’81, ML ’12; Michael Lederer ‘89; Carol Mollett; and Scott Sternberg ’07, MPP ’09.

Alumni Leadership Conference

The 13th Annual USC Alumni Leadership Conference in August brought more than 250 USC alumni and volunteers from around the world to the University Park Campus, where they heard about the latest university developments, attended workshops to sharpen their leadership skills, and heard remarks by USC President C. L. Max Nikias. This year’s conference featured several important “unveilings,” including the new USC Fight Online mobile app; the statue of Judge Robert Maclay Widney in front of the Widney Alumni House; and the plans for USC Village, now under construction across from the University Park Campus on the north side of Jefferson Boulevard.

Other highlights of the 2014 conference included a presentation entitled “Academics on the Cutting Edge,” moderated by then USC Provost Elizabeth Garrett and featuring three USC deans: Steve Kay of USC Dornsife, Jack Knott of USC Price and Ernest Wilson of USC Annenberg. USC Vice Provost Ainsley Carry moderated the “USC Student Showcase” featuring eight stellar student leaders from across the university; and Al Checcio, senior vice president for University Advancement, provided an update on the Campaign for the University of Southern California.
USC Women’s Conference

The 7th Annual USC Women’s Conference, under the theme “Be Bold and Thrive!,” brought together more than 800 USC alumnae, parents, students, faculty, staff, and friends for a memorable day of empowerment, inspiration and professional networking.

Keynote speaker and paratriathlete Sarah Reinertsen MA ’00 kicked off the conference with a riveting message about finding opportunities among life’s challenges. Willow Bay, USC Annenberg’s newly appointed director of journalism, led a panel of accomplished alumnae, including the Hon. Aja Brown ’04, MPL ’05, mayor of Compton, CA; film and television director Elizabeth Allen Rosenbaum MFA ’99; and beauty innovator Sara Happ ’01. Bay also conducted a one-on-one discussion with entrepreneur and philanthropist Lynda Resnick.

Rated by many as the best USC Women’s Conference to date, this year’s innovative event was inspired by “Athena Makeda,” a bold and original artwork by Toni Scott ’87. The USC Town and Gown Ballroom was transformed into “The Thrive Lounge,” a hospitality suite where guests could get a massage, a professional headshot, one-on-one career counseling—or simply relax while networking with other conference participants.

Society of Trojan Women

Formed through the merger of Trojan Junior Auxiliary and Town & Gown Junior Auxiliary of Los Angeles, the Society of Trojan Women (STW) sponsors programs for women interested in personal and professional development and giving back to USC. This year, STW established its first $100,000 endowed scholarship and engaged more than 1,200 alumnae worldwide. It was also announced that another historic alumnae group, Town & Gown Junior Auxiliary of Orange County, will merge into STW to offer more engagement opportunities for Trojan women.

Alumnae Coordinating Council

The Alumnae Coordinating Council is a forum where the leaders of USC’s 16 women’s groups collaborate, share resources, and raise funds for merit-based scholarships and campus-beautification projects.

The Trojan League of Los Angeles partnered with the USC Engemann Student Health Center in October to commemorate 100 years of student health at USC. The celebration raised funds for the Health Center’s “Project Wellness.” Town and Gown of USC, the university’s oldest support group, celebrated its 110th anniversary and was honored by the USCAA as the Volunteer Organization of the Year.
**USC Alumni Awards**

On April 25, the USCAA celebrated the accomplishments of nine exceptional Trojans at the 82nd Annual USC Alumni Awards, co-chaired this year by Annie Occhipinti ’86 and Rod Nakamoto ’83, MBA ’94. USC President C. L. Max Nikias presented the university’s highest alumni honor, the Asa V. Call Alumni Achievement Award, to Mark A. Stevens ’81, MS ’84, one of the nation’s top venture capitalists. Stevens is the managing partner of S-Cubed Capital, his family’s investment office, and is also a special limited partner and former managing partner at Sequoia Capital, a leading global venture-capital firm known for backing such Silicon Valley icons as Apple, Cisco, Electronic Arts, Yahoo! and Google.

Alumni Merit Awards, presented to individuals whose remarkable accomplishments speak well for the range and quality of a USC education, went to Curtis Conway ’94, former NFL wide receiver and current PAC-12 & NFL Networks studio analyst; Dalila Corral Lyons ’81, a Los Angeles County Superior Court judge; and Dickran Tevrizian ’62, JD ’65, the first Armenian American federal judge in the United States.

The Young Alumni Merit Award, recognizing accomplished alumni 35 or younger, was given to Lizette Salas ’11, an LPGA professional golfer.

Alumni Service Awards, honoring volunteer efforts on behalf of the university, were presented to JoAnne Rogers ’60, former Alumnae Coordinating Council chair; and George Stoneman MD ’65, former president and current member of the Keck School of Medicine of USC’s Salerni Collegium Alumni Association.

The USC Alumni Association also conferred honorary alumni status to Leo and Ivy Chu, in recognition of their dedicated efforts to extend USC’s global reach in the Pacific Rim. As founders of the Association of Pacific Rim Universities, the Chus have leveraged their connections to create and cultivate relationships between USC and its Asian counterparts, including partnerships between the Keck Medical Center of USC and China’s medical providers and universities. In 2012, Leo Chu received the USC Price School of Public Policy’s Global Ambassador Award.
Trojan Travel

Trojan Travel sponsored approximately 40 trips in 2014-15, offering a diverse portfolio of programs designed to appeal to the extended Trojan Family. It continued 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 included The Treasures of India & Nepal, Pride of South Africa and Zambezi River, Sailing the Windward Islands, The Wolves of Yellowstone, and Alumni Campus Abroad: Tuscany for Women—the latter featuring inspirational speaker Gloria Burgess. Trojan Travel also offered a young alumni trip—New Year’s Eve in London—as well as a Cuba program that has proven so popular, it will be offered again in the 2015-16 season.

This year, Trojan Travel also rolled out its new Passport Health Program, offering travel health consultations and vaccinations at health clinics in California and nationwide. In addition, it launched its SConcierge Service, providing travelers individually customized assistance with destination weddings, honeymoons, family vacations and more.

We offer a heartfelt “Thank You” to Teri Kirkendoll ’70, MA ’79, for her 34 years of dedicated service to the USC Alumni Association, most notably for her role as Associate Director of Trojan Travel.

We wish her well on her retirement!
USC Alumni Day of SCervice

The 4th Annual USC Alumni Day of SCervice again broke records as it demonstrated the generosity of spirit among USC alumni and friends, regardless of where they are. This year, with more than 2,400 participants in 103 projects spanning the globe, the exponentially growing event inspired more than 7,500 hours of community service, including assistance at local food shelters, help for abandoned animals, and aid for victims of domestic abuse.

The following are examples of the 2015 SCervice projects:

- The USC Alumni Club of L.A. Beach Cities partnered with the USC Parent’s Association to plant native plants at the Los Cerritos Wetlands.
- Members of the USC Alumni Club of the Twin Cities volunteered at Feed My Starving Children, a local charity, and packaged hundreds of food packs for needy kids.
- The Trojan Family in Chile turned out in full force to help at a center that cares for disabled children while their parents are at work.
- Volunteers from the USC Alumni Club of Arabia made presentations on safety, health and the environment to high school students as part of the Gulf Cooperation Council’s Traffic Week.
- Alumni in South Africa joined forces with the Umoya Project in Cape Town to help with local housing and medical care for disabled and sick children and adults.
- The USC Alumni Club of North Texas helped prepare and build homes for handicapped residents in the Dallas area.
- USC Alumni Club of Mexico volunteers worked at Bosque de Chapultepec Park, where they cleaned up trash, painted benches, and helped reestablish native plants.
- The USC Alumni Club of Paris partnered with the American Church of Paris’s Sandwich Ministry to prepare and distribute sandwiches and juice boxes to the homeless.
- USC Alumni Club of Hong Kong volunteers assisted at a charity services department for homeless children.
- The USC Alumni Club of San Francisco helped spruce up the exhibits and displays at the San Francisco Zoo.
Outreach

Knowing that today’s students are tomorrow’s alumni, the USCAA launched the Student Alumni Society (SAS) in 2012 to foster an alumni identity in USC students. SAS helps students connect with the Trojan Family through events and programs, and also serves as a gateway to Society 53—the SAS leadership board, whose members serve as official ambassadors at university and USCAA events. To date, SAS is proud to claim more than 1,000 members.

The SAS kick-off event in September, Speed Networking Night, attracted more than 200 students and alumni. This year also marked the launch of Alumni Life Chats, a series of intimate monthly dinners, each attended by 10 to 15 students and an alumnus/a, all with similar career interests. In the spring, 200 alumni and parents hosted 68 unique Trojan SCuppers (dinners) for almost 900 students across Los Angeles and Orange counties. The school year ended with the Senior SCend Off, a special celebration that welcomed the nearly 1,500 graduating seniors who participated to the USCAA.

In the summer, nearly 3,000 students, parents, alumni and guests attended 56 SCend Offs that took place from Bakersfield to Beijing—informal receptions that welcome new students to the university.

Scholarships

In 2014-15, the USCAA’s affiliated organizations raised nearly $4 million in scholarship funds that were subsequently distributed to more than 850 students, with the breakdown as follows:

Town and Gown of USC raised $1.4 million and awarded scholarships to 156 students. The remaining 16 alumnae groups, combined with SCions and the USCAA’s regional alumni clubs, raised more than $1.1 million and distributed a total of 352 scholarships. The multicultural alumni associations (the Asian Pacific Alumni Association, Black Alumni Association, Lambda LGBT Alumni Association and Latino Alumni Association), along with the Half Century Trojans, raised nearly $1.5 million and granted 360 scholarships.
2014-15 USCAA Board of Governors

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The USCAA Board of Governors provides critical advice and support in developing USCAA programs and services. Its members represent each of the USCAA’s major constituent groups as well as all of the major academic units of the university.
Through its committees, the board promotes the advancement of the university and engages alumni of all ages and backgrounds. Members also play important roles as ambassadors at various events throughout the year.
USC Alumni Association Staff

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Vivian Sampson
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