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 supports more than 100 affiliated alumni clubs, alumnae support groups and multicultural and generational alumni communities. These groups collectively distribute more than two million dollars each year in scholarships for USC students. The association annually hosts hundreds of events and programs around the world, and provides benefits and services to all USC alumni.
Dear Fellow Trojans,

This past year marked an exciting chapter in the history of both USC and the Trojan Family. Under the visionary leadership of USC’s 11th president, Dr. C. L. Max Nikias, the university embarked on a “great adventure” — and the USC Alumni Association was there every step of the way, demonstrating that USC alumni are one of the university’s most valuable resources.

During the 2010-2011 academic year, the USC Alumni Association celebrated two major milestones. We commemorated the 125th anniversary of our founding and moved into our new home: the Epstein Family Alumni Center in the Ronald Tutor Campus Center. Our move to the very heart of the University Park campus is significant on many levels. It reflects the university’s deepening commitment to engaging all alumni in the academic, cultural and social life of USC; it acknowledges that our dedicated volunteers play an integral role in developing programming for the alumni and university communities; and it demonstrates to current and prospective students that being a Trojan is truly lifelong and worldwide.

Not only did we acquire a new physical home, but we also acquired a new administrative home. In August, we joined the division of University Advancement, under the leadership of new Senior Vice President Al Checcio. Our move to Advancement is again a vote of confidence in the Trojan Family, which has played a key role in the evolution of USC from a small liberal arts college to one of the world’s great universities.

The accomplishments described herein represent the work of hundreds of volunteers, staff, colleagues and partners. 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 the USC Alumni Association.

Fight On!

Scott M. Mory, Esq.
CEO, USC Alumni Association
On October 15, 2010, more than 7,500 members of the university and alumni communities gathered in Alumni Park to celebrate the inauguration of USC’s 11th president, C. L. Max Nikias. The USC Alumni Association (USCAA) Board of Governors and Half Century Trojans marched in the official inauguration processional, which made its way from Bovard Auditorium to Doheny Memorial Library, where Nikias took the stage to share his bold vision for USC’s future.

Speaking on behalf of the more than 300,000 members of the Trojan Family worldwide, 2010-2011 USCAA Board of Governors President Carol C. Fox MS ’62 made the following pledge to the university’s newly installed president:

“Since the university’s first Commencement in 1884, our alumni have been the stewards of this great university. We cherish its rich heritage. We take to heart our mission to enhance USC for new generations of Trojans. Our bonds as Trojans are lifelong — and they are worldwide. On this grand occasion, we reaffirm our commitment to USC. President Nikias, we stand ready to achieve the goals you set forth. Simply say ‘Fight On!’ and we will fight on!”

Al Checcio
Senior Vice President, University Advancement
EPSTEIN FAMILY ALUMNI CENTER
GRAND OPENING CELEBRATION

USC President C. L. Max Nikias and First Lady Niki C. Nikias joined alumni and university leaders on August 26 to celebrate the grand opening of the Epstein Family Alumni Center, the USC Alumni Association’s new headquarters in the Ronald Tutor Campus Center. In addition to the Alumni Association, the new state-of-the-art space is home to four of the university’s multicultural alumni associations: the Asian Pacific Alumni Association, the Black Alumni Association, Lambda LGBT Alumni Association and the Latino Alumni Association.

In his opening remarks, Alumni Association CEO Scott M. Mory thanked USC Trustee Daniel J. Epstein ’62 and his family — contributors of the $4 million Alumni Center naming gift — for their advice and leadership. He also acknowledged the contributions of the fundraising co-chairs, USC Trustee Michele Dedeaux Engemann ’68 and former USC Trustees Alexander L. Cappello ’77 and Len Fuller ’68, as well as the generosity of several donor individuals and organizations.

Mory then introduced President Nikias, who expressed heartfelt thanks to the Epsteins on behalf of the entire Trojan Family. Then Epstein himself spoke of his family’s “long-term vision…of a proper workplace to realize [the Alumni Association’s] programming initiatives.”

The festivities concluded with the ribbon-cutting ceremony. As President Nikias, Epstein and Cappello snipped the cardinal ribbon, they were joined by Mory, Mrs. Nikias, Epstein’s wife Phyllis, Fuller, USC Trustee Verna Dauterive EdD ’66 and 2010-11 USCAA President Carol Fox.

It has been a tremendous honor to preside over the USC Alumni Association Board of Governors as USC inaugurated a new president and continued its evolution into a truly elite international learning institution. In fact, one of the highlights of the past year was being asked to represent the 300,000+ members of the Trojan Family at President Nikias’s inauguration. To look out over the assembled crowd in Alumni Park and feel the warmth, unity and unwavering support of our alumni was both gratifying and humbling. Other highlights included the grand opening of the Epstein Family Alumni Center and the 78th annual USC Alumni Awards.

Last year was probably one of the busiest on record for the Alumni Association. We logged many miles during the Trojan Family Reception tour, which gave me an opportunity to meet USC alumni across the country – including many senior Trojans, whose enduring pride in USC is truly inspiring. I’ll miss working closely with the Alumni Association staff, our Board of Governors and our marvelous volunteers to represent the USCAA both in Southern California and around the world. Thank you and Fight On!

Carol C. Fox
President, USCAA Board of Governors
More than 4,000 USC alumni, parents and friends attended nine special Trojan Family Receptions across the country hosted by USC and the USC Alumni Association in honor of USC President C. L. Max Nikias and First Lady Niki C. Nikias.
On September 30, leaders from alumni clubs, women’s groups, multicultural and generational organizations, the Alumni Association Board of Governors, USC schools and USC Athletics support groups converged on the University Park campus for the ninth annual USC Alumni Leadership Conference. This two-day forum of workshops, presentations and briefings built on the success of last year’s conference which was recognized with the top award in its category from the Council for Advancement and Support of Education (CASE).

The conference highlighted the broad range of research at USC with four “Trojans Transforming the World” discussing topics ranging from copyright protection in the fashion industry to life in the ocean’s darkest reaches. Participants had the opportunity to explore the new Epstein Family Alumni Center and to attend a special grand-opening celebration of the many art pieces within the Ronald Tutor Campus Center. USC President C. L. Max Nikias hosted a special breakfast for attendees where he spoke passionately about alumni leading the way to USC’s future goal of “undisputed elite status” among American universities. Other topics covered at the conference included economic revitalization in L.A. County and an issue of utmost importance to many alums – athletics compliance. Dave Roberts, USC vice president for athletics compliance, and John McKay ’75, senior associate athletic director, inspired volunteers about the future of USC Athletics and encouraged their continued support.

Following the conference, the Alumni Association held its annual Volunteer Recognition Dinner in the Campus Center’s Trojan Ballroom. Five-hundred volunteers and USC staff turned out to see members of the Trojan Family receive President’s and Widney Alumni House awards. Danielle Harvey, director of special interest programs, received the Alumni Volunteer Friend of the Year award, while the USC Alumni Club of Austin and the USC Parents Association were named Alumni Volunteer Organizations of the Year. And Alumni Association President Carol Fox presented a surprise award to Martha Harris, retiring USC senior vice president for university relations, for her 30 years of service to USC and her stewardship of alumni relations over the past decade.
2010 FOOTBALL WEEKENDERS

For the first time since 2005, the Alumni Association’s Football Weekenders kicked off in paradise last September with the Trojans facing off against the University of Hawaii at Honolulu’s Aloha Stadium. The USC Alumni Club of Hawaii and the Alumni Association hosted a pep rally as well as an invitation-only “Trojan Sunset” cocktail party. To bring alumni out to Oahu, the Alumni Association partnered with Pleasant Holidays to offer travel packages that included air, accommodations and the Weekender activities.

Five more Weekenders, co-hosted by local alumni clubs, followed into November as USC battled Minnesota, Washington State, Stanford, Arizona and Oregon State.

USC HOMECOMING AND REUNION WEEKEND 2010

Amid the teeming crowds at USC Homecoming were alumni and friends from three generations returning to campus for Reunion Weekend 2010 (October 29-30). Celebrating their reunions were the Classes of 1960 (50-year), 1985 (25-year) and 2000 (10-year), the latter reunion re-established in 2010. In addition, grads from the classes of 2001-2010 enjoyed a young alumni tailgate before the October 30 football game.

Reunion Weekend programming began Friday afternoon with campus tours and various lectures. Three USC deans – James Ellis (USC Marshall School of Business), Karen Symms Gallagher (USC Rossier School of Education) and Howard Gillman (USC Dornsife College) – participated in the university presentation, “USC Today, Tomorrow and in the Future.” And at sunset, members of the Class of 1985 gathered for a special “rededication ceremony” of a long-lost piece of USC history: a plaque commemorating the class’s original senior class gift of Senior Park.

With Reunion Weekend attendance up and class-legacy giving at $185,000 (52% higher than last year), our ever-expanding reunion program continues to fulfill Alumni Association goals of reconnecting alumni with USC and inspiring philanthropic support for university initiatives. As USCAA President Carol Fox put it, “Reunion Weekend 2010 represented another step forward in our efforts to build a reunion program that resonates with Trojans of all eras.”
A capacity crowd gathered to “Express, Encourage, Inspire” at the third annual USC Women’s Conference on March 11. Fast becoming one of the Alumni Association’s most popular events, the daylong forum featured a broad range of panel discussions and workshops on such topics as career development and women’s health, while also affording ample opportunity to network and share strategies for making a positive difference in the world.

Led by conference co-chairs Deena Lew ’85 and Beth Petak-Aaron ’80, a host committee of USC alumni leaders and volunteers, university senior administrators and Alumni Association staff assembled an impressive line-up of speakers, with five-time Olympic medalist Janet Evans ’95 delivering the keynote address. Considered the best American female distance swimmer in history, she gave an inspiring and witty account of what it means to be a champion – i.e., that success means more than just winning.

Another conference highlight was the “Expressions of Inspiration” panel moderated by ABC7 Eyewitness News reporter Alysha Del Valle ’99. She interviewed three committed female philanthropists including Dana Dornsife, president and founder of Lazarex Cancer Foundation, a nonprofit that helps cancer patients explore different treatment options.
The 78th annual USC Alumni Awards on April 30 set a record with nearly 800 Trojans and friends in attendance in the elegant California Ballroom of downtown L.A.’s Westin Bonaventure Hotel. The Alumni Association’s premier event paid tribute to 10 distinguished members of the Trojan Family, including USC President C. L. Max Nikias and First Lady Niki C. Nikias, who were awarded honorary alumni status. To mark the occasion, USCAA President Carol Fox and USC trustee Dan Epstein ’62 presented President and First Lady Nikias with two framed, gold-plated USC Alumni Association membership cards.

The Asa V. Call Alumni Achievement Award, USC’s highest alumni honor, went to longtime university benefactor and trustee Ronald N. Tutor ’63, whose name graces the Ronald Tutor Campus Center and the USC Viterbi School of Engineering’s Tutor Hall. Seven other Trojans were recognized for their accomplishments and service including New York Jets quarterback Mark Sanchez ’09, who received the inaugural Young Alumni Merit Award, acknowledging the achievements of alumni under age 35. The other Alumni Merit Awards went to Larry S. Flax LLB ’67, LLM ’71, co-founder and co-CEO of California Pizza Kitchen, and Bryan Lourd ’82, a partner and managing director of Creative Artists Agency, the leading entertainment and sports agency.

Four devoted volunteers were recognized for decades of service to USC. George L. Pla MPA ’74, a founding member of the USC Latino Alumni Association, and Robert E. Plumleigh and Elizabeth Plumleigh MLA ’84, longtime supporters of several USC schools and organizations, received Alumni Service Awards. The Fred B. Olds Award, recognizing Trojans for extraordinary and unparalleled service to USC over an extended period of time, went to Joann Koll, former chair of the USC Alumnae Coordinating Council and current member of the USC Alumni Association Board of Governors.
THE USC ALUMNI ASSOCIATION

Celebrates 125
Cardinal and Gold Years

To commemorate the 2010 quasquicentennial of the USC Alumni Association, here is a timeline of some of the most notable dates in Trojan Family history. Read On!

1885
All eight graduates of the classes of 1884-85 gather in the office of the University Building (today’s Widney Alumni House) to form the Alumni Association of the College of Liberal Arts.

1917
The alumni magazine is introduced. Published intermittently under various names, it becomes the Southern California Alumni Review in 1925 and publishes until summer 1969. USC Trojan Family Magazine, introduced in 1968 as Trojan Parent, expands its coverage to include alumni news.

1919
The first regional alumni club is established in Fresno, California.

1923
The General Alumni Association (GAA) is founded to foster the spirit of loyalty among USC graduates and former students and to support the university. E. L. Doheny Jr. ’16 is named first GAA president. Annual dues are $1.50.

1924
GAA inaugurates the annual Homecoming celebration on December 5, the weekend of the USC-Syracuse football game.

1930
GAA raises funds to donate a statue of Tommy Trojan to USC.

1932
USC President Rufus B. von KleinSmid presents the first Asa V. Call Alumni Achievement Award (named for the 1931-32 GAA president) to retired Harvard economist Thomas Nixon Carver (Class of 1891). Subsequent recipients of USC’s highest alumni honor include astronaut Neil Armstrong, opera great Marilyn Horne and screen icon John Wayne.
Half Century Trojans, the university’s senior alumni group, is founded. Today it’s one of four Alumni Association generational groups that include: Society 53, the student outreach program for current students; Young Alumni (ages 22-35); and Second Decade Society (alumni ages 35-45).

Alumni action saves USC’s Fraternity Row from being razed for the Harbor Freeway extension.

The Alumnae Coordinating Council (ACC) is founded to encourage interest and participation by all alumnae in university and alumni programs. It provides a forum for USC women’s organizations to connect and share ideas.

Phyllis Norton Cooper ’35, LLB ’38 becomes the first GAA woman president.

The Alumni Association moves into the newly renovated Widney Alumni House, the university’s oldest building and a state historical monument since 1955. Located then on Childs Way across from Doheny Memorial Library, the Widney Alumni House is moved in 1997 to the end of Pardee Way – its fourth campus address since 1880.

138 Trojans take a cruise on Germany’s Rhine River, marking the beginning of USC Trojan Travel.

Len Fuller ’68 becomes the first African-American GAA president.

Under USC President Steven B. Sample, GAA changes its name to the USC Alumni Association and membership fees are eliminated. USCAA president William Allen ’79 coins the phrase “lifelong and worldwide,” which becomes the Alumni Association motto.

In honor of USC’s 125th anniversary, USCAA sponsors “USC on the Road.” The two-year program brings university administrators and faculty to alumni across the country.

The Widney Alumni House interior gets a cardinal and gold-themed makeover.


In late summer, in addition to marking its own 125th anniversary, the USCAA acquires a new physical home in the Epstein Family Alumni Center on the third floor of the Ronald Tutor Campus Center and a new administrative home in University Advancement.

USC and the USCAA introduce USC President C. L. Max Nikias and First Lady Niki C. Nikias to alumni across the country through a series of special Trojan Family Receptions.
ENGAGING ALUMNI
Lifelong and Worldwide

REGIONAL PROGRAMS
USC’S REGIONAL ALUMNI CLUBS

Asia
- Beijing
- Hiroshima
- Hong Kong
- Hsinchu
- Indonesia
- Kansai
- Kaohsiung
- Mumbai
- Nago, City
- Pearl River Delta
- Philippines
- Seoul
- Shanghai
- Singapore
- Taipei
- Thailand
- Tokyo

Arizona
- Phoenix

California
- Bakersfield/Kern County
- Beverly Hills/Hollywood
- Downtown Los Angeles
- East Bay
- Fresno/Central California
- Huntington Beach
- Inland Empire
- Long Beach
- Newport/Irvine
- North Bay
- North Orange County
- Palm Springs
- Sacramento
- San Diego County
- San Fernando Valley
- San Francisco

Colorado
- Colorado

District of Columbia
- The Nation’s Capital

Georgia
- Atlanta
- Hawaii

Illinois
- Chicago

Indiana
- Indianapolis

Massachusetts
- Boston

Minnesota
- Twin Cities

Missouri
- Kansas City

Nevada
- Lake Tahoe
- Las Vegas

New Mexico
- New Mexico

New York
- New York

Oregon
- Oregon

Pennsylvania
- Philadelphia

Texas
- Austin
- Dallas/North Texas
- Houston

Utah
- Utah

Virginia
- Richmond/Central Virginia

Washington
-Seattle

Europe
- London
- Paris

Mexico
- Mexico City
DOMESTIC REGIONAL PROGRAMS

In addition to maintaining their traditional role of hosting game-watches, raising scholarship money and welcoming new students to USC, the university’s regional alumni clubs took on two major projects this year. Working with the USCAA Board of Governors Club Affairs Committee, the regional clubs adopted new charters reflecting the mission and standards of USCAA clubs. The clubs also worked with USCAA staff to develop and launch a new club webpage template that’s more comprehensive and accessible.

USC’s regional alumni clubs also continued to expand and enhance their event calendars to engage alumni of all ages, backgrounds and interests. As part of this effort to vary their programming, clubs partnered with USC schools to bring compelling speakers, including university deans, senior administrators and professors, to discuss an eclectic slate of topics, ranging from politics to art.

Here are some of the year’s highlights:

- Last summer featured a total of 40 club SCend Offs, four of which took place outside the United States. These informal get-togethers give new and continuing USC students and their families the opportunity to meet fellow students, alumni and friends from their areas.

- USC Viterbi School of Engineering professor Maja Mataric presented her cutting-edge research, aimed at endowing robots with the ability to help people with special needs, to Kansas City alumni.

- USC Dornsife College of Letters, Arts and Sciences Dean Howard Gillman and USC Gould School of Law professor Rebecca Brown provided “An Update on the U.S. Supreme Court” to Beltway Trojans at Washington, D.C.’s historic Metropolitan Club.

- The USC Alumni Club of New York presented the second annual Tommy Awards, which honored the extraordinary contributions of USC alumni to the New York community, and awarded more than $30,000 in scholarships to incoming freshmen and continuing students.

- The USC Alumni Clubs of the Bay Area sponsored their first annual scholarship golf tournament in San Francisco.

- USC School of Architecture Dean Qingyun Ma and Philip Enquist ’74, MArch ’79 (partner in charge of urban planning and design at Skidmore, Owings & Merrill), explained to Chicago alumni how global architecture and sustainable building practices are “Building a Better World.”

- USC Roski School of Fine Arts Dean Rochelle Steiner joined the USC Alumni Club of New York at Manhattan’s Museum of Modern Art for the “New Photography” exhibition, featuring the work of two USC alumni, with Dean Steiner leading a discussion with one of the featured artists, Amanda Ross-Ho ’06.

- Kristina E. Raspe, USC associate senior vice president, real estate and asset management, gave Sacramento-area alumni a detailed look “Inside the USC Master Plan” for creating a 35-acre mixed-use village adjacent to campus.

- The 2011 Orange County Distinguished Speaker Series featured a distinguished lineup of university professors and deans, including Martin Kaplan, a founding director of the USC Annenberg Norman Lear Center, USC Libraries Dean Catherine Quinlan, and Stephen Smith of the USC Shoah Foundation Institute for Visual History and Education.
Proof positive that the Trojan Family is vibrant and strong in India, the USC Alumni Club of Mumbai was established in the spring of 2011 — bringing the number of USCAA international alumni clubs to 20. Many of India’s Trojans also celebrated the opening of the university’s two international offices in Bangalore and Mumbai. These offices will recruit international students to USC and provide crucial lifelines to USC alumni in these cities. And in one more nod to the Subcontinent, USC President C. L. Max Nikias and USC Board of Trustees Chairman Edward P. Roski Jr. led a delegation of USC trustees, faculty and staff (including Senior Vice President for University Advancement Al Checcio and Alumni Association CEO Scott Mory) on a historic, 10-day trip to India in February where they met with USC alumni, parents and friends in Bangalore, Mumbai and New Delhi.

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

- Trojan Family Receptions with USCAA Board of Governors President-Elect Lisa Barkett ’81, Scott Mory and USC Marshall School of Business Dean James G. Ellis in London and Paris;
- An evening with USC Annenberg School for Communication & Journalism Dean Ernest J. Wilson in Paris;
- The USC Alumni Club of Shanghai gala, featuring videotaped greetings from the USCAA;
- And meetings with alumni leaders in Hsinchu, Seoul, Taipei and Tokyo.
On October 15, after thousands celebrated the inauguration of USC President C. L. Max Nikias, Half Century Trojans gathered at USC Town and Gown for their annual luncheon. Among the attendees was the group’s most senior member, Juanita Feeder ’32, who would turn 101 a month later. President and First Lady Nikias took a break from the inauguration festivities to greet the senior alumni. At the luncheon, Half Century Trojans president Janet Eddy ’53, MS ’78, PhD ’91 recognized the newest members of the Half Century Trojans, the Class of 1960. Longtime volunteer Jea Morf Baran ’48 was presented with the Distinguished Service Award, and the 2010 Half Century Trojans Hall of Fame awards went to Norman Levan MD ’39 and Rex Ingraham DDS ’41.

On February 17, a record turnout of Half Century Trojans – up 50% from last year – returned to campus for the third annual Half Century Trojans Going Back to College Day, hosted with the support of several USC schools and divisions. Participants attended a provocative series of lectures and seminars in the Ronald Tutor Campus Center and heard remarks by USC Athletic Director Pat Haden. The event concluded with “Dessert with Deans and Faculty,” giving attendees the opportunity to learn about the latest developments and initiatives at some of USC’s schools and academic units.

Now in its third year, the Second Decade Society continued to offer programs geared to alumni who earned their bachelor’s degrees 11 to 24 years ago. The group’s featured events for 2010-2011 included the End-of-Summer Social at the House of Blues in West Hollywood on August 31; a sold-out trip to the Pantages Theatre on February 25 to see the musical Rock of Ages that included a post-performance “talk back” with the show’s cast; and a family-friendly afternoon of barbecue and USC baseball that took place on May 15.
Continuing its mission of building effective programs and events tailored to alumni who graduated in the last 10 years, the Young Alumni Council sponsored several events this year. Among the 2010-2011 highlights: the annual end-of-summer celebration in August, attended by nearly 200 Trojans and friends who “danced under the stars” at the La Vida Lounge in Hollywood; the annual holiday party in December in the Ronald Tutor Campus Center’s Traditions bar; two young alumni career networking events, held in September and April; and the Young Alumni Homecoming Tailgate. In addition, the council created and implemented a new leadership structure and also launched a social media strategy for engaging young alumni through Facebook, LinkedIn and other networking sites.

The USC Alumni Association’s student outreach program, Society 53, hosted its third annual Trojan SCupper dinners – informal meals hosted by alumni in their homes or at local restaurants – over the weekend of February 11-13. This year some 30 SCuppers (up from 22 when the program launched in 2009) provided nearly 400 USC students with the opportunity to meet their peers and interact with 104 alumni hosts. On April 21, more than a thousand USC seniors enjoyed free barbecue at Society 53’s Senior SCend Off celebration, which helped mark their transition from students to alumni. In addition, the group provided invaluable assistance at many key USC Alumni Association events, including the Alumni Leadership Conference, Reunion Weekend, the USC Alumni Awards and the Trojan Family Receptions in Los Angeles and Orange County.
Asian Pacific Alumni Association

The Asian Pacific Alumni Association’s (APAA) endowment surpassed one million dollars this year, while its two signature events — the 2011 APAA Scholarship & Awards Gala and the organization’s annual golf classic — saw record attendance and, together with other programs, raised $175,000 for scholarships. Four outstanding alumni and 35 APAA student-scholars were recognized at the gala which took place in the Ronald Tutor Campus Center ballroom and featured “Shaping the World through Innovation” as its theme.

Collaborating with USC’s many schools has been critical to the APAA’s success. With the addition of several school representatives to the APAA board of directors, the APAA has seen a marked increase in alumni participation. Another way the group is engaging more Asian Pacific alumni is through alumni mixers it hosted in Honolulu, Pasadena, Santa Monica, Orange County and San Francisco. In addition, the APAA Young Alumni Council successfully engaged alumni through creative and innovative events including “Life 101,” which answered key questions about life after graduation and maximizing one’s career potential.

Affinity Groups

Alumnae Coordinating Council

The Alumnae Coordinating Council (ACC) celebrated its 50th anniversary this year as a forum where USC women’s groups come together to share ideas. Under the leadership of Linda Josi Ball ’83, the ACC and its 19 member groups had a banner year, raising a total of $337,500 for merit-based scholarships that went to 125 USC students.

This year, Trojan Junior Auxiliary celebrated its 75th anniversary, the Trojan Guild of Los Angeles held its 50th anniversary “Golden Jubilee” and the Trojan League of Orange County marked its 50th year, honoring the USC Libraries at its annual benefit. The Trojan League of Los Angeles used its annual benefit to honor the USC Viterbi School of Engineering, while Town and Gown feted Gayle Garner Roski for her lifetime achievements and philanthropic work.

Six alumnae groups (Town and Gown, Trojan League of Los Angeles, Trojan League of South Bay, Trojan League of Orange County, Town and Gown Junior Auxiliary of Orange County and the ACC) were sponsors of the 2011 USC Women’s Conference. And finally, many alumnae active in the women’s groups generously opened their homes by hosting four USC summer SCend Offs for new and continuing students, twelve Trojan SCupper dinners and nine Admitted Student Receptions.

2010-2011 ANNUAL REPORT
**Black Alumni Association**

The Black Alumni Association (BAA) continues to be the primary alumni support group focused upon the mission of providing financial assistance to deserving black USC students. This year, the BAA provided over 100 scholarships to undergraduate and graduate students at USC (including pharmacy, medical and law school students), representing a 36% increase over the previous year in the number of awards.

The BAA, newly governed by a committed group of 25 alumni, civic and corporate leaders who constitute the Black Alumni Association Advisory Council (BAC), hosted several events in 2010-2011. These included the Trojan Family Affirmation and Pinning Ceremony, which welcomed over 200 new students; the Trojan Legends Homecoming Celebration, which hosted over 450 alumni and featured Laker great Michael Cooper as honorary chair; and the 33rd annual Scholarship Benefit and Alumni Awards Dinner, which attracted nearly 500 guests and supporters.

**Lambda LGBT Alumni Association**

As its endowment surpassed $150,000, USC Lambda LGBT Alumni Association (USC Lambda) developed high-profile programming in anticipation of its upcoming 20th anniversary in 2012. The year began with an awards luncheon honoring West Hollywood mayor John Heilman JD ’82, MPA ’07, MRED ’09; professor emeritus Nancy Warner; and 6 outstanding scholarship recipients. In October, USC Lambda hosted “Out to Innovate,” the first-ever LGBT career summit for students and professionals in science and technology. The event drew representatives from many Southern California schools, leading science and tech corporations and even the White House. As fall drew to a close, USC Lambda spearheaded an “It Gets Better” YouTube video project, encouraging troubled LGBT youth to “Fight On!”

In spring a revamped Don Thompson LGBT Film Festival featured student and alumni shorts with celebrity judges Randall Kleiser ’68, MA ’74 and Stacy Codikow ’84. It was followed by the largest Lavender Commencement celebration to date. A survey of USC Lambda’s full membership, a board retreat and the development of a mentorship program were further initiatives pushing USC Lambda to greater heights.

**Latino Alumni Association**

The USC Latino Alumni Association (LAA) celebrated a year full of accomplishments. During this, its 37th year, the USC Mexican American Alumni Association officially became the USC Latino Alumni Association, “a legacy of the USC Mexican American Alumni Association since 1973.” The change reflects the broader role of Latinos in the USC community while the tagline commemorates the association’s history.

The LAA raised nearly a million dollars, allocating more than $230,000 in scholarships to 200 students. At the LAA’s annual scholarship gala, more than 700 attendees welcomed President Nikias and First Lady Niki Nikias before presenting the Legacy Alumni Award to retired AT&T executive Karime Sanchez Bradvica ’80. The association also held its 31st annual Golf Classic in June. To reach out to more alumni, the LAA hosted regional events in Whittier and Orange County, with more than 100 participants at each event. And the LAA moved into its new quarters at the Ronald Tutor Campus Center, into a suite named after its benefactors, Gail and George Pla MPA ’74.
Trojan Travel, the USCAA’s alumni travel program, had a fruitful year and was able to meet its participation and financial goals despite global challenges to the travel industry. Faculty participation continued to be a major priority. This year, a special trip was added that was marketed exclusively to past travelers and featured the 137th running of the Kentucky Derby. Other new programming included a family trip to Switzerland and a program entitled *International Lifestyles Exploration – Ecuador*, which gave travelers the opportunity to spend an entire month in the charming colonial city of Cuenca. New programs added for 2011 include a domestic trip, *Colonial South*, which departs in October and a *Holiday Markets* excursion to Europe in December. Finally, the popularity of ocean cruises continued to grow, driven in part by offers of free airfare and two-for-one pricing.
During this academic year, USC alumni organizations distributed $2.1 million* in scholarships to more than 800 USC students. We are proud to recognize Town and Gown of USC, whose membership includes both alumnae and friends, for its continued commitment to providing scholarships to USC students; this past year, the organization distributed $1.3 million in scholarships to 200 students whom Town and Gown members actively mentored throughout the year.

USC alumni organizations receive their scholarship funds primarily from endowment income, gifts and bequests, and annual benefits. This year, USC alumnae groups, multicultural alumni associations, generational groups and regional alumni clubs held several successful fundraising events, running the gamut from elegant, black-tie galas to golf tournaments.

*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.

As part of its ongoing efforts to address alumni career needs, the USCAA partnered with the USC Career Planning & Placement Center to host several employment-themed seminars. These included “Taking Charge of Your Career in the Bay Area” and the two-part Young Alumni Career Series on the University Park campus—“Managing and Advancing Your Career” and “Employer Networking Mixer”—which featured representatives from such companies as Fox Entertainment Group and Northrop Grumman Corporation. The USCAA and USC Career Planning & Placement Center also co-sponsored a LinkedIn webinar on personal branding that attracted hundreds of participants from around the world.

In the spring of 2011, the USCAA and USC Career Planning & Placement Center partnered with MyWorkster.com to sponsor the first-ever West Coast multi-school alumni career fair. Combining face-to-face and online engagement, the fair presented a new business model for improving alumni access to top employers. More than 500 alumni from USC and other partner universities attended the one-day event in the Ronald Tutor Campus Center ballroom, where job-seeking graduates had the opportunity to meet more than 50 employers, selected on the basis of available job openings, industry affiliation and alumni interest. Participating employers included Slalom Consulting, Experian, Eli Lilly, Kaiser Permanente, Target, the U.S. Department of State and the CIA.
BUSINESS PARTNERSHIPS

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.

PREMIER PARTNERS

Bank of America
Liberty Mutual
Marsh
Shea Mortgage

SCHOLARSHARE
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The USCAA Board of Governors provides critical advice and support in the development of USCAA programs and services. Through its committees, the board works closely with Alumni Association 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. At USC Homecoming in October, board members welcomed alumni to the festivities and introduced themselves to company representatives at the USCAA partner and sponsor booths. They played a similar role at other USCAA events throughout the year, including a special reception hosted by USCAA supporting partner Jaguar at the Hollywood Bowl in August, and participated in the Society 53 Trojan SCuppers in February and the Senior SCend Off celebration in April.

All told, it was a busy, productive and groundbreaking year for the board.
USC ALUMNI ASSOCIATION STAFF

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CEO, USC Alumni Association
Sarah Wentworth
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The accomplishments of the USC Alumni Association are the products of many hands — alumni, partners, colleagues and staff — all working together for a common purpose.

We gratefully acknowledge the 2010-2011 president of the USC Alumni Association Board of Governors, Carol Fox, for her years of devoted service to USC, and we congratulate her on a truly remarkable year. We thank the president-elect of the USCAA Board of Governors, Lisa Barkett, for her enthusiastic participation in several events this past year, most notably the Trojan Family Reception tour. We thank the members of the USC Alumni Association Board of Governors for their guidance, commitment to service, and partnership.

We thank Al Checcio, senior vice president for university advancement, and Courtney Surls, vice president for development, for their strong leadership and support.

We are also grateful to our longtime mentor and friend Martha Harris, senior vice president for university relations, and Dan Epstein, the dedicated chair of the USC Board of Trustees alumni affairs committee.

Finally, we owe a debt of gratitude to the legions of volunteers and supporters who tirelessly engage alumni of all ages, backgrounds and interests on behalf of USC, and our colleagues in University Advancement and across the university, for their ongoing involvement in our work.

Thanks to these extraordinary contributions of time, energy and expertise, the USC Alumni Association continues to support the overall advancement of USC by engaging all alumni lifelong and worldwide, building a culture of philanthropy among the Trojan Family, and being the representative voice for all USC alumni.
lifelong and worldwide

http://alumni.usc.edu