USC Alumni Association

Annual Report

2013-14
The Year in Review:

Each year, the USC Alumni Association hosts hundreds of events and programs around the globe. Providing a wide variety of benefits and services to all of its 350,000 members worldwide, the USC Alumni Association supports nearly 100 affiliated alumni clubs, alumnae support groups and multicultural and generational alumni communities. These groups collectively distribute nearly $4 million dollars each year in scholarships for USC students.

In 2013-14, the USC Alumni Association enjoyed another stellar year, thanks largely to the dedicated efforts of thousands of Trojans. Whether they attended signature events, contributed to the Campaign for the University of Southern California, or volunteered their time and energy to university and alumni organizations, the enthusiastic members of our alumni community reaffirmed their status as one of USC’s most precious assets.

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.
We Are Connected

In addition to your USC school affiliation, there are many ways to stay connected to the university and the Trojan Family: Regional Clubs, Affinity Groups, Generational Communities and more!
One of the highlights of the 2013-14 year was the launch of President and Mrs. Nikias’s ten-city cross-country tour. Nearly 4,000 alumni, friends and university supporters attended these receptions in cities from Seattle to Washington, D.C.

Our signature events — Weekenders, the Volunteer Recognition Dinner, Reunion Weekend, Homecoming, USC Alumni Day of SCervice, the USC Women’s Conference, Half Century Trojans Going Back to College Day and the USC Alumni Awards — remain as popular as ever. In fact, the 81st Annual USC Alumni Awards and the 3rd Annual USC Alumni Day of SCervice set new attendance and participation records, respectively.

Our generational and alumnae groups also enjoyed another banner year, as did USC’s four multicultural alumni organizations. The USC Black Alumni Association transitioned from USC Student Affairs to University Advancement, and the USC Latino Alumni Association celebrated the 40th anniversary of its founding.
We Are Family
Alumni Demographic Profile

Here are some statistics that give a detailed picture of USC’s alumni community:

**355,641**
Total living alumni

**14,949**
Degrees to be conferred in 2014

**263,282** Total mailable alumni

**103,865** Total e-mailable alumni in Southern California

**198,071** Total e-mailable alumni

**Mailable Alumni By Gender**
- Male: 156,645
- Female: 105,011
- Unreported: 1,626

**Mailable Alumni By USC Degree Awarded**
- Graduate: 134,095
- Undergraduate: 113,185
- Both: 16,002

**Mailable Alumni By Region**
- Southern California: 155,652
- West (other): 48,603
- Northeast: 14,732
- Southeast: 13,574
- Southwest: 10,768
- Midwest: 9,109
- International: 10,844

**Mailable Alumni By Class Year**
- 1963 and earlier: 16,273
- 1964-1968: 8,844
- 1969-1973: 13,930
- 1974-1978: 18,929
- 1979-1983: 22,267
- 1984-1988: 22,392
- 1989-1993: 24,460
- 2004-2008: 35,255
- 2009-2013: 47,232
The 2013-14 academic year also saw USC reach new heights of excellence. Arieh Warshel, Distinguished Professor of Chemistry at the USC Dornsife College of Letters, Arts and Sciences, was awarded the 2013 Nobel Prize in chemistry. A groundbreaking new undergraduate program — the USC Jimmy Iovine and Andre Young Academy for Arts, Technology and the Business of Innovation — was established with a $70 million gift from two music industry pioneers. And USC formed an affiliation with the Pacific Asia Museum, one of the few museums in the United States dedicated to the arts and culture of Asia and the Pacific Islands.

Thanks to a $50 million lead gift from orthopaedic surgeon, inventor and philanthropist Gary K. Michelson, the university announced the creation of the USC Michelson Center for Convergent Bioscience, which will transform how research is conducted at the intersection of engineering and the life and biomedical sciences. And the Campaign for the University of Southern California hit the $3.3 billion mark; of this amount, alumni (including USC alumni trustees) have contributed more than $1.2 billion.
We Are Worldwide
USC’s Regional Alumni Clubs and Chapters

DOMESTIC
- Arizona
  - Phoenix
  - Tucson
- California
  - Bakersfield/Kern County
  - East Bay
  - Fresno
  - Inland Empire
  - L.A. Beach Cities
  - Los Angeles
  - North Orange County
  - O.C. Beach Cities
  - Palm Springs/The Desert
  - Sacramento
  - San Diego County
  - San Fernando Valley
  - San Francisco
  - San Gabriel Valley
  - San Luis Obispo
  - Santa Barbara
  - Santa Clarita Valley
  - Silicon Valley
  - South Orange County
  - Ventura
- Colorado
  - Colorado
- District of Columbia
  - Washington, D.C.
- Florida
  - Miami
- Georgia
  - Atlanta
- Hawaii
  - Hawaii
- Idaho
  - Boise
- Illinois
  - Chicago
- Massachusetts
  - Boston
- Minnesota
  - Twin Cities
- Missouri
  - Kansas City
  - St. Louis
- Nevada
  - Las Vegas
  - Northern Nevada/Lake Tahoe
- New Mexico
  - New Mexico
- New York
  - New York
  - New York
- North Carolina
  - The Carolinas
- Oregon
  - Oregon
- Pennsylvania
  - Philadelphia
- Texas
  - Austin
  - Dallas
  - Houston
- Utah
  - Utah
- Virginia
  - Richmond/Central Virginia
- Washington
  - Seattle

INTERNATIONAL
- Brazil
  - São Paulo
- Canada
  - Vancouver
- China
  - Beijing
  - Hong Kong
  - Pearl River Delta
  - Shanghai
- England
  - London
- France
  - Paris
- Germany
  - Munich
- India
  - Mumbai
  - Indonesia
  - Jakarta
- Japan
  - Tokyo
- Mexico
  - Mexico City
- Philippines
  - Manila
- Saudi Arabia/UAE
- Singapore
- South Korea
  - Seoul
- Taiwan
  - Taipei
- Thailand
  - Bangkok
- Turkey
  - Istanbul
- Vietnam
As we look ahead, 2014-15 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. 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!

Ramona L. Cappello ’81
President, USC Alumni Association Board of Governors

Patrick E. Auerbach EdD ’08
Associate Senior Vice President for Alumni Relations
We Are Supportive
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

MERCER

SheaMortgage

USC Credit Union

BMW

REC Solar

Supporting Partners

AAA

Kaplan

Keck Medicine of USC

National Car Rental

SCHOLARSHARE

teleflora

tinyprints

USC Hospitality

Travel Insurance Services
ENGAGING
All Alumni for Life

Worldwide Regional Programs
Across 22 states and in 18 countries, USC alumni, friends and family continue to prove that the Trojan Family is indeed “Lifelong and Worldwide.” From Los Angeles to Shanghai, from London to Hong Kong, the Trojan Family stretches across the globe, with more than 60 chartered clubs and chapters.

Some notable events from the 2013-2014 year follow.

Los Angeles
The L.A. region is composed of five alumni clubs whose borders stretch from the Santa Clarita Valley to the Beach Cities. Thousands of Trojans enjoyed such regional events as the 3rd Annual Fight On! Food Tour scholarship fundraiser; Yappy Hour, a dog friendly happy hour benefit for local pet rescue organizations; cultural events at the Hollywood Bowl and The Grammy Museum; Trojan Night Hikes; golf tournaments and networking mixers.

Orange County
- In August, more than 200 alumni and friends attended the inaugural USC Business Showcase in Orange County, featuring more than 50 Trojan-owned businesses.
- Hundreds attended the USC Orange County Distinguished Speaker Series in the spring to hear university faculty discuss such topics as the history of swing music and the medical revolution underway at USC.

New York
- USC Provost Elizabeth Garrett joined USC Norris Comprehensive Cancer Center Director Dr. Stephen B. Gruber in March to discuss why cancer rates are falling and the enormous progress being made in cancer treatment at USC.
- In June, the local USC community gathered at the 5th Annual Tommy Awards for an evening of appreciation, celebration and performance in honor of the extraordinary contributions made by USC alumni.

Bay Area
In October, Dean Catherine Quinlan of the USC Libraries partnered with four Bay Area alumni clubs to present “Wonderland Everywhere, Everywhere Wonderland,” a celebration of the 10th Anniversary of USC’s Wonderland Awards recognizing Trojan Family accomplishments.

Chicago
Chicago Trojans raised $2,000 for student scholarships at their annual Pac-the-Stockings Holiday Event in December, where they also packed stockings for kids in need.
Washington, D.C.
In August, the annual “Capitol Tour,” hosted by USC congressional staff members, welcomed and reacquainted local Trojans.

Dallas
In May, the club’s annual Executive Evening was a rousing success, with hundreds of Trojans networking and mingling.

Phoenix
Hundreds of alumni in this fast-growing USC hot-spot welcomed old and new area Trojans during their annual Open House.

Thailand
In August, the USC Alumni Club of Bangkok hosted 55 Doctorate of Educational Leadership students who visited various Bangkok educational leaders as part of their curriculum in urban education.

Seattle
Trojans in Seattle honored USC Viterbi Dean Yortsos in March with an evening of gourmet food, wine and talk about Seattle’s engineering past, present and future — as well as how USC fits into the global engineering renaissance.

London
During its USC London Theater night in November, Trojans watched a production of Shakespeare’s *Much Ado about Nothing*, with proceeds going to scholarships for current USC students.

Philippines
Filipino-American Culture Night in March showcased the Filipino and Filipino-American culture through traditional dances, modern dances, skits and more — all written and directed by USC alumni.

Germany
The 2nd Annual USC Munich Wine Tasting and Holiday Party in February raised scholarships for European Trojans.

Paris
In November, the 6th Annual Trojan Family Thanksgiving dinner for local Trojans and their family and friends featured a raffle that raised money for the club’s scholarship fund.

Shanghai
The annual USC Alumni Club of Shanghai Charity Gala raised more than $5,000 for scholarships through a silent auction.

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ENGAGING
All Alumni for Life

GENERATIONAL ALUMNI COMMUNITIES

Half Century Trojans
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. In addition, the group also provided $150,000 in scholarships — $10,000 to each of 15 USC students.

In October, more than 300 members of the university and alumni communities paid tribute to USC’s vibrant senior alumni community at the 2013 Half Century Trojans Hall of Fame Luncheon. The honorees included John C. Bedrosian LLB ’59, Kathleen McCarthy Kostlan ’57, John F. Shea ’49 and Barbara Solomon DSW ’66. HCT Board member James Maddux ’56 received the Distinguished Service Award. In February, the Half Century Trojans hosted their first regional program in Orange County, “The Aging Revolution: Longevity in the 21st Century,” featuring Pinchas Cohen, the dean of the USC Davis School of Gerontology.

The sixth annual Half Century Trojans Going Back to College Day in March welcomed more than 250 senior alumni back to campus for a stimulating day of faculty and student presentations. And in May, proud Half Century Trojans led the 131st Commencement procession in Alumni Park.

Second Decade Society
Now in its sixth year, the Second Decade Society continues to offer programs geared to alumni who earned their bachelor’s degrees 11 to 24 years ago. This year, the society partnered with USC schools and departments to engage this demographic in career development and programs for the entire family.

To kick off the year, 200 members and their families met on campus for lunch and a presentation by NASA JPL engineer Tom Nolan ’77, who spoke about space exploration and research and led a tour of the NASA space shuttle Endeavour at the California Science Center. In the spring, the society partnered with the USC Career Center to host two career workshops and capped off the year with its 5th Annual Barbecue and USC Baseball event.
Young Alumni Council

Charged with providing programs tailored to alumni who graduated in the last 10 years, the Young Alumni Council had an active year. Hundreds of young alumni took advantage of career events covering professional success, finance and entering the job market. In April, Carl Martellino, executive director of the USC Career Center, shared proven strategies to help 95 young alumni create their financial futures at “Young Alumni: Personal Finance and What Young Professional Need to Know.” At “Jump Start Your Job Search,” a workshop held in May, recent graduates learned how to apply high-level negotiation and networking techniques.

This year, the Young Alumni Council focused on connecting with current students to reinforce the value of being lifelong involved Trojans. In January, the council partnered with the USC Student Alumni Society for “Start Fighting On,” a mixer where members of the Young Alumni Council shared networking tips and strategies as well as personal experiences about internships, jobs and social networking. In February, the council participated in the SCupper alumni-hosted dinners for students. The following month, 25 council volunteers participated in the 3rd Annual USC Alumni Day of Service by sorting and packaging food donations at the L.A. Regional Food Bank.

Student Outreach Programs

“Student alumni” may sound like a contradiction, but current students are future alums. To foster this alumni identity in students, the USCAA launched the Student Alumni Society in the fall of 2012. Open to all students, the society helps students connect with the Trojan Family through events and programs. It also is a gateway to Society 53, a student leadership board whose members serve as official ambassadors at university and USCAA events. To date, the Student Alumni Society has more than 600 members.

The Student Alumni Society’s kick-off event in October, “Speed Networking,” attracted close to 200 students and alumni. In February, Trojan SCuppers brought together more than 800 students with 200 alumni who hosted 63 dinners across Los Angeles and Orange Counties. The signature programs were rounded out by the April Senior SCend Off which brought 1,200 seniors together to celebrate their transition from students to alumni with a free barbecue outside Widney Alumni House.
**Evenings with President and Mrs. Nikias**

To give the Trojan Family “an inside look at USC’s ongoing metamorphosis,” USC President C. L. Max Nikias and First Lady Niki C. Nikias literally crisscrossed the country in 2013-14 on a ten-city tour, which kicked off in Phoenix on September 27.

Nearly 4,000 USC alumni, parents and friends joined President and Mrs. Nikias at 10 separate receptions, hosted by USC and the USC Alumni Association.

**Visited Cities**

- **Phoenix, AZ**  
  September 27
- **Chicago, IL**  
  October 17
- **San Francisco, CA**  
  November 8
- **Seattle, WA**  
  January 23
- **Santa Monica, CA**  
  January 29
- **San Diego, CA**  
  January 30
- **Pasadena, CA**  
  February 5
- **Sacramento, CA**  
  April 9
- **Washington, D.C.**  
  April 29
- **Dallas, TX**  
  April 30
AFFINITY GROUPS

Alumnae Coordinating Council

The Alumnae Coordinating Council is a forum where the representatives of USC’s 17 Southern California-based women’s groups come together to share ideas and raise money for the merit-based scholarships they award annually to USC students. This year, 115 students received nearly $350,000 in scholarships. The theme for the year, “Leadership Reimagined,” focused on exploring new strategies for engaging and developing alumnae leaders for the benefit of the Trojan Family.

The Trojan League of Los Angeles honored the USC Dornsife College of Letters, Arts and Sciences at its annual benefit in March. The following month, the Trojan League of Orange County paid tribute to Dr. Arthur C. Bartner and the USC Trojan Marching Band. And several past scholarship recipients, founding members and former presidents celebrated the 40th anniversary of the founding of the Trojan League of South Bay in May.

The university’s oldest women’s organization, Town and Gown of USC, held its annual benefit luncheon in April. “Grace in Motion” was this year’s theme as the group honored Glorya Kaufman, the namesake of the USC Kaufman School of Dance, and Cynthia Cooper-Dyke, the head coach of the USC women’s basketball team.

One of the year’s highlights included the launch of a new women’s organization, the USC Society of Trojan Women. Created by the merger of the Trojan Junior Auxiliary and Town and Gown Junior Auxiliary of Los Angeles, the USC Society of Trojan Women engaged more than 300 alumnae and friends at several professional and personal development events throughout the year.
Asian Pacific Alumni Association

The Asian Pacific Alumni Association (APAA) had another banner year, raising $245,000 for its scholarship endowment. Including the university matching funds, the association awarded $123,250 in scholarships to 49 students.

“Honoring Community, Culture and Commitment” was the theme of this year’s annual scholarship and awards gala in April. In addition to celebrating this year’s 49 scholarship recipients, the Asian Pacific Alumni Association presented leadership awards to Tim Dang ’80 and Glen Osaki MA ’87; service awards went to Melody Nishida ’78 and Bong-Rak Sohn MBA ’86. The Corporate Leadership Award was presented to Verizon for its generous support of USC and the association’s scholarship program.

The Asian Pacific Alumni Association continued to expand its outreach to alumni regionally. A Bay Area committee was formed, and the Orange County committee continued to host events, often in collaboration with the USC Alumni Club of South Orange County.

The association’s annual Homecoming tailgate was a resounding success, drawing more than 350 alumni, family and friends. And the Young Alumni Council enjoyed another productive year, thanks to the council members’ determined efforts to increase event attendance.

Black Alumni Association

The USC Black Alumni Association’s (BAA) scholarship campaign, “1000 for $1,000,” continued to grow in donor outreach and pledges, with donor contributions specifically earmarked for scholarship grants; these scholarship grants replace loans for USC students. Thanks to donor and sponsor support, the Black Alumni Association can provide each award recipient with financial assistance, alumni mentoring, Toastmasters International chapter membership, and several other professional development events throughout the year, as well as a day at the PGA Tournament at the Riviera Country Club.

In February, the association anchored Black History Month with its 3rd annual “An Evening of Art and Legacy” series. This year, two major sold-out events highlighted the legacies of poet Langston Hughes (“Ask Your Mama: 12 Moods for Jazz”) and groundbreaking architect and USC alumnus, Paul R. Williams (“Against All Odds...From Orphan to Architect”). Produced in collaboration with the USC Thornton School of Music and the USC School of Architecture respectively, these events were part of the university’s Visions and Voices Initiative.

The Black Alumni Association’s 24-member Advisory Council, currently chaired by Kathryn M. Shirley MBT ’97, approved $356,000 in scholarship grants to 138 undergraduate and graduate students in this academic year.
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 $36,000 in scholarships to nine 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 to prepare students for the opportunities and realities ahead once they finish school.

In April, USC Lambda welcomed actor George Takei (Star Trek) back to USC for the 7th 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 Honorary Jury included actor and USC parent Mark Hamill (Star Wars), filmmaker Tina Mabry MFA ’05 (Mississippi Damned), film critic Amy Nicholson MPW ’08 (LA Weekly) and actress/screenwriter Guinevere Turner (American Psycho, The L Word).

May brought USC Lambda’s Spring Brunch, which featured keynote speaker Alec Mapa (Entourage, Ugly Betty) and introduced the newest class of LGBT and ally scholars. It was immediately followed by the 20th 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) commemorated its 40 year history with a series of celebratory events, beginning with the inaugural Alumni Spotlight reception. The association also launched a $3 million dollar campaign initiative, with a focus on enhancing its scholarship endowment and academic success initiatives. Since its December launch, the campaign initiative has raised more than $950,000 in cash and pledges.

In March, former U.S. Secretary of Labor, the Honorable Hilda Solis MPA ’81, served as chair of the association’s 40th Anniversary Scholarship Dinner, which drew more than 860 attendees and raised more than $450,000. And in April, more than 1,200 alumni, students, and faculty/staff attended an on-campus performance by eight-time Grammy Award winner Pepe Aguilar, co-sponsored by the association.

Throughout the year, the USC Latino Alumni Association hosted monthly student leadership programs that bridged the knowledge gap between the classroom and the professional world, as well as quarterly networking events that provided mentoring and job placement opportunities for Latino-American scholars.
Summer SCend Offs

Every summer, USC alumni clubs worldwide host informal receptions welcoming new students to the university. Connecting students, their families and friends to one another, as well as to local alumni and alumni groups, SCend Offs are hosted by alums in their own homes, and are often attended by university faculty or senior administrators. Last summer, nearly 3,000 students, parents, alumni and guests attended 52 SCend Offs from Bakersfield to Beijing.

Weekenders

The shores of Honolulu were transformed into cardinal and gold in August, as thousands of Trojan Family members convened to kick off the 2013 football season with the Hawaii Weekender. After toppling the Hawaii Rainbow Warriors at Aloha Stadium, the USC football team returned to the Coliseum in September for a 3-game home stand before hitting the road again at the end of the month.

The USCAA Weekender series resumed with stops at Arizona State, Notre Dame and Stanford — and concluded on a snowy Colorado weekend before Thanksgiving with a Trojan victory over the Colorado Buffaloes. Along the way, USCAA-hosted pep rallies and tailgate parties brought together alumni, parents, friends and supporters to cheer the Trojan football team on to a 10-win season.
Alumni Leadership Conference

The 12th Annual USC Alumni Leadership Conference in September brought more than 250 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 2013 conference was the presentation entitled “Strategies in Leadership – Initiative, Innovation, and Inspiration,” moderated by USC Provost Elizabeth Garrett, and featuring three university deans: Jim Ellis of the Marshall School of Business, Erica Muhl of the Roski School of Art and Design, and Yannis C. Yortsos of the Viterbi School of Engineering.

Breakout sessions focused on volunteer leadership development and covered such topics as “Leading through Change,” “Being Relevant across Generations” and “Getting the Most out of Your Trojan Community.”

The conference finished on a strong note with “Lunch with Tomorrow’s Leaders,” a panel discussion featuring current USC students; “USC Health – Innovative Leadership,” a panel discussion moderated by Keck School of Medicine of USC Dean Carmen Puliafito; and a special wine tasting reception featuring selections from the new Trojan Wine Collection.

Volunteer Recognition Dinner

At the 2013 Volunteer Recognition Dinner this September, the USCAA celebrated the alumni volunteers, organizations and friends who dedicate their time, energy and expertise to support the advancement of USC. Emceed by Ramona L. Cappello ’81, USCAA Board of Governors president, and Patrick E. Auerbach EdD ’08, USC associate senior vice president for alumni relations, this annual celebration recognized 35 Widney Alumni House Award winners representing a rich diversity of alumni clubs and university groups. The USC School of Pharmacy’s QSAD Centurion support group and the USC Alumni Club of Dallas/North Texas took home this year’s Volunteer Organization of the Year awards in recognition of their ongoing efforts to build a culture of philanthropy among the Trojan Family. Cynthia Wiese received the Volunteer Friend of the Year award for her outstanding work with the Spirit of Troy Marching Band and Dr. Arthur C. Bartner.

Six alumni received the President’s Award for their leadership, achievements and overall contributions to USC: Modesta J. Bassity MA ’73; Gregory R. Hillgren ’76, MBA ’77; Rod Y. Nakamoto ’83, MBA ’84; Kathryn Shirley MBT ’97; Robert L. Skinner ’85, JD ’90; and Linda Ward ’71, MA ’74.
**USC Reunion Weekend 2013 and Homecoming**

Five generations of Trojans were welcomed back to Troy in November, to reconnect, rediscover and reunite at the Reunion Weekend 2013 celebration.

More than 730 alumni from the classes of 1963, 1973, 1983, 1988 and 2003 — along with more than 800 of their family and friends — attended the USC Alumni Association’s two-day celebration of Trojan Family ties. In addition to USC school receptions, a picnic lunch on Bovard lawn, academic lectures, campus tours and USC Provost Elizabeth Garrett’s welcome convocation, this year’s reunion program continued the tradition of USC President C. L. Max Nikias delivering the keynote address at the All-Class Reunion Dinner, held at The Westin Bonaventure Hotel in downtown Los Angeles. Following the dinner, Trojans continued the celebration at the five class-specific after parties.

On Saturday, more than 75,000 alumni and USC supporters gathered on the University Park Campus to participate in USC’s annual Homecoming festivities, including the first-ever all-alumni Homecoming tailgate, and then headed to the L.A. Memorial Coliseum for USC’s 20-17 win over Stanford.

This year, the five reunion classes collectively increased attendance by 70 percent and raised $4,195,665 in annual gifts and pledges — a 55 percent increase over the combined 5-year giving average for these classes.
USC Women’s Conference

The sixth annual conference, led by longtime USC volunteer leader Melody Nishida ’78 and two-time Olympic medalist Inger Miller ’94, brought an impressive line-up of speakers from the worlds of business, education, finance and wellness to USC in March. One of USCAA’s most popular events, this day-long forum drew more than 900 USC alumnae, parents, students, faculty, staff and friends to campus for passionate talks focused on how women at USC and from all walks of life are making a difference in the world.

The morning program featured outstanding leaders from campus, including USC First Lady Niki C. Nikias, USC Provost Elizabeth Garrett, USC Roski School of Art and Design Dean Erica Muhl, USC Rossier School of Education Dean Karen Symms Gallagher and USC School of Social Work Dean Marilyn L. Flynn.

Attendees then enjoyed a lunch keynote speech by Heliane Steden ’86, managing director of Merrill Lynch and former USC tennis champion. Her address was followed by a presentation of the USC Remarkable Women Awards, honoring 12 deserving Trojans, including alumnae volunteer leaders Deena Lew ’85 and Vicki McCluggage ’77.

The day rounded out with a slate of inspiring speakers, including Nevada State Assemblywoman Lucy Flores ’07, USC Viterbi School of Engineering Professor Andrea Armani, personal finance consultant and author Patrice Washington ’03, Merrill Lynch wealth manager Judy Resnick and three trailblazing Keck Medicine of USC doctors: Jennifer Israel MD ’97, Anne Shuckman MD ’00, and Neda Shamie.
USC Alumni Awards

The USC Alumni Awards marked the beginning of its ninth decade by celebrating the accomplishments of eight exceptional Trojans in April.

USC President C. L. Max Nikias presented the university’s highest alumni honor, the Asa V. Call Alumni Achievement Award, to Daniel J. Epstein ’62, the founder and chairman of the board of The ConAm Group of Companies, one of the top apartment management/ownership firms in the country. Epstein is also a USC trustee who has contributed naming gifts to the university’s Daniel J. Epstein Department of Industrial and Systems Engineering and the Epstein Family Alumni Center.

Alumni Merit Awards, given to individuals whose remarkable accomplishments speak well for the range and quality of a USC education, were presented to Ronnie Lott ’81, NFL Hall of Famer and four-time Super Bowl champion; Bob Osher ’81, Sony Pictures Digital Productions president; and Gail Samuel ’88, ’89, MBA ’02, Los Angeles Philharmonic Association chief operating officer.

The Young Alumni Merit Award, which recognizes the accomplishments of alumni up to the age of 35, was given to Aja Brown ’04, MPL ’05, the youngest mayor in the history of Compton, California.

Alumni Service Awards, recognizing volunteer efforts on behalf of the university, were presented to Michael A. Felix ’83, USC Latino Alumni Association Corporate Council Advisory Board member; Jana Waring Greer ’73, USC Dornsife College of Letters, Arts and Sciences Board of Councilors chair; and Christine M. Ofiesh ’74, Town and Gown of USC executive board member. This year’s gala was co-chaired by Paula Ciaramitaro ’85 and Shane Foley ’91.
Trojan Travel

Trojan Travel sponsored approximately 40 trips this year, offering the extended Trojan Family value, variety and camaraderie. Most trips featured a USC professor or Trojan host, who offered special insights into the locations they explored together.

New trips in 2013-14 included excursions to Cuba, Bhutan, Oxford, England and the Southwest national parks. Two new trips, “Barging in Burgundy” and a “Civil War cruise” on a paddle-wheel steamer, offered unique voyages. And two trips sent Trojans to special sporting events: The Kentucky Derby and the Albuquerque Balloon Festival. The safari program to East Africa was so popular that it will be offered again in 2015, along with a new safari program to Botswana.

The Trojan Travel website continues to grow, including the new Trojan Travel ConSCierge Program, offering personal customized family travel, destination weddings, honeymoons, and more. And look for a new service coming soon, Passport Health, which will provide up-to-the-minute health-related travel information for international travelers.

USC Dornsife Alumni Relations

The USC Dornsife College of Letters, Arts and Sciences Alumni Relations program completed its third year, having hosted a total of nine events tailored to USC Dornsife alumni, parents and friends, but also attracting alumni from many other USC schools. Additionally, the USC Dornsife program expanded its reach, hosting programs in Chicago, Houston and San Francisco.

In October, the USC Dornsife Dean’s Office partnered with the Joint Educational Project (JEP) to cohost the JEP 40th Anniversary Gala, which honored JEP as one of the oldest and largest service-learning programs in the country.

Other notable events included the annual Herbert G. Klein Lecture series on civic and community leadership featuring Dean Steve Kay, who shared the unique path to progress USC Dornsife is making in our communities, city, nation and world; and two events that brought alumni back to two USC Dornsife departments, psychology and earth sciences, giving alumni the opportunity to hear from the department chairs and current faculty.

The upcoming USC Wrigley Institute for Environmental Studies’ Lake Michigan Boat Cruise in Chicago reflects an effort to choose event locations that directly complement the program topic. These events continue to showcase the newest USC Dornsife faculty and their transformative research.
The 3rd Annual USC Alumni Day of SCervice

Nearly 2,500 alumni and friends from 30 states and 10 countries rolled up their sleeves to participate in 80 community service projects during the USCAA’s third annual Alumni Day of SCervice on March 23. Demonstrating the generosity of spirit that’s a hallmark of the Trojan Family, volunteers from San Diego to Shanghai contributed more than 6,000 hours of service to their local communities.

**A Different Breed**
Anna, Texas
The USC Alumni Club of North Texas built a barn, cared for animals and cleaned up A Different Breed, a shelter that houses many different types of animals.

**Feed My Starving Children**
Coons Rapid, Minnesota
The USC Alumni Club of the Twin Cities packed food to send to needy children around the world.

**Big Al’s**
Meridian, Idaho
The USC Alumni Club of Idaho teamed up with Big Al’s and the Leukemia Lymphoma Society of Boise to organize a bowling fundraiser for the society’s research efforts.

**Dyker State Beach**
Brooklyn, New York
The USC Alumni Club of New York helped clean up Dyker State Beach, which had been ravaged by Hurricane Sandy.

**Hillsides**
Pasadena, California
The USC Trojan Affiliates held an art supply drive for underprivileged children.

**Bosque de Chapultepec**
Mexico City, Mexico
The USC Alumni Club of Mexico cleaned up trash, painted benches, planted flowers and reforested native plants in a park in the heart of Mexico City.

**Shatto Recreation Center**
Los Angeles, California
The USC Alumni Club of Los Angeles, Half Century Trojans and Young Alumni Council helped the Red Cross teach fire safety to at-risk residents in the densely populated neighborhoods of Koreatown.
Lee Man Tat School
Jiangmen City, Guangdong Province, China
The USC Alumni Club of Hong Kong organized an American English and culture exchange for middle school students to strengthen their communication and language skills.

SHHPF
Shanghai, China
The USC Alumni Club of Shanghai helped with a charity services department for elderly and handicapped children.

Kloster Benediktbeuern
Benediktbeuern, Bavaria, Germany
The USC Alumni Club of Germany accompanied a group of underprivileged children from Munich to the monastery and village of Benediktbeuern.

Dhahran and Tanajib
Dhahran and Tanajib, Saudi Arabia
The USC Alumni Club of Saudi Arabia hosted various projects, including mangrove planting along public-use roads and doing general presentations on safety, health and the environment to high school students.

Chalgrave Community Primary School
London, England
The USC Alumni Club of London helped the Chalgrave Primary School with gardening and painting projects.
Scholarships

In 2013-14, the USC Alumni Association’s affiliated organizations raised nearly $4 million* in scholarship funds that went to more than 850 USC students.

Town and Gown of USC 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.
USC Alumni Survey

Every two years since 2007, the USC Alumni Association has commissioned the Alumni Attitude Study to gauge the perception and opinions of the general alumni population regarding the university, including alumni’s past and current experiences as students and alumni, respectively.

More than 8,000* USC alumni completed this biannual survey, reflecting the rich diversity of the Trojan Family in terms of age, ethnicity, location, school affiliation, degree levels and income.

Results of the 2013 USC Alumni Attitude Survey indicate the following:

- Value and respect for a USC degree reigns supreme and is an important foundation for engaging alumni, promoting involvement and advocating for support.

- Career services continue to be a significant need and a high priority for alumni across many demographic subsets. The collaborative efforts of the USC Alumni Association and Student Affairs/Career Services continue to increase alumni satisfaction.

- Community service is a valuable and deeply rooted USC tradition; alumni engagement efforts need to incorporate and expand these types of activities while promoting the future viability of the university.

- Virtual and online programs and services are becoming increasingly important platforms to engage alumni. This strategy creates opportunities to connect more alumni to each other and to USC; it also enhances the experience of Trojans who already attend events and participate in traditional alumni programs. As such, the USC Alumni Association will utilize these valuable findings to fine-tune current programmatic offerings and develop future strategies to enrich the lives of Trojans and advance the priorities of the university.

*Industry standards consider a sample size of 1,500 for national surveys to provide statistically significant findings at a 95% confidence level. The 2013 USC Alumni Attitude Study garnered 8,244 complete responses.

We Heard You

Based on previous alumni feedback, we are proud to offer the following alumni benefits and services:

- The USC Alumni Association partners with the USC Career Center to host events designed to serve the diverse professional needs of all members of the Trojan Family, from recent graduates to Trojans creating new encore careers post-retirement.

- The USC Alumni Business & Service Directory enables Trojans to advertise their own businesses and find Trojan-owned and affiliated businesses locally, regionally and internationally.

- The USC Alumni Association mobile app is currently being developed and will be ready to download soon! Using mobile phone GPS, this valuable networking tool will let alumni find fellow Trojans with similar interests in real time.

- The USC Alumni Association is launching industry-based alumni networks, like the Trojan Entertainment Network, which connect alumni in similar fields through social, educational and career-oriented events.
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President
Amy Ross PhD ’86
President-Elect
Mitchell Lew ’83, MD ’87
Immediate Past President
Patrick E. Auerbach EdD ’08
Associate Senior Vice President for Alumni Relations

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Sally Edwards ’65
Sean Kearns ’97
Marilyn Kezirian ’60, MS ’62
Sky Kogachi ’95
Jaime Lee ’06, JD ’09
Mark A. McKinley ’69
Todd Moore ’93

Term Ending 2015
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Paula Ciaramitaro ’85
Jan Moser Dyer ’68
Meribeth Farmer ’74
Art Gastelum MPA ’81
John Iino JD ’87
Christine M. Ofiesh ’74
Abdi Sameni DDS ’91

Term Ending 2016
Bob Clifford ’85
Erika Crespo ’07
Donald Dean ’90
Byron Howard ’92
Karla Kraft ’96, JD ’99
Rod Nakamoto ’83, MBA ’94
Ann Marie Occhipinti ’86
Glenn Osako ’91

ALUMNI ORGANIZATION REPRESENTATIVES
Alumnae Coordinating Council
Dale Harbour Day ’83
Asian Pacific Alumni Association
Karen Wong ’82, JD ’86
Black Alumni Association
William Holland ’72, MPA ’74, MS ’82
Half Century Trojans
Dan Cassidy ’59
International Alumni Clubs
Jennifer Ladwig ’99
Lambda LGBT Alumni Association
Kevin Notrica ’86
Latino Alumni Association
Susan Trigueros ’82
Young Alumni Council
Julie Lindeen ’08

SCHOOL REPRESENTATIVES
Dornsife College of Letters, Arts and Sciences
Shane Foley ’91
Leventhal School of Accounting
Harry McGee MBA ’81
School of Architecture
Cory Ticktin ’85
Marshall School of Business
Dean Hallett ’80
School of Cinematic Arts
Tim Dowling ’96
Annenberg School for Communication and Journalism
Ria Carlson ’83
Ostrow School of Dentistry of USC
Amir Aalam ’05
School of Dramatic Arts
Jessica Bailey ’07
Rossier School of Education
Katherine Bihr EdD ’05

Viterbi School of Engineering
Timur Taluy ’98
Roski School of Art and Design
Toper Taylor ’85
Davis School of Gerontology
Michelle Burgner ’07
Gould School of Law
Karen Heilman JD ’82
Keck School of Medicine of USC
Greg Harlan MD ’00
Thornton School of Music
Teveya Dovbush ’98, MBA ’07
School of Pharmacy
Joel Hoffman PharmD ’61
Price School of Public Policy
Carl Alameda MPA ’06
School of Social Work
Mark Spratt MPA/MSW ’03

CAMPUS REPRESENTATIVES
Intercollegiate Athletics
Barbara Cotler ’60
Parents’ Association
Larry and Deborah Castro
Graduate Student Government
Melody Shekari
Undergraduate Student Government
Christian Kurth

SPECIAL APPOINTMENTS
Term Ending 2014
Michael Adler ’86, MBA ’92
Jane Bensussen MA ’69
Mark DeAngelis MBA ’99
Martin Irani ’87, MBA ’91
Maria Jones ’87
Mike McKeever ’88
Richard E. Oswald II ’79
Debbie Pattillo ’88
2013-2014 Board of Governors

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. Board members also played integral roles in the 81st Annual USC Alumni Awards, the 2014 USC Women’s Conference, the 3rd Annual USC Alumni Day of Service, Trojan SCuppers and Summer SCend Offs.

It was also a 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 a VIP tour of the new Wallis Annenberg Hall in May.
EXECUTIVE OFFICE
Patrick E. Auerbach EdD '08
Associate Senior Vice President for Alumni Relations
Miguel A. Vásquez '11
Executive Assistant

REGIONAL, ENGAGEMENT AND AFFINITY PROGRAMS
Danielle Harvey Stinson '00
Senior Director, Alumni Relations
Simon Flores
Director, Regional & Engagement Programs
Charlene Fravien '01
Director, Alumni Affinity and Student Outreach Programs
David Davin '06, MPW '13
Associate Director, Regional Programs
Kate Fergusson
Associate Director, Engagement Programs
Grant Hoover '07
Associate Director, Alumni Affinity Programs
Erin Mascho
Associate Director, Alumni Affinity Programs
Elyssa A. Espinoza '08
Executive Assistant

SIGNATURE EVENTS/MARKETING & BUSINESS PARTNERSHIPS/TROJAN TRAVEL
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Senior Director, Alumni Relations
Josh Esquith '04
Director, Marketing and Business Partnerships
Christina Gustafson '09
Associate Director, Marketing
Cait Hilbert
Associate Director, Signature Events
Teri Kirkendoll '70, MA '79
Associate Director, Trojan Travel
Amy Raichlen
Associate Director, Marketing
Maya Kalinowski
Manager, Signature Events

Clay Scheffey '13
Administrative Assistant

REUNIONS
Laura Capo
Director, Reunions
April Tam
Associate Director, Reunions

DORNSIFE ALUMNI RELATIONS
Jeremy Wingerter
Director, Dornsife Alumni Relations

ASIAN PACIFIC ALUMNI ASSOCIATION
Grace Shiba '77
Executive Director, Asian Pacific Alumni Association
Alex Chang '01
Associate Director, Asian Pacific Alumni Association
Angela Teng
Manager, Asian Pacific Alumni Association

BLACK ALUMNI ASSOCIATION
Michèle Turner '81
Executive Director, Black Alumni Association
Patrice Theard '84
Assistant Director, Black Alumni Association
Tulani Watkins '09
Program Coordinator, Black Alumni Association

LATINO ALUMNI ASSOCIATION
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Executive Director, Latino Alumni Association
Dolores Sotelo
Associate Director, Latino Alumni Association
Leticia Lozoya
Assistant Director, Latino Alumni Association
Vivian Sampson
Budget Analyst, Latino Alumni Association

ADMINISTRATION
Hillary Duncan
Administrative Director
Shonea Pullaim '07
Manager, Member Services
Trini Gomez
Office Coordinator, Epstein Family Alumni Center
Acknowledgments

As we celebrate past accomplishments and look forward to a successful future, the USCAA recognizes the many members of the Trojan Family who make it all possible.

First we thank our 2013-14 USCAA Board of Governors President Ramona L. Cappello ’81 for her dedication and hard work this past year, including her commitment to attend all of President Nikias’s visits to alumni in cities across California and the nation. Congratulations, Ramona, on a terrific year! We also thank President-Elect Amy Ross PhD ’86 for her efforts; we know that she will prove an effective and capable leader in the year to come.

We are sincerely grateful to Senior Vice President for University Advancement Al Checcio for his inspired leadership of the entire division and for his steadfast support of the USCAA and its mission. We also owe a debt of gratitude to Dan Epstein ’62 who, as chair of the Alumni Affairs Committee, serves as our trusted advocate on the USC Board of Trustees.

Finally, we warmly acknowledge our broad community of volunteers, as well as colleagues in University Advancement and across the entire USC community, for partnering with us on events and projects of great benefit to our many constituents. We thank the members of our hard-working staff and of our devoted Board of Governors, as well as our generous corporate partners and sponsors. And we thank the alumni, family and friends of all ages, backgrounds and professions who support the university and the Alumni Association in so many ways. You are truly the heart and soul of our Trojan Family!

Fight On!