



USC Associates CIRCLE

SUMMER NEWSLETTER 2008

A Message from Joe Boskovich

The true accomplishment of the Trojan Family was seen on Friday, May 16th, as 40,000 faculty, family and friends gathered on campus to celebrate the 125th commencement ceremony. Walt Disney Company President & CEO Bob Iger congratulated the graduating class of 2008, encouraging students to "... feel everything about your life and be present in your life."

As USC Associates, your shared generosity has played a key role in enabling this accomplishment. By funding scholarships for students in need, providing state-of-the-art facilities for research and instruction, and giving USC the resources it needs to further improve and expand, the Associates community has enhanced the educational experience of each of these graduating students. The product of your dedication is evident in the degrees bestowed upon each of them.

Thank you for your support,

Joseph M. Boskovich
President, USC Associates

Congratulations on a Job Well Done

After 16 years of raising billions of dollars for USC through fundraising, Senior Vice President for University Advancement Alan Kreditor retired on June 30, and said it is the right time to make way for a new generation. "I sense that it's time to step away," Kreditor said. "I mean, I love my job. It's not a question of whether I've grown tired of it. I want to leave it while I still love it."

Kreditor was hired as the senior vice president in 1992. He began work organizing fundraising campaigns whose proceeds went to USC research, student aid, on-campus buildings, spending accounts and endowments. The Building on Excellence campaign was one of the most successful campaigns Kreditor led, becoming the largest fundraising campaign in the history of higher education at the time. By the end of the campaign in 2002, it had generated \$2.85 billion from alumni, philanthropic communities, parents and other donors.

"When I came in, we were raising about \$100 million a year. After, we raised \$470 million. So it's been helping us ramp up the level of giving," Kreditor said. According to Kreditor, from those fundraising efforts USC was able to build or expand the USC Thornton School of Music, the USC Annenberg School for Communication, the USC Keck School of Medicine and many buildings on campus.

He also helped solidify alumni relations internationally. "We have many international alumni, and I've visited them often in Asia, occasionally Europe, and increasingly India," Kreditor said. There was very little attention on the international alumni before him, he



Alan Kreditor, Senior Vice President of University Advancement retires after 42 years of service to USC

added, but now he has developed and expanded those relationships.

Before becoming the senior vice president for university advancement, Kreditor twice served as the dean at the USC School of Policy, Planning and Development, once in the 1970s and again from 1981 to 1992.

As the school's dean, Kreditor helped expand the faculty, which had tripled by the time he stepped down, but he said this wasn't his biggest accomplishment during his time there. "My major innovation during that time was creating the Lusk Center for Real Estate Development, a master's program that remains one of the leading programs in the country," he said. Kreditor may soon return to the School of Policy, Planning and Development; he expressed the possibility of teaching, since he is still a tenured professor there.

"I've been with the university for 42 years, and I've been helping it to grow into a complete university. I certainly don't plan to stop," Kreditor said. "I will continue to help the university in any way I can."

The USC Associates office wishes Alan a very happy retirement!

USC ASSOCIATES EVENTS

On April 6th we once again partnered with the USC School of Theatre to enjoy a special matinee of their Spring Musical. The student cast gave an amazing performance of Rodgers and Hammerstein's masterpiece, **CAROUSEL**. A lovely reception followed where Associates mingled with the cast.



USC Associates President and Chairman Associate Joseph Boskovich with Presidential Associate Elaine Leventhal



Presidential Associates Nora Hui and Eric Kalkhurst and daughter, Jaclyn (right) enjoy the Carousel post-reception with Provost Associate Bernay Grayson (center)

TOM BROKAW gave a captivating and thought-provoking talk to a sold-out crowd at Bovard Auditorium on April 24th at the President's Distinguished Lecture. Associates enjoyed a pre-reception at Town & Gown and then returned after the lecture for a dessert reception where they were able to meet Mr. Brokaw. It was an extra special night for William Kott, Dentistry Class of 1952, as he celebrated his 82nd Birthday.



Presidential Associates David and Rita Evans enjoy a conversation with Dean of the Leventhal School of Accounting, Randolph Beatty

Dean Associate Paul Kott, with father William Kott and guest Bill Taormina



On June 8th the **USC ASSOCIATES LECTURE SERIES** featured Dr. Carmen A. Puliafito, M.D., M.B.A., the new Dean of the USC Keck School of Medicine, who gave an insightful lecture on the future of medicine and the innovative role USC will play. A big thank you to fellow Trojan, Gavin Herbert, Jr. and his wife Kerry for welcoming us to Roger's Gardens in Corona del Mar where the event was held.



Dr. Carmen A. Puliafito with Chairman Associates Dr. Charles and Carol Manger

USC Keck School of Medicine's Mike Mayne (left), Life Trustee and Presidential Associate David Tappan Jr., (center) with his wife Jeanne and Presidential Associate Scott Pollard (right)



UPCOMING EVENT

**August 30, 2008
USC @ Virginia
Away Game Picnic**

**John Paul Jones Arena
UVA Campus
11:30 AM – 2:30 PM**

The **ANNUAL CHAIRMANS' DINNER** was held on May 8th for our Chairman Level Associates. The intimate group enjoyed an elegant dinner and conversation with Stanley Gold, USC Chairman of the Board of Trustees, at the Jonathan Club in Downtown Los Angeles.



Sr. VP Alan Kreditor, Chairman Associate Dr. Verna B. Dauterive and Chairman of the USC Board of Trustees Stanley Gold

The **ANNUAL ACTIVE PRESIDENTIAL AND PROVOST LUNCHEON** was held on June 19th. Members mingled with featured speaker, Provost C.L. Max Nikias, and learned of recent academic accomplishments and the exciting future of USC as an international leader in higher education and research.



Presidential Associates Ernest and June Siva with Provost Associate Holly Strom

Provost Associates Todd & Joselyn Miller and Jeanne & Chris Feybush



USC Associates Active Members

In July 2006 the USC Associates introduced new levels and requirements for Associate memberships. In that transition we honored over 2,400 grandfathered members at the Dean, Provost & Presidential levels.

Since the launch of the new "Active" Associates program 92 members joined or upgraded to the active level.

CHAIRMAN

*(\$300,000 + above,
\$3,000 Annual Gift)*

Steven Acosta
Philip Anthony
Bob Best
Ronald Bloom
Joe Boskovich
Glenn Carpenter
Verna B. Dauterive
Robert Dodson
Larry Freeman
Jana Greer
Lloyd Greif
Stanley Hayden
William Heeres
Terry Lanni
Ronald Laraneta
Dina Lew
Mitchell Lew
Charles C. Manger III
Kathleen McCarthy
Herbert Nootbaar
Christine Ofiesh
Willa Olsen
Sally Oxley
Robert Plumleigh
Blake Quinn
Terri Quinn
Edward Roski
Gayle Roski
Barbara Rossier
Michael Schlinger
William H. Tilley
J. Scott Watt
Nadine Watt

Eric Kalkhurst
Michael Karlin
Robert J. Lucas
Victoria McCluggage
Michael C Palmer
Ernest Siva
Meguila S. Wemple

PROVOST

*(\$50,000 and
\$500 Annual Gift)*

Dawn Balcazar
Jeffrey Berry
John Bessolo
William F. Capps
Simon Chiu
Roger Chrisman
Darren Chu
Dan Clark
Tracey E. Coats
Paul Cohen
Karen Cortney
Mark Deutsch
Jeanne Feybush
Bob Graziano
Jeffrey R. Gunter
Philip Hothouse
Kenneth Lee
Thomas Linden
Neil Matsumori
Todd Miller
Rod Nakamoto
Lynne Olson
Elizabeth Petak-Aaron
Steven Ré
Elizabeth Rollice
George Schweitzer
Jeffrey Stallings
Charles Stanislawski
Peter Stremmel
Holly Strom
Catherine Thermond
Lawrence Ulman
Kent Valley
Bruce Vanyo
Joyce B. Washington
Richard Weinberg
Carroll J. Wendland
James Wetrich
R. Graham Whaling
Dan Woods

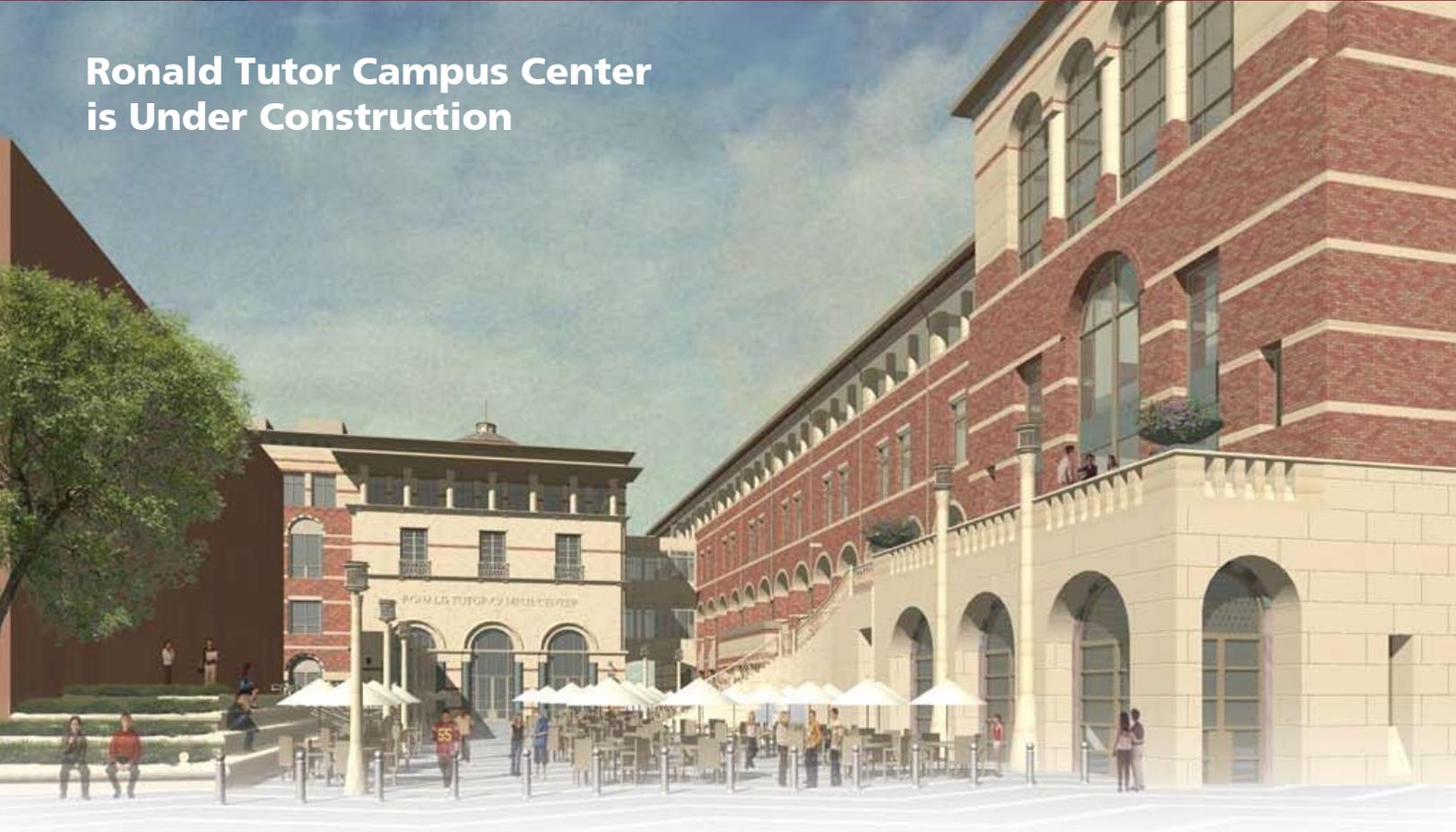
PRESIDENTIAL

*(\$150,000 ,
\$1,500 Annual Gift)*

Vandana Agarwal
Lisa Ann Barkett
Tinasakti Bhanubandh
Lucy Billingsley
Susan Cimbalk
Nadine Davidson
Paul "Lew" Davies III
Michael Felix
Carol Fox
Marc Gamsin
Steven Hamerslag
Jerry Herbst

UNIVERSITY HIGHLIGHTS

Ronald Tutor Campus Center is Under Construction



May 6th was the official ground-breaking day of the new Ronald Tutor Campus Center. This momentous day brought to life the numerous ideas and hours of planning which began over ten years ago. The Campus Center is being built on the former site of the Commons and Topping Student Center as well as the area immediately north. The Gwynn Wilson Student Union will remain intact and become a standalone building. At the heart of it all will be a grand outdoor plaza, a visually stunning gathering and dining area that will become the heartbeat of life on USC's campus. Construction is scheduled to be finished in the summer of 2010.

The new center is a continuation of the university's efforts to improve the quality of community life and educational experiences for all its

constituents. The need to update the one building that all members of the Trojan Family utilize as their campus "living room" as well as the need for improved student-oriented space has been a topic on campus for many years. The former facilities did not offer enough meeting space for student organizations or services to address the needs of the population that utilized it. Students have noticed this issue throughout the years and were actually the ones who triggered the process that resulted in a new campus center. In addition, many top-ranked universities across the country have been renovating their dated student union buildings over the last few years. In order to maintain our status as an innovative and world-class research university, USC is committed to establishing a facility that will foster common

experiences among all constituents of the university and meet the needs of today's and tomorrow's Trojan Family.

Although the Board of Trustees has dedicated the initial financial support to fund building construction, the University hopes to garner support from alumni, parents and friends of USC to provide additional resources. Numerous naming opportunities are currently available and provide a unique way to honor your family name or someone special in the center of campus. If you would like to support this project please contact USC Associates Executive Director Adam Bart at (213) 740-8722 or abart@usc.edu.

Thank you to all of the USC Associates who have already generously given to the Campus Center project!

Chairman Associate Dr. Verna B. Dauterive Pledges \$25M to USC

Verna B. Dauterive M.Ed., Ed.D. has pledged \$25 million to USC in memory of her late husband, Peter W. Dauterive, a 1949 graduate of the USC Marshall School of Business.

Born and raised in Louisiana, the Dauterives met as students in USC's Doheny Memorial Library and maintained lifelong ties to the university.

After serving in the U.S. Army during World War II, Peter enrolled at USC under the G.I. Bill. He later earned a master's degree in executive management from the University of Indiana and in 1973 became founding president and CEO of the Founders Savings & Loan Association.

Active in the Republican Party, President Reagan named him to the National Commission for Employment Policy.

At the same time, he stayed connected with USC, supporting the university's cancer center as well as its business and education schools.

Verna received her Bachelor of Science degree from Texas' Wiley College in 1943 and moved to California shortly after graduation. Within months, she landed a teaching job and embarked upon a 62-year career with the Los Angeles Unified School District. In 1982, she became principal of Franklin Avenue Elementary School – a job she held until her retirement in 2005.

While employed with the district, she earned her master's and doctoral degrees in education at USC, taking classes at night and on weekends. Her dissertation was a historical-legal study of integration in U.S. public schools – a subject she was encouraged to take up by D. Lloyd Nelson, one of her professors. She recalled. "He encouraged me to think about this as



Chairman Associate Dr. Verna B. Dauterive

a topic that would be important to the city, state, and country." Her dissertation has been widely used as a reference for law students.

Throughout the years, she maintained a close and active relationship with USC. In 1960-61, she was a founding member of the USC Rossier School of Education's first support group (EDUCARE), becoming its first woman president in 1974-75. She led the drive to create the school's first endowed faculty position, the Irving R. Melbo Chair in Education. She has been an adjunct professor and continues to be a life member of USC Rossier's Alumni and Support Association and a member of its board of councilors. She was one of a small group of alumni brought together by then-USC president John Hubbard in 1975 to form the nucleus of the USC Black Alumni Association. In 1985, she and Peter endowed the Dr. Verna B. Dauterive and Peter W. Dauterive Scholarship – the university's first scholarship for minority doctoral students in education.

She has served on the boards of the USC Associates and the USC Alumni Association and currently is a life member of Town & Gown as well as a Chairman level member of the USC Associates.

Giving Opportunities & Membership Upgrades

Your generosity has played a vital role in allowing USC to grow as an academic institution. If you would like to upgrade your membership or make a new gift and would like to find out about new giving opportunities please contact:

Executive Director
Adam Bart
(213) 740-8722 or
abart@usc.edu.

ACTIVE LEVELS:

CHAIRMAN

\$300,000 plus \$3,000 required annual gift.

PRESIDENTIAL

\$150,000 plus \$1,500 required annual gift

PROVOST

\$50,000 plus \$500 required annual gift

All gifts are payable within 5 years.

JUNIOR

\$2,500 Annually
(Ages 35 and younger)

Her passion for the University continues to this day and had this to say about her most recent gift, "It's an act that praises and thanks the university for its achievements and its dedication to diversity and global outreach. It's an opportunity to reach back and help those who follow and to leave a legacy for Peter, which will stand him in good stead in the years to come."

ASSOCIATES SPOTLIGHT

Mitchell & Deena Lew CHAIRMAN LEVEL

Meet Chairman Associates Deena and Mitchell Lew. Their story is similar to that of many in the Trojan Family. They are both alums with many fond memories of their years at USC... especially meeting each other at the College library in 1980. They also have a great love for the university and given generously to many USC schools and programs. Their latest gifts were directed to USC College, Asian Pacific Alumni Association, JEP (Joint Educational Project), the USC Annenberg School of Communication, the USC Keck School of Medicine and the USC Marshall School of Business. The Lews feel that each school and program has impressive leadership and offers the best education in their respective disciplines.

According to Mitchell, "We grew up in families that encouraged community service and giving back. We have been blessed in our lives and are grateful for the experience we had as USC students. By supporting schools and programs at USC, you not only make a difference in the lives of young students - but also have the opportunity to become involved as alumni." With this in mind, the Lews have impacted many students and programs as possible with their gifts and volunteer work. Mitchell says, "USC is a top private research university, but it still needs the support of our vast alumni network and friends to continue its mission of providing the best academic experience possible."

The Lews recently upgraded their membership from the Presidential level to the Chairman level. They did so for a number of reasons, "We have had a wonderful experience since joining the Associates in 2005. Adam, Leah and the staff do a remarkable job of helping us navigate through the various schools and organizations. They seem to know everyone on campus and always



Mitchell & Deena Lew

make us feel so special. They do their homework to match our interests with the needs within USC. We have met some truly remarkable people, attended unique events, and are inspired to become more involved each year."

The Lews choose to give through their USC Associates membership because: "the Associates staff has the best knowledge of the University, including all the individual schools and the right people to contact. They have the ability to obtain information about each school's initiatives, special programs, and areas of need. This ensures a very efficient process for a donor who wants information or a personalized meeting and tour without making numerous phone calls. We make our gift to the Associates office, and they coordinate each gift given to the respective school or program so there is no duplication of administrative work for us. They are the consummate concierges of the University. We have encouraged friends to attend University events and experience the excitement and energy going on at USC."

Every donor to the university has their own special reason for giving. Many have fond memories. Some bleed Cardinal and Gold and just love the Trojan Family. Others are impressed with USC's academic strength and want to help continue to build on it. Whatever the reason,

the USC Associates office is there to be a liaison for each of its members to the University to ensure the best experience possible.

If you would like more information on upgrading your USC Associates membership to the next level, please call (213) 740-8722.

Did you know?

Only 21% of USC applicants received admission to the 2008 Freshman class ... 35,809 applications for 2,600 places!

There are currently 2,538 members of the USC Associates

The Associates office is open 8:30 AM – 5:00 PM, Monday – Friday and available to help you with any USC related questions, requests and concerns. Just call (213) 740-8722.

Useful Links

USC Homepage
www.usc.edu

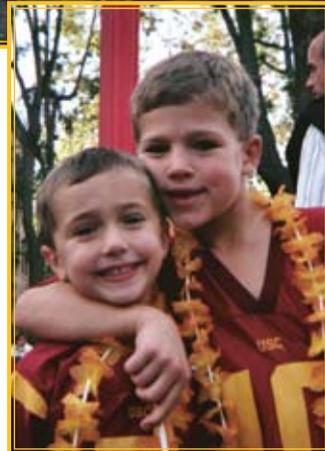
USC Associates
www.usc.edu/associates

USC Alumni Association
<http://alumni.usc.edu>

Share Your Thoughts

Do you have news you would like to share with the Associate's Office? Feedback on our newsletter or programs? Please let us know. (213) 740-8722 or USCAssociates@usc.edu.

THE TROJAN TRADITION CONTINUES



USC Associates 2008 Fall Home Game Football Picnics:

OHIO STATE @ USC

September 13th

Picnic: 2:00 PM - 5:00 PM

OREGON @ USC

October 4th

Picnic: 2:00 PM - 5:00 PM

ARIZONA STATE @ USC

October 11th

3 hrs prior to kick-off

WASHINGTON ST @ USC

November 1st

3 hrs prior to kick-off

CAL @ USC

November 8th

Picnic: 2:00 PM - 5:00 PM

NOTRE DAME @ USC

November 29th

Picnic: 2:00 PM - 5:00 PM

Come hit the road with us! Announcing Three Away Game Picnics:

USC @ VIRGINIA

August 30th

11:30 AM - 2:30 PM picnic,
3:30 PM kick-off (EST)

John Paul Jones Arena
UVA Campus

USC @ STANFORD

November 15th

12:00 PM - 3:00 PM picnic,
4:00 PM kick-off (PST)

Palo Alto Sheraton Hotel
(across from the stadium)

USC @ UCLA

December 6th

9:30 AM - 12:30 PM picnic,
1:30 PM kick-off (PST)

University Club
175 N. Oakland Ave., Pasadena

*(\$20/per person shuttle service to and
from the Rose Bowl available)*



All away game picnics are
\$85/per person

For reservations please call
(213) 740-8722

Please note: football game tickets are not included



2008

Premier USC Associates Football Picnic Sponsorship Opportunities Available!

The USC Associates office is offering sponsorship opportunities for each of the six home USC Associates pre-game picnics for the 2008 Football Season:

SOLD
Doctors of USC

OHIO STATE @ USC

September 13th

OREGON @ USC

October 4th

ARIZONA STATE @ USC

October 11th

Parents Weekend

WASHINGTON ST @ USC

November 1st

Homecoming

CAL @ USC

November 8th

SOLD
Saddleback Eye
Center

NOTRE DAME @ USC

November 29th

ON HOLD
until 08/01/08

Picnic Sponsor Benefits

ON-SITE PRESENCE: Sponsor tabling opportunity available for promotional distribution, guest interaction. Sponsor may provide co-branded giveaway (to be approved by USC Associates office in advance). Potential exposure: 1,300 attendees.

ON-SITE EXPOSURE: Two (2) Sponsor Thank You banners in Founders Park with sponsor logo. Potential exposure: 1,300 attendees.

WEB PRESENCE: Listed as sponsor on USC Associates web page (www.usc.edu/associates) for six months (July-January). Potential audience: 5,000+ unique visitors.

PICNIC PASSES: Sponsor provided with up to ten (10) Associates Picnic passes and five (5) parking campus passes on the day of sponsored picnic. Please note: football game tickets are not provided.

Interested In Sponsorship?

CONTACT:
Adam A Bart, Executive Director
USC Associates
PHONE: 213.740.8722 FAX: 213.740.9624
E-MAIL: USCAssociates@usc.edu

The USC Associates picnics have been a tradition at USC since its inception in 1959. The picnic celebrations are an established gathering that averages 1,300 members and guests of this elite group of university donors.

