“I was told when the President’s Office calls for help, the USC Associates deliver. That was right.” This sentiment, expressed by USC President Steven Sample, has been a truism for half a century. For 50 years, the USC Associates has created a legacy of support that continues to inspire the philanthropy of its current membership.

Since its inception in 1959, the USC Associates has played a vital role in advancing the mission of the university. The group has demonstrated an unparalleled commitment to support both the current academic achievements and the long range goals of the university. Through its commitment, the USC Associates has truly earned its stature as the University’s premier academic support group. Indeed, it is no exaggeration to say that the organization’s legacy of support has contributed significantly to USC’s status among the world’s leading private research universities.

The origins of the organization date back to the fall of 1959, when a new support group brought together “influential and representative” people — alumni and non-alumni alike — who contributed at least $1,000 annually to the University’s academic programs. The group was formally chartered in the spring of 1960 and named the USC Associates.

Deeply committed to its mission to advance knowledge in the professions, sciences, and humanities through financial support of academic programs, the USC Associates presented eight $1,000 checks in 1960 to professors voted the best instructors by graduating seniors. Today, these awards, now called the USC Associates Award for Creativity in Research and Scholarship and the USC Associates Award for Excellence in Teaching, continue to represent the highest honors the university can bestow upon its faculty members and total $30,000.

In 1982, the USC Associates launched its highly competitive student scholarship program to recognize students for exemplary leadership in academics and community service. Today, the USC Associates endowed student scholarship program has grown to provide more than $560,000 in annual scholarships. The most prestigious of these scholarships, the USC Associates Trustee Scholarship, awards the highest-ranking entering freshman with four years of full tuition.

The 1970s ushered in a range of fun social programs, including festive and popular tailgate parties before home football games. This idea was originally proposed by past USC Associates President Kennedy Galpin and his wife, Bobbie, as a powerful way for the USC Associates to recruit new members. Eventually these parties evolved into the perennially popular USC Associates football picnics, a tradition that continues to bring hundreds of members and their guests together before each game.

Throughout its 50-year history, the USC Associates has prided itself

former USC Associates President Kennedy Galpin and his wife, Bobbie, introduced the concept of pre-game football parties in the 1970s.

“To the Associates, I just want to say a word of congratulations. May your number increase and may your interest in this university be so expanded that the initials USC will be known not only through California and the United States but everywhere in the world...”

—President Dwight Eisenhower Quote from his 1963 address at the Associates Annual Dinner.
Dear Fellow Associates,

They say “time flies,” and as I reflect back on the past six years as President of the USC Board of Directors, I can attest that this is very true. Change was in the air throughout my tenure, and while change isn’t always easy, I’m proud of the great strides the Board has made in transforming the USC Associates program to ensure that it continues to be the premier academic support group of the University of Southern California.

It has been a great privilege and honor to serve as your president. These have been six wonderful years filled with rewarding experiences. I couldn’t be happier with the strong position of the Associates program as I turn over the reins to the very capable hands of my fellow USC Board of Trustees member, Jane Popovich. Jane is deeply committed to USC and will provide outstanding leadership in her new role as President.

I look forward to remaining an active Associates member at the Chairman level and seeing you at future events – such as our Annual Associates Day on Catalina Island on July 18. I am also eager to see many of you at the upcoming 50th Anniversary celebrations that are in the works for the 2009-2010 academic year. As always, you can find out more about these events and others at www.usc.edu/associates.

Fight On!
Joseph M. Boskovich
President, USC Associates

The university would like to thank Joe for his inspiring years of service as President of the USC Associates Board of Directors. During his term, the program:
• Refocused toward support for academic programs;
• Restructured membership levels and added the Chairman level;
• Increased members’ participation in a broad array of exciting university activities.

The generosity of the USC Associates Foundation benefits every Trojan pursuing their education at USC and the countless future Trojans who will follow.

A Final Message from Joe Boskovich

Jane Popovich

Jane Popovich named next President of the USCA Board

The Associates office is excited and honored to welcome USC alumna and Board of Trustee member Jane Popovich as the next President of the USC Associates Board of Directors. Jane is a Founding Presidential Associate and has served on the USC Board of Trustees since 1983.

A devoted Trojan, Jane has supported many important projects and programs at USC. Perhaps most demonstrably, she made a lead gift toward a major addition to the USC Marshall School of Business, Jane Hoffman and J. Kristoffer Popovich Hall. This building provided the Marshall School’s faculty and graduate students with 5,500 square feet of 21st-century instructional space.

“As the incoming President of the USC Associates Board of Directors, I thank Joe Boskovich for his outstanding efforts. I am truly excited by this opportunity to continue to build upon the Board’s wonderful work.”

Jane serves as the Chairman of Hoffman Associates and Owner of Flutter, a woman’s retail clothing store in Old Town Pasadena. Jane and her husband, Kris, reside in San Marino, CA, and have three grown daughters, Kimberly, Tricia and, Jennifer, and seven grandchildren.

Please join us in welcoming Jane to her new position!

Fight On!
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Fight On!
Joseph M. Boskovich
President, USC Associates
Many people dream of being able to live and work 500 feet from the ocean. For 26 fortunate USC employees, this dream is a reality. These select few live and work on Catalina Island, spending their days by the sea at the USC Wrigley Institute for Environmental Studies.

The USC Wrigley Institute serves as an umbrella organization for all marine and environmental programs at USC, and it offers a state-of-the-art research center and teaching facility for faculty and students from disciplines across the university. The Wrigley Institute exists due to the support and vision of the Wrigley Family, the many generous USC Associates who have generously supported the USC Wrigley Institute for Environmental Studies to form close relationships with each other and their professors throughout the semester, making for an unparalleled academic experience.

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Spring Musical
On April 5, Dean Madeline Puzo and the USC School of Theatre welcomed more than 275 USC Associates and their guests to an exclusive performance of the school’s Spring musical, Brigadoon. The student cast gave an enchanted performance of this delightful musical fantasy. Following the performance, Puzo invited the audience to a private reception in Associates Park, where they mingled with the cast and director, John Rubinstein.

USC/Norris Event
The afternoon of May 3 brought together design, entertainment and research at the La Cañada Flintridge estate of Founding Presidential Associates, Paul and Beverly Toffel. Guests enjoyed private tours of the Toffel home, which was featured as the 2008 Pasadena Showcase House of Design. They also enjoyed a performance featuring Joe Piscopo and the Jazz All Stars and a presentation by Dr. Uttam K. Sinha of the Keck School of Medicine of USC’s department of otolaryngology on his cancer research. This event was offered to select USC Associates in the San Gabriel Valley area thanks to the USC Associate’s partnership with the USC/Norris Comprehensive Cancer Center.

Chairman’s Dinner
USC Associate’s Annual Chairman’s Dinner was held on June 2 at the home of Edward Roski – Chairman of the USC Board of Trustees – and his wife, Gayle. The intimate group enjoyed an elegant dinner and conversation in the Roskis’ garden, followed by remarks from Ed that provided an insider’s perspective on USC’s exciting plans for the future.

Welcome new USC Associates!

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<thead>
<tr>
<th>CHAIRMAN</th>
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<tr>
<td>Karen Cortney*</td>
<td>Chester Chang</td>
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<td>Tom Hoberman*</td>
<td>Bill Cockrell*</td>
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*Upgraded membership

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

MEMBERSHIP 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
- **JUNIOR:** $2,500 annual gift (Ages 35 and younger)

All gifts are payable within 5 years.

Member Information Update Reminder
Don’t forget to return your member update form so you are properly recognized on the renovated Associates Donor Wall. Lost the form? Please call our office at (213) 740-8722.

Upcoming Events

**USC Associates Day on Catalina**
**July 18, 2009**
USC Associates and family members are invited to enjoy a facility tour, snorkeling, a barbecue dinner, and more at the USC Wrigley Institute for Environmental Studies.
2008
The USC Associates Office invites you to two Away Game Picnics in 2008

USC @ STANFORD
SATURDAY, NOVEMBER 15
$85/person
Location: Stanford Campus
Picnic Time: 12:30p.m. – 3:30p.m. (kick‐off at 4:00p.m. Eastern)

USC @ UCLA
SATURDAY, DECEMBER 06
$85/person
Location: Rose Bowl
Picnic Time: 10:00p.m. – 1:00p.m. (kick‐off at 1:30p.m. Pacific)

Seating is limited at Away Game Picnics and we anticipate a quick sell‐out. We encourage you to call the USC Associates office at (213) 740‐8722 to secure your reservation now!

PLEASE NOTE THAT FOOTBALL GAME TICKETS ARE NOT INCLUDED.

SAN JOSE STATE @ USC
September 5
Season Opener

WASHINGTON ST. @ USC
September 26

OREGON @ USC
October 24
Parents Weekend

STANFORD @ USC
November 14
Homecoming

ARIZONA @ USC
December 5

SOLD
USC Alumni Association

SOLD
KTN Enterprises

SOLD
Trader Joe’s

USC Associates Picnic Sponsor Benefits

PHILANTHROPIC OPPORTUNITY: Situated in the heart of campus, the USC Associate picnics attract some of the most committed and enthusiastic university supporters. If you too wish to demonstrate your support for the university, consider reconnecting your organization or family through this great opportunity that includes the added benefit of your generous contribution being tax deductible.

ON-SITE EXPOSURE: In addition to the altruistic reward, there will be two Sponsor Thank You banners in Founders Park with the sponsor’s logo over each bar. A sponsor table is available for promotional distribution, guest interaction and/or name capture. The sponsor may provide a co‐branded giveaway (to be approved by USC Associates office in advance). Potential exposure: 1,400 attendees.

WEB PRESENCE: The sponsor will be listed on the USC Associates web page (www.usc.edu/Associates) for six months (July-January) Potential audience: 5,000+ unique visitors.

PICNIC PASSES: The sponsor will be provided with up to ten Associates Picnic passes and five campus parking passes on the day of the sponsored picnic. PLEASE NOTE: football game tickets are NOT provided.

Interested In Sponsorship?

The USC Associates picnics have been a tradition at USC for more than 30 years. The picnic celebrations are an established gathering that average 1,400 members and guests of this elite group of university donors. USC Associates picnic sponsors enjoy unique access to a targeted, demographically desirable, affluent audience with high purchasing power and demonstrated affinity to USC.

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