



USC

Associates
CIRCLE

WINTER NEWSLETTER 2009

A Message from Joe Boskovich

The fall season is one I always look forward to. Not just because of Trojan football, but because of our wonderful USC Associates picnics as well. The USC Associates Pre-Game Football Picnics have been a long-standing tradition and are definitely known as "the place to be" on game-day Saturdays. We show our pride by coming out in numbers, averaging nearly 1,300 attendees per game. The 2008 Season was no exception, and it was great to see the many Associates who came to celebrate with friends and family at the six home game picnics and three away game picnics in Virginia, Palo Alto and Pasadena.

I want to extend an extra thank you to our 2008 Picnic Sponsors – the Doctors of USC, The Ronald Tutor Campus Center and USC Office of Student Affairs, Dr. Manger of the Saddleback Eye Center and Steve Acosta of Steven Acosta & Co. Their support helped the Associates Office off-set the ever-rising event costs to produce the picnics without having to raise individual ticket and season pass prices. Please be sure to support our sponsors whenever you can or send referrals their way!

The USC Associates Office and its Board of Directors hopes that you, your family and friends all had a memorable season. We look forward to a great 2009 and hope to see many of you at our Spring events and the Annual Associates Day on Catalina Island on July 18, 2009.

Fight On!

Joseph M. Boskovich
President, USC Associates

The USC Associates - Making a Difference

Beginning in July 2006, a required annual gift to the USC Associates office was implemented for new and upgrading USC Associates members at the Provost, Presidential and Chairman levels. These gifts have made it possible for the USC Associates to significantly expand its academic awards program. The USC Associates now awards \$560,000 in student scholarships and \$30,000 in faculty awards each year. Specifically, over the last two years the USC Associates has been able to:

- Increase the award amount of USC Associates student scholarships from \$1,000 and \$5,000 per award to \$10,000+ per award
- Continue to grant one 4-year, full tuition USC Associates Trustee Scholarship to the highest ranking entering freshman.

In addition to supporting USC students, the USC Associates has been able to increase the award amount of the four USC Associate faculty awards from \$5,000 to \$7,500 and potentially to \$10,000 per award after the 2010-2011 fiscal year.

The USC Associates Award for Excellence in Teaching recognizes the career achievements of outstanding full-time tenure track and non-tenure track faculty with a proven track record as exceptional teachers with a positive, inspiring, and long-lasting effect on students and their learning, along with extraordinary, unique, or pioneering contributions to excellence in teaching.

The 2008 award recipients were:

Todd Boyd

*Professor of Critical Studies
Katherine and Frank Price Chair for the Study
of Race and Popular Culture
USC School of Cinematic Arts*

Craig Stanford

*Professor of Anthropology and Biological Sciences
Co-Director, Jane Goodall Research Center
USC College of Letters, Arts and Sciences*

The USC Associates Award for Creativity in Research and Scholarship honors distinguished intellectual and artistic achievement that has resulted in a significant impact on a discipline, at the interface of disciplines, or in the creation of viable new areas of scholarly activity.

The 2008 award recipients were:

Nicos A. Petasis

*Harold E. and Lillian M. Moulton Chair and
Professor of Chemistry
USC College of Letters, Arts and Sciences*

Nicholas P. Warner

*Professor of Physics and Astronomy, and
Mathematics
USC College of Letters, Arts and Sciences*

Support for these USC faculty awards has been a tradition since the group's founding — recognizing outstanding teachers as "the heart of a university and the essential element of our future greatness." The USC Associates faculty awards are the highest honors the university bestows upon its faculty and are conferred at the Academic Honors Convocation each spring.

Thank you to all the USC Associates legacy donors for building the large endowments for the USC Associates student and faculty awards and thank you to our new members for helping the USC Associates expand our award program.

A letter of thanks from Senior Dallas Woodburn – USC Associates Trustee Scholarship recipient.



Dear USC Associates,

Forging a career as an author – and affecting positive change in individuals with my words – is my lifelong dream. As a Creative Writing major, I am also taking advantage of USC's unique Renaissance Scholar program by minoring in Entrepreneurship, as I aspire to one day start my own publishing company, with a special aim of giving opportunities to young, breakthrough writers.

However, more than my personal career goals, the best part of being a USC Associates Trustee Scholar and a member

of the "Trojan Family" is having the ability to expand my volunteer endeavors to brighten more lives. Eight years ago, I created my "Write On!" foundation and website (www.zest.net/writeon) with the goal of encouraging other youths to find joy and self-confidence through reading and writing. I use a portion of the proceeds of my two books to fund my volunteer efforts, such as holding writing contests with gift certificates to bookstores as prizes. Perhaps most dear to me is my annual Holiday Book Drive with the motto: "Toys get broken, but books last a lifetime." In the past seven years I have collected and distributed more than 9,000 new books to underprivileged kids who might not otherwise receive anything for Christmas. I have also created a Write On Scholarship Fund to send deserving young writers to the Young Writers Program at the prestigious Santa Barbara Writers Conference, and also to the Summer Seminars Program at USC. Last summer I was able to award scholarships to two young people – one, a young girl from a single-parent household, told me she never could have afforded to attend otherwise.

At USC I have learned so much, both inside the classroom and out of it. As a member of various extracurricular student organizations, I raised money to send inner-city kids to Troy Camp, became good friends with a mentally-challenged high school student named Ronald through the "Best Buddies" program, and taught anthropology to a class of seventh-graders through USC's "Joint Educational Project." I pushed past my "comfort zone" by taking classes at Cambridge University in England as part of the International Summer Schools program, and by studying abroad for an entire semester at the University of East Anglia in Norwich, England.

I have heard it said that "to those who are given much, much is expected." USC has already given me much, and I hope to pay back the university – and you, the USC Associates too – by continuing to "pay forward" through my volunteer endeavors. Your scholarship is an incredible honor and has greatly helped me focus on these community endeavors rather than on my tuition expenses. Your generosity and kindness are further evidence of why USC and the Trojan Family are truly second to none.

Fight On!

Dallas Woodburn

Thank you to
our 2008 Picnic
Sponsors!

The
Doctors
of USC
800-USC-Cares

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Center

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& CO.



2009 Picnic Sponsorships are now available. Please contact Jennifer Barberie for more information at (213) 740-8722.

ASSOCIATE SPOTLIGHT

Steven and Sylvia Ré PROVOST LEVEL

We would like to introduce you to Provost member Steven Ré '75, and his wife Sylvia '78 – USC Thornton School of Music. They have three sons— Anthony, Matthew '05, Trevor '07 and MA '08. Steve is president of Quality Growth Management, Inc. Sylvia is a freelance harpist, who primarily plays with the Los Angeles Philharmonic and is also on faculty at UCSD. This busy family loves USC and shared with us a little bit about how they deepened their relationship with the USC Associates.

Since their days as students, Steve and Sylvia have always felt very strong ties to the Trojan Family. When two of their three sons applied to USC, both were awarded very generous merit-based scholarships from the USC Associates. According to Steve, "these scholarships definitely influenced their decision to attend USC, and we wanted to learn more about this group." The Rés attended a few USC events and decided to join the USC Associates at the Dean's level with a leadership gift to the USC Wrigley Institute for Environmental Studies. Upon finishing their Dean level commitment Steve and Sylvia decided to upgrade to the Provost level after learning about a naming opportunity in the Ronald Tutor Campus Center. Their gift will specifically benefit the Epstein Family Alumni Center. The Rés plan to upgrade again to the Presidential level because they have so many areas that they would like to support including the USC Marching Band and the USC Alumni Association. They want their pledges to support outstanding programs that make USC so special for both its students and alumni. Steve and Syl-



Steven and Sylvia Ré

via give through the USC Associates because they feel it's a great way to make and meet friends while supporting diverse programs. They have enjoyed the variety of USC Associates events and have found themselves stimulated and enlightened.

Steve and Sylvia also encourage their personal circle of friends to join the Associates by entertaining them at the pre-game picnics. Steve says, "It is a great way to entertain our Trojan friends, bring them back to campus, and encourage them to support USC."

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

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

All gifts are payable within 5 years.

JUNIOR

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

Welcome new USC Associates!

CHAIRMAN

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

Wellen Sham
Doug Woodard

PRESIDENTIAL

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

Gary Darnell
Karen Cortney*
Preetish Nijhawan
Peter Trelenberg
Anthony (Tony) Turchi

PROVOST

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

Bryan Brandes
Ron Lash
Kevin Linkus
Keith Matsutsuyu
Harland Thompson
Stephen Wheeler

**Upgraded membership*

Eli and Edythe Broad CIRM Center For Regenerative Medicine and Stem Cell Research at USC

On September 3, 2008, USC broke ground on a cutting-edge stem cell center on the Health Sciences Campus - The Eli and Edythe Broad Center for Regenerative Medicine and Stem Cell Research. The new building will enable the Center to serve as a regional hub for collaborative work in this field of research. In conjunction with the new center, USC spearheaded the formation of the Southern California Stem Cell Scientific Collaboration, which also includes Childrens Hospital Los Angeles, the California Institute of Technology, City of Hope, the University of California, Santa Barbara, and the House Ear Institute. An entire floor of the new building will be dedicated to collaboration. USC is the first of 12 institutions funded by the California Institute for Regenerative Medicine (CIRM) to break ground formally on a facility wholly dedicated to stem cell research. The Broad CIRM Center is part of the university's strategy to take stem cell research developed at USC (and its collaborative partners' laboratories) and integrate it directly into key areas of clinical strength at the Keck School of Medicine of USC. These areas include ophthalmology, liver disease, diabetes, cardiovascular medicine, oncology, and hematology.

The \$80 million Center is the product of an innovative public-private partnership between voter-created CIRM, the Keck School of Medicine of USC, and the Eli and Edythe Broad Foundation - a Los Angeles-based national philanthropy focused on advancing entrepreneurship for the public good in education, science, and the arts.

Once completed, the 80,000 square-foot, five-story Broad CIRM Center will house basic and clinical researchers working collaboratively on stem cell research in three categories: basic and discovery stem cell research, preclinical research and preclinical development, and clinical research.

The Keck School of Medicine established itself as a leading site for stem cell innovation with the 2006 recruitment of Center Director Dr. Martin Pera, PhD., an internationally recognized pioneer in the development of embryonic stem cells. "The center will provide researchers with outstanding space and facilities for state-of-the-art research aimed at the treatment of a vast spectrum of diseases," Pera said. "The potential applications for stem cell research and regenerative medicine are breathtaking. This new building will enable USC researchers and their colleagues to convert exciting fundamental discoveries into



new therapies."

USC's stem cell scientists already are making great strides toward breakthroughs in areas of cardiology, liver disease, neurology, cancer and ophthalmology. Researchers are:

- Understanding the signals that drive the formation of specialized tissues in embryonic development and how these signals regulate tissue repair by stem cells in the adult.
- Working to identify cells capable of reversing damage from devastating eye diseases such as macular degeneration, cardiovascular disease and liver disease.
- Developing new drugs to accelerate tissue repair or stop cancer stem cells from growing.
- Investigating the possibility of making stem cell lines from endogenous adult tissue that have all the capabilities of embryonic stem cells.

"We are thankful to Eli and Edythe Broad for their vision and generosity, which paved the way for this extraordinary facility," Dean Carmen Puliafito said. "The facility will be a vital addition to our campus, creating the space for research that holds great promise for advances in patient care."

Naming opportunities in the Center are available to honor groups or individuals. If you would like more information, please contact USC Associates Executive Director Adam Bart at (213) 740-8722 or uscassociates@usc.edu.

Thank you to all of the USC Associates who have already generously given to the Eli and Edythe Broad Center for Regenerative Medicine and Stem Cell Research!