Renaissance Man!

Dr. Steven Sample began as USC’s 10th president ready to listen. He found bright students, loyal staff, gifted administrators, talented faculty, and a Board of Trustees who had the university’s best interests at heart. Most importantly, Kathryn and he realized early on that they were fortunate to be part of an institution where the word family had real meaning, where a sense of belonging and strong lifelong bonds were a reality. What he found, in short, was an institution that had extraordinary potential – an institution that was poised for a great leap forward.

It is an understatement to say that Dr. Sample’s presidency has been transformational. It is second in duration only to Dr. Rufus von KleinSmid and second-to-none in the scope of change. Building on USC’s historic strength in combining the liberal arts with professional training, he spearheaded the institution’s evolution from a commuter school to a vibrant residential university in the heart of one of the world’s largest and most exciting cities. Today, USC offers more than 150 undergraduate majors and some 150 academic and professional minors – the broadest selection of any U.S. university. With over 36,000 undergraduate applicants last year it is obvious President Sample’s vision has been realized.

The past 19 years have seen the construction of new buildings such as the International Residential College at Parkside, Leavey Library, McCarthy Quad, the Galen Center, the USC School of Cinematic Arts complex, and the Ronald Tutor Campus Center to name just a few. In addition, academic programs have been infused with new vitality and direction. A few such endeavors include the Dornsife Imaging Center/Brain and Creativity Institute, the Wrigley Institute for Environmental Studies, the Robert Zemeckis Center for Digital Arts, the Stevens Institute for Innovation, the Zilkha Neurogenetic Institute, and the Alfred E. Mann Institute for Biomedical Engineering. However, Dr. Sample’s greatest contribution and the program most dear to his heart is the Steven and Kathryn Sample Renaissance Scholars Endowment.

Dr. Sample created the USC Renaissance Scholars Program to encourage undergraduates to become broad and versatile thinkers. He tells the story of a young woman, a freshman with an outstanding high school record – nearly perfect SAT scores, president of her class, active in her community, an athlete and musician. She applied to 12 distinguished universities, including

Sample by the Numbers

<table>
<thead>
<tr>
<th>1. Number of Applicants</th>
<th>1991</th>
<th>36,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>2. Admission Rate for All Students</td>
<td>70%</td>
<td>24%</td>
</tr>
<tr>
<td>3. National Merit Scholars in Freshman Class</td>
<td>33</td>
<td>232</td>
</tr>
<tr>
<td>4. Endowment Pool Market Value</td>
<td>$450 million</td>
<td>$3.58 billion*</td>
</tr>
<tr>
<td>5. Undergraduate Financial Aid</td>
<td>$37.3 million</td>
<td>$180 million</td>
</tr>
<tr>
<td>6. Annual Giving by Alumni</td>
<td>13%</td>
<td>46%</td>
</tr>
</tbody>
</table>

*Peak value October 2007
A Message from Jane Popovich

Wow, what a year it’s been! The 50th Anniversary of the USC Associates was a wonderful time to begin my tenure as President. In addition to celebrating 50 years of Associates’ accomplishments, there were also many exciting things happening around USC.

In May, I was privileged to attend the 127th commencement ceremony. I was inspired when President Sample said, “In the final analysis, what determines a person’s ultimate success is not so much his professional abilities or political brilliance as it is his character.” What a wonderful message to share with our graduates and their families.

While on campus, I got a chance to see that construction of the new Ronald Tutor Campus Center nears completion. While staff, faculty, and students will be moving into their new offices during the summer break, the building will formally open on August 26 and the USC Associates will be given a sneak peek tour on August 3.

USC’s next President has been announced, and I look forward to working with president-elect C. L. Max Nikias as he starts his term this August. His selection as USC’s 11th president absolutely thrilled me. Among the many outstanding candidates, he was my personal favorite. As provost, he has already demonstrated his outstanding leadership skills, and I am confident that he will continue to guide USC’s dramatic rise amid the world’s top institutions.

Finally, our 50th anniversary celebration at Vibiana was an evening I will never forget, and I enjoyed seeing so many of you there. I wish each and every one of you a relaxing summer and look forward to seeing you at our Associates football picnics in the fall.

Jane Popovich
President, USC Associates

Renaissance Man! (cont.)

USC, and was accepted to them all. But none of them except USC could offer her the opportunity to simultaneously pursue pre-med and cello performance coursework. He finishes the story with a grin, “And lo and behold, she ended up at USC.” Dr. Sample shared in his last address to the faculty, “Of all of USC’s initiatives during my tenure as president, I’m proudest of the Renaissance Scholars program and our emphasis on depth with breadth.” To date, 119 Renaissance Scholar Prizes of $10,000 have been awarded to graduating seniors.

For both Dr. and Mrs. Sample the presidency of USC has been more than just a job – it has been a calling, an all-consuming passion to move USC ahead farther and faster than any other university in the United States. Kathryn and he look forward to continuing their efforts to advance USC and we are delighted that they will remain fellow Trojans and Associate members in the years ahead.

Giving Opportunities & Membership Upgrades

Your generosity has played a vital role in allowing USC to grow as a leading 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.

We invite you to a special sneak peek tour of the Ronald Tutor Campus Center

Tuesday, August 3
10:00 am

Reservations are limited. Please respond by July 28 to the USC Associates Office at (213) 740-8722 or uscassociates@usc.edu

Welcome New & Upgraded Associates!

CHAIRMAN
Michael Adler*
Joseph Carroll*
Lisa Goldman
Richard Heller*
Herman Ostrow
W. Carlton Spencer

PRESIDENTIAL
Dean Cash
Myra Gabbay

PROVOST
Milton Daily
William DeWitt
William Elkus
Hilary Feybush
Sean Feybush
Robert Frerichs
Kathie Johnson
Jon Lash
Scott Lee
Martin Lichtmann

Kevin McCarthy
James Mellert
William Moffitt
Carol Mollett
Chester Newland
Jared Murayama*
Richard Smith
Barbara Springfield
Robert Stemler

As of 6.28.10
*Upgraded members
Having a positive impact on society has always been a passion for Clare Doody. She knew that meaningful community service opportunities were a top priority as she considered her college options.

USC’s strong commitment to community involvement and its broad array of service opportunities were key elements in her decision. “USC’s admissions staff and the staff and faculty of the School of Policy, Planning, and Development were awesome. The personal attention I received was really influential in my decision process,” notes this outstanding student.

Her final decision to attend USC was made that much easier when she was awarded the honor of being the Class of 2010’s USC Associates Trustee Scholar, which came with full tuition for all four years. “It meant that I’d bear no financial burden from undergraduate education, and I was only limited by my abilities – by what I could do in the classroom and not outside constraints. This was a tremendous honor and tremendous opportunity for which I am so grateful.”

The Associates Trustee Scholarship has had an important impact on Clare’s education. This support made her dream of attending USC and earning a bachelor’s degree in American Studies a reality. Clare is very thankful for the financial assistance she’s received from the Associates. “It has given me the motivation to give back and excel in my studies,” she says. “I was never limited. The support was a great gift and has allowed me to make the most out of my college experience. I am fortunate to be a Trojan!” Clare plans to apply what she has learned at USC to excel in law school, while she continues to make a positive impact on the world through her community service.

Clare Doody graduated with honors on May 14, 2010

In the 2009-2010 academic year, the USC Associates awarded over $560,000 in merit-based scholarships to deserving students across all schools and disciplines. Thank you to all our yearly gift Associates members for renewing your memberships and to all the legacy members for your past gifts and additional support directed to the USC Associates scholarship endowment fund.
The Herman Ostrow School of Dentistry: Something to Smile About

For more than 112 years, the Herman Ostrow School of Dentistry has influenced what is thought, taught, and practiced in dental education. In recognition of the extraordinary strides made by his alma mater, Dr. Herman Ostrow ('45) chose to forever link his name with the school with a gift of $35 million – the largest known gift made to a dental school by an individual. With his truly remarkable gift, Dr. Ostrow has ensured that the school will continue its long-standing leadership in dental education, research, and community service for many generations to come.

Dr. Ostrow's generosity, which builds on a legacy of excellence, is a wise investment which will further his namesake for decades to come. Founded in 1897, the Ostrow School of Dentistry of USC opened with 20 students in a single room of the medical school. Through the years, the school grew with the City of Angels, as did its reputation as a leader in dental education. The community dentistry department opened in 1966, followed by the creation of the nation’s first craniofacial biology program in 1970. Aiming to be the best in the field, the Ostrow School of Dentistry of USC has grown to become one of the world’s foremost institutions for oral health care education and research. Today, the Ostrow School proudly claims more than 10,000 active alumni – outstanding health professionals who serve their communities in private practice, education, and research on every continent.

Students at the Ostrow School receive cutting-edge training in health promotion, risk assessment and disease prevention, diagnostics, treatments and therapeutics. In addition, the school affords its students a wide array of opportunities to maximize the depth and breadth of their professional training through research opportunities. More importantly, alumni are so committed to the Ostrow School and their profession that they often return as volunteer clinical faculty members.

The Ostrow School is particularly known for the quality and depth of its clinical research. For example, the school’s multidisciplinary Center for Craniofacial Molecular Biology claims numerous advances in understanding the root causes of cleft lip and palate deformities. Researchers at the center are studying issues of dental disease and craniofacial abnormalities at the genetic level and realizing the promise of stem cell technology to grow teeth in the laboratory. Other researchers at the school are investigating the importance of good oral health in combating heart disease, and the linkages between head and neck anomalies with sleep apnea. More importantly, because the school’s researchers frequently provide direct patient care in the campus clinics, their scientific breakthroughs are quickly translated from the laboratory to the exam room.

In addition, the school addresses the needs of the local community by giving back. In 1969, the school established its first extramural community health project in South Central Los Angeles. Today, the school’s Office of Community Health Programs operates 14 low-cost community healthcare clinics in Southern California. From 2000 to 2007 alone, the school’s faculty and students have provided care to more than 405,000 children and adults through its community outreach efforts.

Thank you again to all of the USC Associates who have already generously given to the Herman Ostrow School of Dentistry of USC!
With a passion for both dentistry and giving back to her alma mater, Dr. Vivian Chui ('86) has been a Presidential Associate for over 16 years. She began her membership to demonstrate her gratitude for her USC education and her desire to make a positive difference in the world.

Dr. Chui gives to the Herman Ostrow School of Dentistry of USC through the USC Associates program to leverage the impact she can make through her self-described “meager” contributions. She is proud to count herself a member of the Associates and says that, “the Associates helped to foster my sense of belonging to the Trojan Family. After attending many different activities over the years, I’ve grown better informed and therefore more connected to the entire university community.”

Dr. Chui enjoys visiting Catalina Island, attending theatre productions, concerts, and football picnics with her husband and two sons. Participation in these happy occasions has led to new USC friends and the discovery of the many benefits of spending time with her fellow Trojans. Although she has many fond memories as an alumna and Associate, one of her fondest memories is watching a sunset in Venice with her husband and another alumni couple during a USC cruise. Dr. Chui encourages every Trojan to join the Associates because of the exceptional experiences she and her family have had and because “it simply is the best way to say thank you for our education and make a difference in a most meaningful way.”

The USC Associates would like to thank Dr. Chui for her unwavering support through the years and for the friendship she shares with the Trojan Family.
The USC Associates Celebrate 50 Years

The yearlong commemoration of the USC Associates’ 50th Anniversary continued on February 27 with a gala at the prestigious Vibiana, the former Archdiocese cathedral, in downtown Los Angeles. With more than 300 Associates in attendance, the evening was an excellent opportunity to celebrate the accomplishments of USC’s premier academic support group.

The festivities began with hors d’oeuvres and cocktails in the foyer of Vibiana, giving everyone the opportunity to catch up with their fellow Trojans. Dinner and conversations followed in the beautifully appointed main hall, accompanied by the musical talents of USC Thornton School of Music students. Master of ceremonies, KTLA-TV morning and news anchor, Frank Buckley ('87) guided the evening along in an entertaining manner. In her remarks, USC Trustee and Associates President Jane Popovich expressed her personal gratitude for the thoughtfulness of all the Associate members and their generous gifts, which collectively have totaled over $1 billion over the past 50 years.

USC President Steven B. Sample also spoke and inspired all who attended the glamorous event. Sample emphasized that whatever the task, he has known since beginning his term that he could turn to the Associates to get the job done.

Another highlight of the evening was the gracious speech delivered by USC Associate Trustee Scholarship recipient Dallas Woodburn ('09). She spoke of the accomplishments she has achieved due to the generosity of the Associates and the support they provide for USC students. Woodburn’s success is a prime example of the Associates’ ability to assist students in the pursuit of academic excellence.

This terrific event was a great way to show appreciation for our Associate members and their unwavering support of the program over the past 50 years.
**Chairmans’ Dinner**

USC Associates Trustee and President Jane Popovich, and her husband, Kris, hosted the USC Associates Annual Chairmans’ Dinner at their home on May 18. The influential group enjoyed an elegant evening with dinner and great conversation at the Popovics’ home. President-Elect C. L. Max Nikias and his wife, Niki, attended as special guests of the Associates office. The event also included an insightful glance into the future plans of USC from USC Chairman of the Board Ed Roski.

**Into the Woods**

It was an enchanting afternoon on April 11 as Dean Madeline Puzo and the USC School of Theatre welcomed more than 200 USC Associates and their guests to an exclusive performance of Stephen Sondheim’s musical, *Into the Woods*. The fairy tale was performed in high fashion by the student cast and was enjoyed by all. After the show, Associates and their guests were invited by Dean Puzo to interact with director John Rubinstein and the cast of the show at the post performance reception.

**Presidential and Provost Luncheon**

On June 8, a special lunch was held for Presidential and Provost yearly gift members at Town & Gown. The afternoon was highlighted with an energizing presentation given by Vice President for Academic Planning & Budget Elizabeth (Beth) Garrett about the incoming freshman class and undergraduate academic affairs at USC. The event was a great opportunity for members to learn more about the caliber of today’s USC student.
GET READY to FIGHT ON in 2010 with the USC A Associates

FOOTBALL PICNICS 2010

SEPTEMBER 11
Virginia at USC
Picnic 4:30 pm - 7:30 pm
Kick-off 7:30 pm

OCTOBER 16
Cal at USC
Picnic 9:30 am - 12:30 pm
Kick-off 12:30 pm

NOVEMBER 6
Arizona State at USC
Picnic 4:30 pm - 7:30 pm
Kick-off 7:30 pm

OCTOBER 2
Washington at USC Parents Weekend
Picnic 2:00 pm - 5:00 pm
Kick-off 5:00 pm

OCTOBER 30
Oregon at USC Homecoming
Picnic 2:00 pm - 5:00 pm
Kick-off 5:00 pm

NOVEMBER 27
Notre Dame at USC
Picnic 2:00 pm - 5:00 pm
Kick-off 5:00 pm

COME HIT THE ROAD WITH US!

SEPTEMBER 2
USC at Hawai’i
12:00 pm - 3:00 pm
Royal Hawaiian Hotel
WAIKIKI

SEPTEMBER 18
USC at Minnesota
10:30 am - 1:30 pm
Radisson University Hotel MINNEAPOLIS

OCTOBER 9
USC at Stanford
1:00 pm - 4:00 pm
Frances C. Arrillaga Alumni Center
STANFORD

DECEMBER 4
USC at UCLA
Picnic is 4 hours prior to kick-off
Annandale Golf Club
PASADENA

TO MAKE YOUR RESERVATIONS please visit www.usc.edu/uscap or call (213) 740-1744.