50 Years: How Far We’ve Come

Times were changing in 1959 both at USC and the world at large. Texas Instruments introduced the first microchip, IBM marketed the first business computer, a passenger jet-liner crossed the Atlantic Ocean on the first non-stop flight, and America joined the Soviets in the “space race.” And like the rest of the world, profound change took place here at USC, for it was in 1959 that the USC Associates was founded.

In 1959, it is fair to say that USC had a good but uneven academic reputation. However, today USC ranks among the top one percent of all colleges and universities in the world. In a nationwide survey of college applicants conducted by the Princeton Review, USC was named one of 10 leading “dream colleges.”

In 1959, the USC Associates was founded with a handful of members. Today, the Associates count more than 2,500 members and growing. In fact for the past two years, even during the recent economic downturn, the USC Associates have maintained an average of two additional new members per month. This speaks volumes about the dedication our members have to continuing academic excellence at USC.

And as the USC Associates celebrates its 50th Anniversary, it is clear that its members are among the most dedicated of the Trojan Family. Members are not content to rest upon their past achievements. Instead they continue to support the never-ending task of maintaining USC’s status as one of the most respected private research universities in the world. The Associates are a leading force in the transformation of USC’s two campuses through the largest capital construction program in USC history, exemplified by the new Ronald Tutor Campus Center and the International Plaza. They also continue to answer USC’s fiscal needs through their support for student scholarships and faculty research.

Over the past 50 years, as the premier academic support group, the USC Associates have a long list of impressive accomplishments, but it is the extraordinary sum of their collective contributions that is most notable. Thanks to the unwavering combined generosity of the Associates, contributions total more than $1 billion, allowing USC to progress further and faster than any other university in the world.

Thank you USC Associates and Happy 50th Anniversary!
It is a privilege to begin my service as the new President of the USC Associates Board of Directors. Supporting and enhancing the USC community has always played an important role in my life. My husband, Kris, also had the honor of serving on the Associates Board in this same role and continues his unwavering support for the university. In a way, things have come full circle for us.

This year will provide many great opportunities for the USC Associates as we celebrate our 50th anniversary. Since 1959, we have played an important role in furthering academic excellence and helping to advance the mission of the university. It is my goal to add at least 50 new or upgraded Associate members to commemorate our 50th Anniversary. I strongly encourage all members to assist in this effort as we help USC continue its strong stance as a world-class institution.

I want to again express my gratitude for our outgoing USCA Board of Directors President, Joe Boskovich, for all that he has accomplished in the past six years. Joe has helped the Board make great progress in ensuring that the Associates program maintains its position as the premier academic support group of the University of Southern California. I would also like to thank all of our football picnic sponsors for their generous support. They are key players in helping to make our picnics memorable and in energizing all of us for the thrill of Trojan football.

As I glance back at the past and look to the future, I am excited about the direction in which the USC Associates is headed. I welcome our new board members and look forward to working with all of you to ensure the success of USC for the next 50 years and beyond.

Fight On!
Jane Popovich
President, USC Associates

Marguerite Antonioli
USC Associates Trustee Scholarship Recipient

During her junior year at Xavier College Preparatory High School in Phoenix, Arizona, Marguerite Antonioli began searching for the best universities across the nation. The list of potential colleges she researched was long. Helping with the journey was her uncle, an avid USC supporter who strongly suggested that she tour SC. After her visit to the University Park Campus, her list was down to one. She instantly fell in love with the atmosphere and the sense of community that permeated the campus. She admired the strong bond between all members of the Trojan Family – students, faculty, alumni, and friends – and she wanted to be a part of that family.

The USC Associates Trustee Scholarship made her desire a reality. “Without this support, my goal of studying at SC would have been much more difficult to achieve. The scholarship has opened up a world of opportunities and allowed me to become a part of the Trojan Family. I am very grateful for the generosity.”

Marguerite plans to double major in communications and art history while at SC. She has chosen these disciplines because of their impact in the areas of art, culture, and entertainment. While studying here at USC, she hopes to gain an enhanced perspective of the world while contributing her talents to the USC community and beyond.
President Steven B. Sample to retire in August

On November 2, 2009, Steven B. Sample announced plans to step down from his position as USC’s 10th president after 19 years of spectacular achievements. Following a year-long sabbatical, he plans to return to teaching and research as a faculty member at the USC Viterbi School of Engineering. Under the guidance and skilled hands of Chairman Edward Roski, the USC Board of Trustees is conducting a national search for his successor, a leader who will continue USC’s ambition to set the standard for a research university in the 21st century.

The USC Associates would like to thank President Sample for his constant belief, support, and personal membership in USC’s premier academic support group. We wish President and Mrs. Sample all the best and look forward to welcoming them to future USC Associates events for many years to come.

In Memoriam: Thomas P. Nickell, Jr

Thomas P. Nickell, Jr, USC alumnus and former USC Vice President for University Affairs, died in San Diego on May 25, 2009, at the age of 88. Nickell directed fundraising, PR and alumni affairs at USC for more than 30 years, and was the driving force in the creation of the USC Associates. “Tom Nickell was instrumental in bringing USC into modern times in terms of college and university fundraising,” said Senior Vice President Emeritus Roger F. Olson, who worked with Nickell for more than 20 years.

UCLA @ USC

Sunday • February 14, 2010 • 7:00 PM
Galen Center
6:00 PM – Reception
7:00 PM – Game

$125 per person (No refunds)
Includes: Game ticket, beer, wine and heavy appetizers

Tickets are limited to the first 50 reservations • Contact the USC Associates Office at (213) 740-8722
This event sold out in a few hours last year so call ASAP!
USC School of Theatre: A home for creativity and community service

The youngest of USC’s professional schools, the USC School of Theatre has been teaching the art of story-telling since 1945, when it was founded as the Department of Drama by playwright and director William C. DeMille. In 1990, as a result of its outstanding national reputation and the strength of its academic programs, it was elevated from department to school status. Today, the school offers three master’s, two bachelor’s and five minor degrees. It also produces more than 20 productions each year, including an annual spring musical.

The USC School of Theatre’s exceptional reputation is well-deserved. Among its 76 full-time and adjunct faculty, it proudly claims two Tony Award winners – Jason Robert Brown and John Rubenstein, the university’s only 2008 Guggenheim Memorial Foundation Fellow, Dr. Meiling Chang, and MacArthur Foundation Fellowship “Genius Grant” recipient, Luis Alfaro. The school also attracts a wide range of guest lecturers, including renowned actors, directors, and writers working in theatre, film, and television who encourage their students to fully explore their creative possibilities. It’s no wonder that with such an esteemed faculty, the school’s alumni include Forest Whitaker, Kyra Sedgwick, LeVar Burton, Swoosie Kurtz, and John Ritter.

But, as explained by the school’s Dean Madeline Puzo, the dramatic arts are more than entertainment. “By telling a story, we build a community,” says Puzo. This philosophy is at the core of the school’s newly launched master’s program in Applied Theatre Arts, which explores the application of theatre techniques in non-traditional settings. Moreover, the school encourages the application of this perspective throughout its programs including its annual spring musical. Last April, in the midst of the economic crisis, the school’s students updated the story of “Brigadoon” to emphasize that it is a story of a community that overcomes overwhelming obstacles by banding together. In doing so, the performers touched the hearts of their audiences in an unexpected fashion. This year, the school looks forward to repeating their success with the award-winning “Into the Woods,” with music and lyrics by Stephen Sondheim and book by James Lapin.

The USC School of Theatre will continue to develop dramatic artists, scholars, and other professionals who will make an impact in their fields and communities. Preparing students for a spectrum of careers from performance and dramatic writing, to production, design, and teaching, the school offers a breadth of learning and community service opportunities. Through classes inspiring and enhancing creativity, the school instills confidence, integrity, and excellence in all of its students – traits that are essential for success in any field.

The USC School of Theatre instills traits that are essential for success in any field.
ASSOCIATE SPOTLIGHT

Eric Kalkhurst and Nora Hui
PRESIDENTIAL LEVEL

Splitting their time between Hong Kong and Southern California has not diminished the Trojan Spirit of Eric Kalkhurst and his wife, Nora Hui, USC Associate members and proud parents of Jaclyn ('08) and Conrad ('09). The Kalkhurst’s are active USC Associates and participate in many Associate events. Eric also serves as Chairman of the USC Hong Kong Parents’ Association.

Eric and Nora’s support of USC is wide-ranging. They have helped the university through their support of the USC School of Theatre, the USC Office of Religious Life, and the new Ronald Tutor Student Center. Their generosity has resulted in improvements such as the new voice-over studio at the School of Theatre that allows students to develop their presentation skills and increase their career prospects.

They were pleased that with the able assistance of the USC Associates office, the donation process was efficient and convenient. Eric notes, “As our friends and we are from Hong Kong, it is harder for us to understand how to make these donations. It was very helpful to have the USC Associates handle all of these matters for us – from helping us complete the tax paper work, to meeting with people in various projects, to understanding how our donations could make a difference.”

They also appreciate the USC Associates’ community-building role. “The Associates is a fine example of how USC helps the Trojan Family,” says Eric. “Not only did they help us with the process of giving funds to USC, but they also put us together with other fine Trojans who were doing the same.”

Eagerly encouraging their friends and fellow Trojans to support USC through memberships with the USC Associates, Eric shares that, “all of our friends at the USC Associates are helpful, caring, and a pleasure to be with. If your student has problem finding a course, if you need a USC doctor or an introduction to a staff member – the USC Associates will assist you as they have done for us many, many times.” The USC Associates thanks Eric and Nora for their membership and support, as well as the friendship they bring to the Trojan Family.

“We were inspired to support USC after being impressed with the number of people at the university who actually live the Trojan Family spirit. The more we participate the more we get back.”

– Eric Kalkhurst and Nora Hui, outside the USC School of Theatre voice-over studio

New Humanitarian Award Announced by the USC School of Theatre

To further the School of Theatre’s philosophy of incorporating craft with community outreach, the school has created and will bestow the first Robert Redford Award for Engaged Artists. Dean Puzo is delighted that, “Mr. Redford was chosen as the first recipient for this important award in honor of his long-time efforts for the environment and his support for independent film-makers through the Sundance Film Festival.” The award, inspired by USC’s mission that identifies artistic creation and public service among the principle means of developing humanity and society, celebrates the achievements of those who excel as artists and publicly dedicate themselves to bettering the world. The USC School of Theatre invites you join your fellow Associates on February 10 at the Beverly Wilshire Hotel to honor Mr. Redford and his extraordinary vision.
USC Associates Distinguished Lecture Series

On September 27, USC Associate Professor Morley Winograd, an internationally recognized authority on the impact of technology on life and work, spoke with USC Associates and their guests on the issue of technology’s influence upon today’s USC students. He described the differences and similarities between the Millennials and preceding generations and how current technology influences their social interactions. Professor Winograd was available after the lecture to sign copies of his book *Millennial Makeover: MySpace, You Tube and the Future of American Politics*, which he co-wrote with Mike Hais. The event was graciously hosted by Vicki and Kerry McCluggage at their home in La Cañada-Flintridge.

Away-Game Football Picnics

The USC Associates away-game football picnics are fast becoming must-be-at events. The 2009 away-game picnics at Ohio State, Cal and Notre Dame drew record numbers and all were sell-outs. We look forward to hitting the road with you next season and are planning fabulous picnics at Hawaii, Stanford and UCLA.

Thank you to our 2009 USC Associates Picnic Sponsors
Ronald Tutor Campus Center VIP Hard Hat Tours

Construction on the new Ronald Tutor Campus Center, scheduled to formally open in August 2010, is moving along at a brisk pace. The building will become the true heart of campus – giving the Trojan Family a central gathering spot. On November 18, USC Associates and their guests were treated to VIP hard hat tours of the center for a sneak peek at this new “home away from home” for all members of the Trojan Family. After an informative tour the group had a private reception on the stage of Bovard Auditorium. A number of naming opportunities are still available in the Center to honor groups or individuals. If you would like more information please contact the USC Associates office at (213) 740-8722 or uscassociates@usc.edu.

USC Associates Donor Wall Dedication

On November 28, the new USC Associates donor wall was toasted by a crowd of 1,450 in Associates Park. Guests savored hors d’oeuvres, cake and champagne. Everyone enjoyed finding their name and having the opportunity to take photos with the guest of honor, Traveler. If you missed the festivities, please stop by to see the wall the next time you are on campus. Associates Park is located between Bovard Administration Building and the PE building.

UCLA @ USC
Basketball Game & Reception
Sunday, February 14, 2010
Galen Center

USC Associates
50th Anniversary Gala
Saturday, February 27, 2010
Vibiana - Downtown Los Angeles

Spring Musical
Sunday, April 11, 2010
Bing Theatre

Chairmans Dinner
May 2010
At the home of Jane & Kris Popovich

Provost Associates Robert and Virginia Naeve and Dean Associates Nancy and Bill Naeve toasted the new donor wall.

Presidential Associate Dr. Arthur C. Bartner delighted in finding his name on the new donor wall.

USC Associates relished a VIP hard hat tour of the Ronald Tutor Campus Center.

Special guest Traveler was a hit.
USC ASSOCIATES

50th ANNIVERSARY gala

February 27, 2010
6:00 pm

VIBIANA
411 South Main Street, Downtown Los Angeles
Complimentary valet parking

Black Tie