This past September USC launched the most ambitious campaign in the history of higher education. The Campaign for the University of Southern California is President Nikias’ vision for a multi-year effort to secure $6 billion or more in private philanthropy for the university. It is the largest campaign in USC’s history. Achieving this goal will require unprecedented support from donors at all levels throughout the entire Trojan Family. As Associates, we have an interest in doing our part to make these ambitions a reality.

Six billion dollars is an ambitious goal, but it is the amount needed for the campaign to touch and transform every aspect of USC, a university that is poised to grow exponentially in all areas. This university has not yet achieved all it can achieve. Through an ongoing comprehensive strategic vision, USC is developing transformative ideas and exciting academic priorities. Faculty and students are tackling the largest issues facing society, such as energy and the environment, affordable health care, national security and world hunger. Now is the time for our contributions to society to be fully realized.

The campaign has many priorities, but the highest is to ensure the excellence of our faculty and to fund scholarships that enable the most talented students to attend USC regardless of their financial need. To accomplish this, half of the $6 billion will be earmarked to augment the school’s endowment - $2 billion will go toward faculty and research programs and the other $1 billion will go toward student scholarships.

Beyond academia, the campaign is also committed to engaging with the local community as well as extending the university’s global connections and impact. It is important to the university that it provides this young and growing city with the leaders it needs to succeed.

Thank you to all those who have already made a gift to the Campaign. The USC Associates goal is 100% membership participation. Please consider honoring USC with a campaign gift. As Associates we have been investing in USC’s future for over 50 years, and it is time to once again show why the USC Associates is the university’s premier academic support group.

To discuss or make a gift by phone please call 213-740-8722 or visit www.usc.edu/associates for online giving.

Fight on!

(left) Presidential Associates Lisa and Bill Barkett provide perspectives on the importance of supporting USC

(above) Widney Alumni House, the backdrop for the gala dinner festivities
A Message from
Jane Popovich

It’s an exhilarating time at USC with the kick-off of our historic campaign. Nothing moves me more than seeing the Trojan Family working together for the future of the University of Southern California. Thanks to the generous support of the USC Associates, we are on our way to reaching President Nikias’ ambitious goal of $6 billion! You can feel the energy building across campus.

It was also a thrilling season for the Associates. Our football picnics were fantastic. It’s so much fun to eat and chat with all of you before games. I especially enjoyed watching our Trojans take down the UCLA Bruins! What a way to end the season!

I can’t wait to see all of you at our upcoming Associates events. Come see the spring musical City of Angels on Sunday, April 1. The talented cast and crew are guaranteed to put on a great performance. I look forward to seeing you there!

As the campaign moves forward, we’re going to need the support of every Associate to reach our historic goal. Together we can carry our world-class university to even greater heights.

Fight on!

Jane Popovich
President, USC Associates

USC Associates Trustee Scholarship Recipient Lauren Pelo

For freshman USC Trustee Scholar Lauren Pelo, getting into USC was a dream realized. “Everyone at USC has so much school pride, and I definitely feel the same after being here only a short time. I already feel like a Trojan, and know I will be a Trojan for the rest of my life.”

As an incoming freshman, Lauren was initially torn between her interests in business and engineering, but she decided to major in engineering after touring the Viterbi School of Engineering. Her exposure to the Department of Biomedical Engineering demonstrated to Lauren how valuable engineering could be to the research and development of things that interest her, such as vaccines, prosthetics, and HIV/AIDS. After she graduates from USC, Lauren plans to pursue an MBA so she may use her prior experience and background in engineering and lab research to sell biomedically engineered products to hospitals.

Join USC Associates on Facebook!

Become a fan and join our online community. Receive updates on special events, access event photo galleries and connect with fellow Associates.

It’s free and easy. From your Facebook account, simply search for “USC Associates” and “like” us.
Upcoming Events

The Heart of a Trojan
Sunday, February 26, 2012
Keck Hospital of USC
www.usc.edu/esvp  code: heart

McKay Center Sneak Peek
Thursday, March 15, 2012
University Park Campus
RSVP by March 1

Spring Musical
Sunday, April 1, 2012
Bing Theatre
www.usc.edu/esvp  code: angels

USC Associates Open House
Thursday, May 18, 2012
Associates Park

Chairmans Dinner
May 2012

Pre-game picnics are fun for Trojans of all ages

THANK YOU
TO OUR 2011 USC ASSOCIATES
PICNIC SPONSORS
Whether at home or on the road Trojans love their football, and 2011 was no exception! For more than 40 years, USC Associates and their guests have loved the pre-game football tailgates as part of their fall Saturday traditions. What started out of the back of a station wagon with a single pot of chili has grown into the picnics we know and love today, with as many as 2,000 guests. We also hit the road again with fantastic gatherings at Notre Dame and Colorado.

2012 USC ASSOCIATES PRE-GAME FOOTBALL PICNIC SCHEDULE

SEPTEMBER 1:
Hawaii at USC
SEASON OPENER!

SEPTEMBER 8:
USC vs. Syracuse
(at MetLife Stadium
East Rutherford, N.J.)

SEPTEMBER 15:
USC at Stanford

SEPTEMBER 22:
Cal at USC
sponsored by Trader Joe's

OCTOBER 4:
USC at Utah

OCTOBER 20:
Colorado at USC
TROJAN FAMILY WEEKEND

NOVEMBER 3:
Oregon at USC

NOVEMBER 10:
Arizona State at USC
HOMECOMING

NOVEMBER 17:
USC at UCLA

NOVEMBER 24:
Notre Dame at USC

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(left) Provost Associates Ginni and Kent Valley enjoy the Notre Dame picnic with their guest Tim Guard

(right) Presidential Associates Mary Jo and Louis Wong enjoy the Notre Dame picnic with guests

2012 Picnic Sponsorship opportunities available. Please phone (213) 740.8722 for more information.
USC Chairman Associate Scott Watt’s passion for development and giving to USC can be traced back to his father Ray Watt - a former USC trustee and longtime member of the Associates. Ray became involved with giving to USC because, as one of the largest developers in Southern California, he felt it was critical that the School of Architecture have a building of its own. At the encouragement of his father, Scott entered USC in 1963. After he graduated, Ray decided his children (Scott’s sister Sally also attended USC) should also be involved in giving to their alma mater. “Subsequent to joining the Associates, we continually saw strategic opportunities to make an impact on different areas at USC,” Scott says. He continues to give through the USC Associates because he considers it the leading support group of the university.

Following in his dad’s footsteps Scott has had a successful career in development and also has been an integral player in the development of the university. As a result of his affiliation with USC Associates, Scott has served the university in many capacities. He recently completed his term on the USC Associates Board of Directors, and he served on the USC Alumni Board of Governors where he spent three years on the Executive Committee. He is currently a member of the USC Lusk Center for Real Estate Executive Committee, the USC Marshall School of Business Advisory Board, and the Board of Advisors for the USC School of Social Work. Through the countless hours that Scott has given to the university, he has been warmly rewarded by watching USC rise in the rankings and make a mark on the world. He fondly recalls time he spent at a conference in Catalina with the Dean of the School of Social Work, discussing current research projects and the many advances made in the humanities as a result of the school’s dedication.

Of his involvement with the USC Associates, Scott speaks warmly and passionately: “Our association with the USC Associates has been very valuable to the family. We are regulars at the pre-football picnics, and we have encouraged many of our friends to join the Associates.”

The USC Associates thanks the Watts for their dedication to the Trojan Family.
Construction of the $70 million, 110,000-square-foot John McKay Center began in January of 2011. For the last year, crews have been busily working to bring this state-of-the-art facility to life. It is located just west of Heritage Hall.

If you would like to make a gift to the John McKay Center, please phone the USC Associates at (213) 740-8722.

We invite you to a special sneak peak tour of the John McKay Center
Thursday, March 15, 2012

Reservations are limited, so please respond by March 1 to 213-740-8722 or email uscassociates@usc.edu

The John McKay Center highlights include:

- an academic center
- house meeting rooms
- coaches' offices
- a locker room for the football program
- weight room
- athletic training room
- state-of-the-art digital media production facility for USC’s 21 sports