USC Associates is Sporting a New Look and Showcasing a New Home

With this issue of the newsletter, the USC Associates proudly unveils a new logo for the organization. This design now harmonizes the Associates’ logo with the university’s, and reinforces the integration of a singular visual signature and graphic image for USC media and print materials.

Along with the new look, we are delighted to announce that the USC Associates office has moved to the iconic Widney Alumni House.

Dedicated on September 4, 1880, by the university’s first president, Marion McKinley Bovard, it is not only the first and oldest building on campus, it is also the oldest university structure in Southern California.

Originally referred to as Widney Hall, it has been in continuous use since the university’s first cadre of 53 students began attending classes there on October 6, 1880. Under the guiding hand of Judge Robert M. Widney, the university’s leading founder, the building was constructed on land donated by philanthropists Ozro W. Childs, John G. Downey and Isaias W. Hellman.

Since its early days, Widney Alumni House has been home to a diverse array of programs, undergone numerous renovations and been moved three times. Now located at the southeast corner of the University Park Campus, Widney Alumni House is a focal point of the University. This beautiful building was declared a state historic monument in 1955.

We are thrilled that we are now able to welcome our members at this stately and elegantly appointed home, and hope you will visit us the next time you are on campus.
A Message from Jane Popovich

I hope you are all having a wonderful summer. I want to express my sincerest appreciation to all Associates and welcome our 50 new members who joined or increased their membership level this fiscal year. Your dedication, generosity and membership are deeply valued, especially as we near the halfway point of The Campaign for the University of Southern California. You are truly making a difference across the university and in the lives of our talented students and faculty, and I thank you.

On May 10, I was proud to participate in USC’s commencement exercises. More than 60,000 USC students, friends and family members celebrated as graduates received their degrees at Commencement. This year’s speaker, Jimmy Iovine, Chairman of Universal Music Group’s Interscope-Geffen-A&M Records, was exceptionally inspirational. He asked the graduates of the Class of 2013 to remember that “your diploma is not the end of your education, but the beginning of your continued education” and encouraged them to “continue to listen and learn, with humility and hubris.” I am also sure by now you are all aware of his very generous gift along with Andre Young (Dr. Dre) to create the USC Jimmy Iovine and Andre Young Academy for Arts, Technology and the Business of Innovation. What a strong demonstration of their confidence in, and commitment to, USC’s academic excellence to create a first-of-its kind interdisciplinary program at USC. I look forward to welcoming both Jimmy and Andre into the Associates family.

Our Associates membership provides us with unique opportunities to engage with our extraordinary students, faculty and leadership, and to create lasting bonds with other Associate members. I encourage you to take full advantage of your Associates membership and explore the many ways to actively participate in the exciting events scheduled for the coming year. And on your next trip to campus, please be sure to visit the Associates team who has recently moved and is located now in the beautiful, historic Widney Alumni House.

I look forward to seeing many of you this fall as we kick off the year with our signature USC Associates picnics, with our first away game picnic scheduled August 29 at the Royal Hawaiian on Waikiki Beach. Until then I hope you enjoy a relaxing and safe summer and Fight On!

Jane Popovich
President, USC Associates

Welcome New & Upgraded Members!

CHAIRMAN
Elizabeth Van Hunnick*

PRESIDENTIAL
Giovanne and Tony Feuerman
J. Blair Pence
William Cockrell*
Yvette and Kevin McCarthy*
Sylvia and Steven Ré*

PROVOST
Erica and Ravi Bains
Lea and Bart Beasley
Elynor and John Breiding
Raissa and William Choi

James Curtis
Carol Ann and Moise Emquies
Julie and Douglas Garn
Do-Chun Kim and Seunghyun Lee
Su Jin and John Lee
Mary Pallares
Susan and Alex Pilmer
Lauren and David Rush
Christine and Gregory Schultz
Linda and Howard Schwimmer

JUNIOR
Cesar Gonzalez
*Upgraded Membership
As of 7/11/13

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, make a new pledge or find out about new giving opportunities, please contact USC Associates at:

(213) 740-8722
USCASSOCIATES@USC.EDU

Membership Levels

<table>
<thead>
<tr>
<th>Level</th>
<th>Minimum Pledge</th>
<th>Annual Gift Required</th>
</tr>
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<tbody>
<tr>
<td>CHAIRMAN</td>
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<td>$3,000</td>
</tr>
<tr>
<td>PRESIDENTIAL</td>
<td>$150,000*</td>
<td>$1,500</td>
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<td>PROVOST</td>
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<tr>
<td>JUNIOR</td>
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*All pledges are payable within 5 years
Chairman Spotlight: Charlie Pohlad

Charlie Pohlad earned a Bachelor of Arts in Art History and East Asian language and Cultures from Dornsife in 2012. Just months after graduating, he established the USC Charles B. Pohlad Endowed Scholarship Fund and became one of the youngest USC Associates to join at the Chairman level in the history of the organization.

We were delighted to receive a recent correspondence from him and share an excerpt below:

“To me, being able to attend USC was an absolute gift, and in one way or another, the school is on my mind every day. Fortunately, I didn’t have to consider financial aid. However, after learning more about how many students truly depend on financial aid, I realized that it was very important to me to establish an endowed scholarship, so that another deserving individual might attend SC.

In researching options for directed giving, I found that the Associates provided a perfect avenue through which to donate. Not only did my donation create an endowed scholarship, which I hope to continue donating to in perpetuity; but joining introduced me to a group of like-minded individuals, whose passion for, and connection to USC have extended far beyond their days on campus. I saw right away that Associate members are committed to enriching the lives of individual students as well as the university as a whole, and I’m glad to be a part of that.

The Associates’ Picnics on campus are a great time. I loved bringing my family and friends last year, as well as meeting other members. In the coming years I’m looking forward to getting more young members involved. I have a lot of friends who, if involved in the group, would find it an excellent outlet through which to channel their creativity, passion, and overall love for USC.

I joined Lambda Chi Alpha in the spring of 2008. My fraternity was extremely important to me. It truly was a big part of making my time at USC what it was. Developing lasting friendships, while living in a house of fifty guys with whom you become so close was a unique and rewarding experience. Being elected Social Chair, and later, Vice President was great. I loved being able to give back to the house that had given me so much. From day one, I knew that being a member of Lambda Chi was the best decision I could’ve made, and I still think that to this day.

I grew up in Minneapolis and am a mid-westerner at heart. My whole family lives there, and I love being able to fly back to spend time with them. I am inspired by the dedication they’ve shown to the community that has given us so much. At the same time, I wake up every day and am thankful for the fact that I get to live in Los Angeles. It is an amazing place with so much to offer. Coming from a city with subzero winter temperatures, it’s a blessing being able to go for a run down Ocean Avenue in the middle of January.

Currently, I work in finance; but I have always had a passion for art. In addition to working with several arts organizations in LA, I have enjoyed becoming more involved at the Los Angeles County Museum of Art, where I’m a member of AHAN, a group that selects and acquires art from emerging, LA-based artists. LACMA (Los Angeles Contemporary Museum of Art) is a terrific place with so much going for it- another world-class institution with dedicated members with which I am so happy to be involved.

“To me, being able to attend USC was an absolute gift, and in one way or another, the school is on my mind every day.”
Communication by Design:  
The story behind Wallis Annenberg Hall

A whole new way to communicate is under development at USC Annenberg, in the form of an 88,000-square foot, five-story building in the heart of campus with a design that connects people, fosters creativity and accelerates the school’s path into the future.

“As media and communication shift more and more to the center of modern life, we have continuously worked to place ourselves at the center of that shift,” says Dean Ernest J. Wilson III. “This new facility will help us realize our ambition: Just as communication is at the center of modern life, USC Annenberg is at the center of communication and journalism—and at the center of campus!”

“We took Dean Wilson’s directive to heart,” says lead architect Dan Benjamin of the firm Harley Ellis Devereaux. “He wanted the building to be designed with space that connects rather than contains.”

The new facility’s learning spaces will include a blend of unique “huddle” spaces, movable walls, learning and research labs, and other features to foster future-oriented conversations and blue-sky thinking. Flexible furniture and meeting areas, drop-in space for visitors, and state-of-the-art production spaces will create environments to turn these plans into action.

“In the spirit of the culture of innovation and experimentation, we’ll have spaces that are more conducive to random interactions and cross-fertilization, rather than having things separating off,” says Vice Dean Larry Gross, director of the School of Communication and one of the key members of the project team. “We’ve been trying for a village square kind of environment.”

The core of the vision was prompted by Wallis Annenberg, whose long-standing commitment to openness, transparency and technology defined the spirit of the design. Equipped with today’s most revolutionary technology, the new facility also will help the school adapt to a pace of technological innovation that seems to have permanently shifted into overdrive.

All-in-one media center

The current home of the USC Annenberg School for Communication and Journalism, designed by noted architect A. Quincy Jones and built for $3 million in the 1970s, was intended to accommodate only 100 graduate students. During the years that followed, the student population grew to 2,200 graduate and undergraduate students pursuing degrees in world-renowned communication, journalism, public relations and public diplomacy programs.

Wallis Annenberg Hall will feature a cutting-edge, collaborative multimedia newsroom, bringing USC Annenberg’s print, broadcast and online student news outlets into one common space for the first time. It will be centered around a converged assignment desk where editors will monitor multiple sources to produce the day’s news. A state-of-the-art broadcast studio, professional-quality control room, and suites of editing bays and flexible production spaces round out the media center. Large windows overlooking a primary campus thoroughfare will give the feel of some New York City TV studios. The school’s virtual infrastructure will be equally open and flexible. A state-of-the-art media storage and distribution network will allow students to collaborate in new ways, blend interactive media and instantly share their stories with the world.
Associate Highlight:
Marilou and Mark Hamill

We are delighted to count USC parents and Presidential Associates Marilou and Mark Hamill as lead contributors to Wallis Annenberg Hall, currently under construction. We caught up with Marilou following a recent hard-hat tour of the building to discuss the motivation behind their gift.

“Mark and I love the education our daughter Chelsea received from USC and Annenberg in particular.” Chelsea Hamill graduated magna cum laude from the USC Annenberg School for Communication & Journalism in 2011, receiving a Bachelor of Arts degree in Communication, and is currently working toward her Master’s degree in Communication Management.

Chelsea thoroughly enjoyed her time as an undergraduate student at USC Annenberg. It was Dr. Stacy Smith’s Introduction to Mass Communication course that brought Chelsea into the Annenberg School. In addition to being widely recognized for her outstanding teaching, Dr. Smith’s research, which focuses on identifying the behavioral patterns of children and adults as it pertains to media and entertainment content, has received many accolades.

The quality of Chelsea’s coursework further inspired the Hamills to increase their support of Ernest J. Wilson, Dean of USC Annenberg. Their gift to Annenberg Hall is a reflection of the admiration Marilou has for Wallis’ philanthropic efforts.

With the launch of the Campaign, Marilou and Mark felt it was the perfect time to become Presidential members of the Associates. “We have gone to the Associates picnics but we are now excited to have the opportunity to attend all the other Associates events and invite friends so that they too can see how fun and rewarding it is to be part of this special group within the Trojan Family.”

This spring Marilou and Mark attended the USC School of Dramatic Arts performance of “The Most Happy Fella” and the special post-performance reception for the Associates. Students were treated to an informal Q&A with Mark, who shared stories of his own career and stage experiences, including his current passion project, “The Black Pearl”. Originally a screenplay, then published as a five-part graphic novel, “The Black Pearl” has been transformed into an “anti-comic book” story that he hopes to bring to the big screen. What a great experience for our students!

As a family, the Hamills are fond of watching Mark’s impressive collection of DVDs—everything from sitcoms (among their favorites Sgt. Bilko and Dick Van Dyke) to rare performances to vintage commercials. Mark also collects unique and obscure board games that the family has played together over the years.

In addition to managing their entertainment corporation, as well as the daily requests associated with Mark’s business, Marilou continues to dedicate numerous hours each week to USC. She particularly values her involvement with Town and Gown of USC, the USC Civic Engagement Advisory Council and is a Ronald Tutor Campus Center Ambassador. She summed up the feeling she and Mark have regarding their gift in support of Wallis Annenberg Hall by stating simply, “it is rewarding to put your money where your heart is.”

We salute Marilou and Mark for their membership and generous commitment to USC. Once you meet them, you will quickly be inspired by the energy and love they have for USC and the Associates.
Congratulations to the 2013
USC Associates Faculty Award Recipients

USC Associates Award
for Excellence in Teaching

Yehuda Gilad
Associate professor of Winds and Percussion
Guest Conductor, USC Thornton Chamber Orchestra
USC Thornton School of Music

Yehuda Gilad is one of the world’s premier clarinet teachers. He has produced outstanding young musicians who regularly earn auditions with the leading orchestras of Asia, Europe, and the United States. His students and former students have won every international competition and have gone on to teach at prestigious universities worldwide. In addition to having spent countless hours developing their music skills, he is devoted to cultivating his students’ self-confidence and remains a primary mentor for them throughout their lives. His dedication is a hallmark of his teaching, and his students often return for “tune-ups” prior to major auditions.

John P. Walsh
Associate Professor of Gerontology
USC Davis School of Gerontology

A dedicated instructor and education innovator, John Walsh has been a valued member of the USC Community for over two decades. He recognized early in his career that he needed to make science entertaining in order to hold students’ attention. He capitalized on the multimedia revolution, realizing that it offered an opportunity to further his connection to students and to develop cutting-edge instructional tools and methods. He has received numerous awards for these efforts, including grants from USC and the National Science Foundation, as well as the USC Provost’s Prize for Teaching with Technology.

USC Associates Award
for Creativity in Research

Yves De Clerck
Professor of Pediatrics
Professor of Biochemistry and Molecular Biology
Keck School of Medicine of the University of Southern California

Yves De Clerck has achieved international prominence as a leading investigator in pediatric oncology. His research on the interaction between tumor cells and their surrounding cells has led to a greater understanding of cancer progression, and is moving toward novel and targeted approaches to treating neuroblastoma, the most common extracranial tumor in children. His discoveries will have important clinical applications for new methods in treating cancer for decades to come.

Peter Mancall
Professor of History and Anthropology
Director, USC - Huntington Early Modern Studies Institute
USC Dornsife College of Letters, Arts and Sciences

Peter Mancall has established himself as one of the world’s leading scholars of the early modern era in trans-Atlantic contexts. He is a historian of early America, early modern Atlantic world, and early Native American history. In addition to serving as Andrew W. Mellon Professor of the Humanities and professor of history and anthropology, Mancall has been chair of the department of history and associate vice provost for research. He is currently vice dean for the humanities in the Dornsife College of Letters, Arts and Sciences.
Associates USC Thornton School of Music “Concerto Night” March 14, 2013

Presidential Associates Phil and Sara Pfirrmann with Phoenix Delgado, Assistant Dean for Advancement, USC Thornton School of Music.

Legacy Provost Associates Tom and Barbara Halvorsen.

Associates VIP tour of the Roger and Michele Dedeaux Engemann Student Health Center January 8, 2013

Presidential Associate Carol Fox, Legacy Provost Associates Dudley and Patricia Poon, Chairman Associate Willa Olsen, Chairman Associate Verna Dauterive.

Director of Physical Therapy Services, Jacquelyn Dylla with Chairman Associate Christine M. Ofesh.

See more photos at www.facebook.com/uscassociates

Legacy Provost Associates George and Anne-Merelie Murrell.

Carolyn Fong, Legacy Provost Associates Dudley and Patricia Poon.

Legacy Provost Associates George and Anne-Merelie Murrell.

Legacy Presidential Associates Charles and Patricia Bakaly.
Legacy Dean Associate Wally Olson, Dr. Ledbetter, Jim Olson.

Legacy Dean Associates Robert and Linda Waxman.

Bobby Mackay, Cast member Adrienne Visnic, Director John Rubenstein, Provost Associates Leslie and James Visnic.

Cast and Crew of “The Most Happy Fella” with Director John Rubinstein (center) and Presidential Associates Marilou and Mark Hamill (second row, far right).

See more photos at www.facebook.com/uscassociates
Presidential and Provost Associates Luncheon June 3, 2013, graciously sponsored by Lisa and Bill Barkett at the Jonathan Club with Distinguished Speaker Elizabeth Garrett, Provost and Senior Vice President for Academic Affairs

Standing: Provost Associate Ramona Cappello, Provost Associate John Bendheim, Presidential Associate Vicki McCluggage, Presidential Associate Tony Turchi. Seated: Chairman Associate Michael Felix, Senior Vice President for University Advancement Al Checcio, and Presidential Associate Pam Turchi.

Standing: Provost Associate Ron Lash, Chairman Associate John Jenkins, Provost Associates Mary and Phil Stump. Seated: Provost Associate Samir Batniji, Provost Associates Laura Lind and James Goswiler.

Standing: Provost Associate Ramona Cappello, Provost Associate John Bendheim, Presidential Associate Vicki McCluggage, Presidential Associate Tony Turchi. Seated: Chairman Associate Michael Felix, Senior Vice President for University Advancement Al Checcio, and Presidential Associate Pam Turchi.


Standing: USC Associates Faculty Award recipient Yves De Clerck, Provost Associate Liz Rollice. Seated: Kevin Gaylord, Provost Associate Paul James.


Standing: Chairman Associate Phil Anthony, Presidential Associate Mary James, Chairman Associate Nadine Watt. Seated: Presidential Associate Daniel James, USC Provost Beth Garrett.
Chairman Associates Dinner  June 5, 2013, generously hosted by Betty and Ron Goldie at their lovely home with Guest Speaker Ed Roski, USC Chairman of the Board of Trustees
2013 Associates football picnic reservations are now available online at www.usc.edu/uscap or by phoning 213-740-1744.

**HOME GAME PICNICS**

- **Washington St.** 9/7/13
  - Picnic: 4:30pm
- **Boston College** 9/14/13
  - Picnic: TBD
- **Utah State** 9/21/13
  - Picnic: TBD
- **Arizona** 10/10/13
  - Picnic: TBD
  - Exposition Park Thursday
- **Utah** 10/26/13
  - Picnic: TBD
- **Stanford** 11/16/13
  - Picnic: TBD
- **UCLA** 11/30/13
  - Picnic: TBD

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**AWAY GAME PICNICS**

- **Hawaii** 8/29/13
  - Thursday
- **Notre Dame** 10/19/13
- **Cal** 11/9/13
- **Colorado** 11/23/13