Associates Impact the Campaign for USC

This fall, the $6 billion Campaign for USC passed an exciting milestone – the university has raised $3 billion in the campaign’s first 38 months!

The USC Associates has played a vital role in advancing the university’s academic initiatives since its inception in 1959 – a role that has grown in importance during the Campaign for the University of Southern California. Your gifts to the USC Associates Membership Fund, supporting merit-based scholarships and prestigious faculty awards, are essential to the university’s ascent to the pinnacle of academic and research institutions.

Since the announcement of the Campaign, the USC Associates has increased the amount given annually to undergraduate merit-based scholars by more than 50 percent, awarding more than $825,000 to deserving recipients. This academic year, 52 students received USC Associates scholarships of $12,500 per year, for four years, and four received full-tuition USC Associates Trustee scholarships.

The USC Associates teaching and research awards – the highest honors the university bestows upon its faculty – annually acknowledge four of USC’s outstanding academic leaders. These men and women are celebrated at the Academic Honors Convocation each spring and receive a $7,500 award for either Excellence in Teaching or Creativity in Research and Scholarship.

The USC Associates Award for Excellence in Teaching recognizes the career achievements of outstanding faculty who have a positive, inspiring, and long-lasting effect on students and their learning. The USC Associates Award for Creativity in Research and Scholarship honors intellectual and artistic achievement resulting in a significant impact on a discipline or in the creation of viable new areas of scholarly activity at the university.

The generosity of the members of the USC Associates continues to have a direct and meaningful impact on the advancement of the university, building upon an esteemed legacy that began over 50 years ago.
A Message from Jane Popovich

Happy New Year! I hope you all enjoyed a happy and healthy holiday season and rang in the New Year with true Trojan spirit.

In that same spirit, in addition to welcoming our newest Associates listed below, I would like to welcome Tony Turchi, our newest member of the USC Associates Board of Directors. Tony earned both his BS and MBA from the Marshall School of Business, and his wife Pam earned her BS from the Rossier School of Education. I know Tony will be a wonderful addition to our already dynamic board.

This fall season was full of excitement and activity with many events sponsored by the USC Associates. It was great to see so many of you at our events. I would like to thank Associates Board members Cookie Lee and John Jenkins for hosting a great welcome event for a group of USC’s Orange County parents, John Bendheim for coordinating a wonderful event for the Marshall School of Business with LeAnn Rimes, and Ron Goldie for helping us bring the Beach Boys to campus. I am so proud of the work our Board is doing to provide more opportunities for USC Associates to become more involved with USC.

I also want to thank our members for contributing to the Trojan Marching Band Travel Fund. This year, Associate members were able to fully fund one away game trip for the band! What a wonderful demonstration of the Associates’ appreciation of Dr. Bartner and the band. They bring such wonderful spirit and excitement to all USC football games and make the Associates Picnic the place to be before kick-off.

I hope you will continue to participate in the special opportunities an Associates membership offers this spring. You will find a list of upcoming Associates events on the back page of this issue.

I look forward to seeing you soon.

Jane Popovich
President, USC Associates
Trustee, University of Southern California

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

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*All pledges are payable within 5 years
A Message from Jane Popovich

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:

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
JUNIOR (Members ages 35 & younger): $25,000* plus $250 required annual gift

*All pledges are payable within 5 years

Membership Levels

(213) 740-8722
uscassociates@usc.edu

USC Associates Trustee Scholar

Cody Kaneshiro knew that USC’s academic standards were extremely high and the competition for admission just as rigorous. However he couldn’t get over the excitement he felt during his very first visit to campus and the feeling of already being a member of the Trojan Family. “That was the selling point,” says Kaneshiro. “I really saw what USC was about.” So when he received not only a letter of admittance, but also one awarding him a Trustee Scholarship, he was “just blown away!”

Born and raised in Hawaii, Cody attended the Punahou School in Honolulu before coming to USC. He admits to feeling a bit of culture shock adjusting to the faster pace of the mainland. “But it is such a great experience to have the opportunity at USC to meet so many different people from so many different places, and with so many different life experiences and views. What they have to offer is so exciting.”

Highly attuned to the needs of the mentally ill and the aged, Cody is leaning toward Humanities pre-med studies and augmenting those classes with a Narrative Studies double major. As creative writing is a passion he has pursued since high school, he particularly values the opportunity to study storytelling across all mediums and to take classes at the School of Cinematic Arts as well as at the Dornsife College of Letters, Arts and Sciences.

While heavily invested in his academic classes, Cody is also an athlete and musician. A varsity wrestler in high school, a shoulder injury has kept Cody from participating in sports this year. As a clarinetist, he considered trying out for the Trojan Marching Band, but he decided to focus on academics as a Freshman. Still, every time he hears the band he gets that itch … maybe next year!

Cody is incredibly grateful to have been chosen a USC Associates Trustee Scholar, and to have the resources to take advantage of USC’s diverse programs. “There are so many things you can do,” he says. “I was afraid that I might become overwhelmed by the choices USC has to offer; but it is overwhelming in the most exciting way. How am I going to fit all this in?!”

In Memoriam: Dr. Barbara J. Rossier

from Senior Executive Director Adam Bart

This summer, we lost a true friend of the USC Associates when USC Trustee Dr. Barbara J. Rossier passed away.

Barbara’s dedication to the USC Associates and its mission played a vital role in its transformation into the university’s premier academic support group. Both as a past President and as an active member of the USC Associates Board of Directors, Barbara continually provided the wise guidance that propelled the program to new heights.

Barbara would often pop into the Associates office with an alumnus, friend or colleague in tow, beaming “Adam, I have another member for you to sign up.” During these meetings, Barbara would explain to her guest that joining the USC Associates would be the second-best USC decision they would ever make – the first, of course, being their decision to make a leadership gift to the university.

Highly esteemed for her integrity, selfless concern for others, and extraordinary generosity, this loyal member of the Trojan Family will be deeply missed by many – especially by me.
Verdugo Hills Hospital joins the USC family

Cardinal and gold colors swept through the Foothill communities of Los Angeles in July as the university debuted the newest member of the Keck Medicine of USC family, USC Verdugo Hills Hospital.

The acquisition of Verdugo Hills, a community hospital with a 40-year legacy of delivering health care to residents in the area, is part of a larger strategy to meet health-care reform’s increasing requirements to help patients get well and stay healthy by providing the right type of care in the right place at the right time.

Keck Medicine of USC provides the size, resources and innovation needed by community hospitals to meet the demands to improve care and reduce costs. The addition of USC Verdugo Hills Hospital expands Keck Medicine of USC’s ability to deliver community-based services such as a 24-hour emergency department, primary stroke center, maternity, cardiac rehabilitation and imaging and diagnostic services. This type of integrated network is essential in meeting the challenges of a changing health-care environment.

“USC and Verdugo Hills Hospital both have long and enduring histories of providing vital medical care to our local communities,” said USC President C. L. Max Nikias. “By joining forces, we have significantly strengthened both of our organizations, and we will find innovative new ways to deliver the very best patient care to the people of the Foothills and throughout Southern California.”

“This was the right move for both organizations, particularly in light of the changes that are transforming health care and how it’s delivered,” said Tom Jackiewicz, MPH, senior vice president and CEO of USC Health. “Bringing together these two organizations creates a unique opportunity for residents in the Foothill communities to receive exceptional patient care from the physicians they know and trust, and from those who bring additional medical expertise from one of the world’s leading academic medical centers.”

USC already has made significant initial investments as part of its $30 million commitment in capital improvements and additions in services, resulting in visible changes to the familiar façade of the hospital. New exterior signage, fresh landscaping and upgrades to the hospital’s lobby, gift shop and other interiors will be followed by an expansion of the emergency department, and the addition of a cardiac catheterization laboratory and maternal/child health department.

USC Verdugo Hills joins the Keck Medicine of USC system, which includes Keck Hospital of USC, USC Norris Comprehensive Cancer Center, a number of campus-based specialty clinics, five community-based ambulatory care clinics, a faculty physician practice (USC Care Medical Group) of more than 600 doctors and the renowned Keck School of Medicine of USC.
Member Spotlight: 
Don and Linda Larsen

P residential Associates Drs. Donald and Linda Larsen have come full circle as members of the Trojan Family. The couple first met when Don was completing his residency in diagnostic radiology with a fellowship in vascular and interventional radiology at the Los Angeles County + USC Medical Center. “I guess I got her interested in radiology,” says Don of Linda, who now serves as Associate Professor of Radiology and Director of Women’s Imaging at the Keck Medical Center.

After Don joined USC’s Department of Neurosurgery as an Associate Professor of Neurosurgery and Radiology, he still found time to complete his EMBA at Marshall, making him, as he jokes, “an official alum!” This helped prepare Don for his eventual roles as Medical Director of USC’s faculty practice group and Chief Medical Officer of Keck Medical Center.

With Don’s recent appointment as USC Verdugo Hills Hospital’s first Chief Medical Officer, the hospital’s Physician Executive, he will serve as chief liaison between Keck Medicine of USC and the doctors practicing at the 158-bed community hospital. At the same time, he remains Associate Professor of Neurosurgery and Radiology.

“It is both a privilege and a pleasure to serve as the first-ever Chief Medical Officer for USC Verdugo Hills Hospital. As a long-time resident of the Foothill communities and having raised my family there, it’s extremely rewarding for me to now directly serve the community that I call home.”

Don said that “we knew we wanted to give back, and we wanted to give where our passions are.” They were encouraged to join the Associates through their friend USC Trustee Mitchell Lew, who serves on the USC Associates Board of Directors.

Once introduced to the Associates, the Larsens were particularly impressed by the way in which they were introduced to a variety of philanthropic opportunities across the schools and campuses. As many Associate members do, the Larsens have chosen to support a variety of programs and initiatives, including the Dean’s Strategic Fund at Marshall, Dornsife’s Pre-Health Advising program, and Keck HTE (Health, Technology and Engineering program). The opportunity to also contribute to USC Verdugo Hills Hospital is especially gratifying to Don, as he feels that giving at this juncture will have its greatest impact.

But Don couldn’t hide his enthusiasm for the Associates. “We have gotten so much more out of our membership than we ever could have imagined. The feeling of camaraderie and connectedness to the school as a whole is just incredible. Of course the Associates picnics are great, but how else would we have known about the School of Dramatic Arts’ Spring Musical, or had the opportunity to attend the Beach Boys concert with the Thornton School of Music?”

With daughter Natalie currently loving her Freshman year at the Marshall School of Business, and son Christopher eyeing USC, the Larsen family can certainly claim to represent all strata of the Trojan family: alumni, faculty, administrators, parents, students, donors and enthusiastic USC Associates!

“The Larsens: Don, Natalie, Christopher and Linda.

“As a long-time resident of the Foothill communities, it’s extremely rewarding for me to now directly serve the community that I call home.”
Chairman Spotlight: Christine Marie Ofiesh

“It was truly an accident that I discovered the Associates.” This is how Christine Marie Ofiesh explained how she has come to support so many schools and organizations at USC. “Once I became a member of the Associates, the organization opened up so many new avenues for me. I had already been contributing to Athletics and to the Trojan Marching Band, but it is through the Associates that I have been introduced to so many other schools, projects and USC endeavors that are so very deserving of my attention.”

Born and raised in Los Angeles, Christine describes herself as coming from very humble means, and was the only member of her family to graduate from college. She attended California High School in Whittier before she was accepted at USC. “I secured some loans and scholarships while working my way through school, as no one from my family was able to assist me. Still, it was an honor, a privilege and a gift for me to be able to attend USC.” She enjoyed her time as an Alpha Gamma Delta, among a few other campus activities, and completed her BA in History in 1974. “When I see what USC is today, I appreciate my degree now more than ever.” She has had much success in a variety of careers, and now devotes her time to philanthropy both at USC and in various organizations throughout the greater Los Angeles Area.

Christine’s humble upbringing has made the funding of scholarships and the mentoring of students a priority for her. “I do not have children of my own. I tell my scholarship students that I am always here for them and I try to help them in any way I can, because I want to have a positive impact on their lives.”

A true patron of music and the performing arts, Christine has naturally gravitated to supporting the Thornton School of Music and the School of Dramatic Arts. She is now investigating funding needs for the Glorya Kaufman School of Dance and the School of Cinematic Arts as well.

Fascinated by the cutting edge work in the health sciences, business and engineering, she contributes to programs at the USC Norris Comprehensive Cancer Center, the Keck School of Medicine, the Marshall School of Business and the Viterbi School of Engineering. Her concern for nurturing the mind as well as the spirit is demonstrated through her gifts to the Rossier School of Education, the Price School of Public Policy, and the School of Libraries and the USC Caruso Catholic Center.

In addition, Christine actively serves on many Boards including Town and Gown of USC, Trojan Guild of Los Angeles, the Board of Governors for the USC Alumni Association, the Executive Board for the USC Trojan Marching Band and the Board of Counselors for USC Athletics, just to name a few. She has also served on numerous dinner committees and worked on many fundraising campaigns throughout the university. Her contributions to building projects have included the Ronald Tutor Campus Center, the USC Norris Comprehensive Cancer Center, the John McKay Center, the Heritage Initiative and the Uytengsu Aquatics Center. And with all that, Christine is intent on doing more: “Eventually, I want to be able to touch every school. I am extremely passionate about what USC is trying to accomplish, and am just as passionate about our students, our Deans, our Trustees, our Provost, and our President C. L. Max Nikias. When someone says they are a part of the Trojan Family, that could not be more true than it is for me.”
SAVE THE DATE!
USC Associates exclusive performance of

GRAND HOTEL
THE MUSICAL
Spend a lavish weekend in 1920s style at Berlin’s opulent Grand Hotel

SUNDAY, APRIL 6, 2014

USC School of Dramatic Arts

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Mr. Al Checcio
Senior Vice President for University Advancement
University of Southern California

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EVENTS

Associates Day at USC Wrigley Institute for Environmental Studies

Chairman Associate Gloria Billingsley

Legacy Dean Associate Paul Krekorian

Legacy Dean Associate Jeffrey Lin with Madison and Kelsey

LEFT: Legacy Presidential Associates Janet and Jerry Kohlenberger with USC Viterbi’s Senior Director of Advancement JoEllen Williamson and Katie Pope
Trojan Football: Away Games

See more photos at www.facebook.com/uscassociates

Chairman Associates Pam and Tony Turchi at the Colorado Picnic
RIGHT: Presidential Associate Cookie Lee with Steve Lin, and Tiffany Brown

Dean of the USC Gould School of Law, Robert Rassmussen with guest Jerry Klein at the Cal Picnic

Linda Harding with Provost Associates Virginia and Bob Naeve at the Hawaii Picnic

Maggie Mollett and Presidential Associate Marilou Hamill at the Notre Dame Picnic
EVENTS

Trojan Football: Home Game Picnics

Legacy Provost Associates Dudley and Patricia Poon
Chairman Associate Phil Anthony with guests Art Aurbach and Richard Borsuk
Chairman Associates Michele and Roger Engemann

Presidential Associate Dr. Arthur C. Bartner, Director, Trojan Marching Band
Chairman Associate Josephine Heeres

USC Provost Elizabeth Garrett, Chairman Associate Verna Dauterive with Jacquelyn Dylla, Director of P.T. Services, Student Health
Provost Associates Leslie and James Visnic
Legacy Presidential Associates Derick and Yoko Tagawa
The Beach Boys Concert and Reception

See more photos at www.facebook.com/uscassociates
Events: Save the Dates

**Against All Odds... From Orphan to “Architect to the Stars”: The Legacy of Paul R. Williams (Feb 5)**
Born in 1894 to African American parents and orphaned at age four, USC alumnus Paul R. Williams rose to become one of the great architects of the twentieth century. A distinguished panel will feature Williams’s granddaughter and author Karen E. Hudson, along with esteemed architects, civic officials and entertainment leaders. They will discuss Williams’s incredible legacy and groundbreaking work. Enjoy an exclusive, VIP pre-reception and priority seating for USC Associates.

**USC Verdugo Hills Hospital Reception (Feb 25)**
Join us for a special USC Associates VIP reception and tour of Verdugo Hills Hospital, now part of Keck Medicine of USC. USC Verdugo Hills is a 158-bed acute care hospital, serving patients in the cities of Glendale and La Cañada Flintridge, as well as the surrounding foothill communities of the San Gabriel Valley.

**USC Associates Spring Musical (April 6)**
USC Associates VIP performance and reception of the Grand Hotel, The Musical. Directed by John Rubinstein. A group of eccentric guests spend a lavish weekend at the opulent Grand Hotel in 1928 Berlin – when the Roaring Twenties are in high gear and where the city is the center of high life. Be sure to catch this special, exclusive performance and post reception with the cast and creative team.

**Presidential / Provost Luncheon (May 2)**
An exclusive and intimate luncheon with the President and/or Provost of the University for USC Presidential and Provost level Associate members.

**Cinematic Arts Cruise (May 15 – June 1)**
An unforgettable film and theatre themed cruise honoring Dr. Drew Casper, a renowned expert in American film. Depart Los Angeles aboard the Crystal Symphony and cruise past Cabo San Lucas, the Panama Canal, Grand Cayman and finally disembark in New York City.

**Chairman Dinner (June 5)**
An exclusive and intimate dinner for USC Chairman Associate-level members with the Chairman of the USC Board of Trustees for USC.

**Dauterive Hall Pre-Opening Tour (TBD June/July)**
Join the USC Associates as we host an exclusive VIP tour and reception of the university’s first interdisciplinary social sciences building, made possible by the generous support of Trustee and USC Associate Verna B. Dauterive.