New Initiative Ensures USC’s Leadership in Convergent Bioscience

Effective solutions to many of today’s most profound health problems are being found at the convergence of the sciences and engineering. The USC Convergent Bioscience Initiative is a vital collaboration between the USC Dornsife College of Letters, Arts and Sciences and the USC Viterbi School of Engineering that taps expertise across USC with the goal of rapidly improving the lives of people around the globe. (continued on next page)
At its core, the USC Convergent Bioscience Initiative is about understanding the complete human body at the atomic scale, rather than through specific parts. As USC scientists and engineers collaborate with each other and partners in the Keck School of Medicine of USC, for example, they will make discoveries leading to the development of personalized treatment strategies for a range of specific diseases and conditions, such as autism, Alzheimer’s and Parkinson’s, as well as many cancers.

This initiative will enable the university to realize the full promise of this convergence by creating:

- Research space that fosters collaborative experimentation between different disciplines and researchers;
- Core facilities that provide instrumentation and expertise to USC faculty, neighboring industries and academic institutions;
- Innovative training programs that support graduate and postdoctoral students in the pursuit of new discoveries; and
- Seamless technology-transfers that nurture laboratory breakthroughs as they transform into startup companies or clinical trials.

The USC Convergent Bioscience Initiative was given a powerful boost in January 2014 with Gary K. Michelson’s visionary gift of $50 million to fund the construction of the USC Michelson Center for Convergent Bioscience – a state-of-the-art building on the University Park Campus that will become the new home for the initiative’s people and programs.

“Dr. Michelson’s generous gift will bridge USC’s strengths in a broad range of disciplines, including the sciences, engineering, medicine, mathematics and computer science,” said USC President C. L. Max Nikias. “The new USC Michelson Center will be a vibrant hub for innovation and will help create a major biomedical research corridor in Southern California.”

With the support of Dr. Michelson and others who share the university’s vision for convergent bioscience, USC will foster new generations of researchers who, by being fearless in the pursuit of scientific knowledge, will accelerate biomedical technology development and ultimately create innovative solutions for the benefit of humankind. Numerous naming opportunities are available. To learn more, contact Richard Vargas, senior executive director for University Advancement, at (213) 740-4993 or richarde@usc.edu.
A Message from Jane Popovich

Happy New Year! This is such an amazing time for the university, with our campuses full of excitement and growth. This fall alone we broke ground on the Jill and Frank Fertitta Hall, the USC Michelson Center for Convergent Bioscience and the much-anticipated USC Village.

For the Associates, the fall was also full of activity. We had the pleasure of touring the newly dedicated Dr. Verna and Peter Dauterive Hall with Provost Garrett, Dr. Dauterive and Interim Provost and Senior Vice President for Academic Affairs Michael Quick. We also hosted an exclusive tour and luncheon at the newly acquired USC Pacific Asia Museum. And, of course, let’s not forget my absolute favorite part of fall, the USC Associates Football Picnics.

In addition to welcoming nearly 70 new USC Associates members, we also welcomed three new board members: Richard DeBeikes, Farrah Kleiner and Rod Nakamoto. You’ll find a brief bio of each in this newsletter.

We have so much ahead of us this year! We’re looking forward to an exclusive showing of the USC School of Dramatic Arts performance of Grease. We’ll be traveling back to Catalina Island this summer to visit the USC Wrigley Institute for Environmental Studies for its 50th anniversary celebration. And we’re already anticipating spring 2016, when the “Trojans Take Back Troy” on a luxury cruise from Athens to Istanbul, that includes a journey inland to the ancient ruins of Troy. I encourage you to keep updated on our evolving calendar by visiting our website and liking us on Facebook.

As always, I appreciate your continued support and generosity. Thank you and Fight On!

Welcome
New & Upgraded Members!

CHAIRMAN
Steve and Abbey Braverman
Sara A. and Daniel J. Buster
Glenn A. Bustrum*
Ronnie and Barbara Chan
Susan Cimbaluk*
Hillarie and Steven Dietz
Norton and Loretta Kano*
Kristen H.Y. and Peter Y.S. Kim*
Rebecca and Laird Malamed*
Gary and Aliya Michelson
Kevin and Britta Shannon*
Sharon and John Tesoriero*

PRESIDENTIAL
Mara and Joseph Carieri*
Red and Sheri Cavaney
James S. Goswiller and Laura L. Lind*
Johanna and Jeffrey Gunter*
Eva and John Iino*
Sung Jin and Frank Ingriselli*
Seth and Vicki Kogan
John and Joan Nolan
Keith and Cecilia Terasaki*
Sue and Stephen Wilder

PROVOST
Lisa and Joseph Allanson
Christi and Jerry Anderson
Marie and Paul Bloch
Raymond Bustamante
Xochitl and Brian E. Cabrera
Maureen and Chad Carpenter
Tamela Ann and Patrick Cavaney
Michael S. Chin and
Julie S. Hedrich
Ron and Maureen Cocchi
David and Deborah Ginsburg
Lorraine and Tom Gyalay
Cinda G. Hoeven
Joyce and Terrence Hughes*
George and Columba In
Christian and Colleen Jester*
Christopher and Lauren Johnston
Diko and Andrea Kassabian
Garo and Galia Kassabian
Gerard V. Kassabian
Marcia J. Kear
Howard E. Kern
Farrah Greenberg Kleiner
and Kenneth Kleiner
Joe and Denise Lumarda
Richard F. Mogan IV
Samia and Tom Morgan
Scott Mullet and
Jenelle Marsh-Mullet
Albert Otero
Jill and Stephen Petty*
Deborah M. Reichling
Irene Rhodes
Harley and Kaira Rouda
William Ruvelson
Ginny and John M. Simpson*
Carla and Ron Wangerin
Lesley and Jeffrey Wolman

JUNIOR
Jeffrey Campau
Lawrence Fung
Katherine Furesh
Shannon Hayes
Cameron Kojima
Brett Kroha
Katie Stump
Erik Trenlenberg
Leigh A. Trenlenberg
Peter W. Trenlenberg, Jr.

*Upgraded Membership
As of 01/31/15
From the moment we stepped on campus in support of our oldest daughter Heather’s college-selection process, we knew USC was a very special place. The energy was immediately noticeable and visible on every student’s smiling face. As we attended orientation during the summer ahead of Heather’s freshman year, we were so touched by the nurturing environment. Everyone was so approachable and personable, and we were pleasantly surprised that a world-class research institution could still feel like our hometown high school. Feeling instantly welcomed into the Trojan Family, we wanted to help extend this wonderful experience to others, and that is why we chose to step forward and give.

It was extremely helpful for us to have the opportunity to meet with USC School of Dramatic Arts Dean Madeline Puzo and Assistant Dean of Development Sara Fousekis to find out exactly what they needed to help grow the school and USC in general. When we asked them how we could help, they opened up to and important initiatives. Those early conversations gave us plenty to consider, and allowed us to carefully refine the instructions we shared when confirming our gift. Our decision to support the endowed scholarship fund allows the admissions team at SDA to extend acceptances to the very best candidates, helping them and their families make USC a reality. Knowing how happy we are to be new Trojans made us want to help others experience that same sense of special community that exemplifies the Trojan Family.

Giving through the Associates, we know that our gift is being put to work right away. Thanks to a “crash course” from the Associates team, we had a clear understanding of all the areas of need, which was extremely helpful. And, by giving through the Associates program, we have so many opportunities to immerse ourselves in the USC community and hear from senior leadership on all aspects of where USC is heading.

We have really enjoyed our Associates experience. From special presentations to pre-game picnics, it’s giving us the ability to easily assimilate into the USC community, especially considering our role as parents.

It’s very exciting for us to hear from new USC friends who ask, “How can we help?” and for us to have the opportunity to share our Associates experiences and perspectives with them.
Endowment for Student Scholarships
$1 Billion Campaign Goal

Over the past two decades, the caliber of USC’s undergraduate student body has risen exponentially, fueling our skyrocketing reputation. One factor in this remarkable trajectory has been the university’s commitment to meeting 100% of undergraduate student financial need through scholarships and other aid, allowing the most qualified and deserving students to attend USC, no matter their financial situation.

Today, USC administers the largest undergraduate financial aid program in the United States. USC President C. L. Max Nikias has set a goal for the Campaign for the University of Southern California to grow USC’s scholarship endowment by $1 billion, making it one of the university’s most critical fundraising priorities. To date, the campaign has raised $216 million for endowed student scholarships and fellowships.

Endowment support currently funds approximately 2.2% of undergraduate scholarship aid. Reaching the Campaign’s $1 billion goal will enable USC to award additional scholarship and grant support in place of student loans as part of comprehensive financial aid packages. The university is committed to seeing fewer students graduate with student loans, and to relieving some of the financial pressure on middle- and lower-income USC students and their families.

Giving to the scholarship endowment is a great way to leave a family legacy at USC, as these gifts support students in perpetuity. The endowment also helps provide fellowship support for PhD and graduate professional students, and postdoctoral fellows. Since world-class faculty consider the quality of these students when weighing an appointment, the ability to offer generous fellowships to draw the world’s best students to USC has a significant impact on faculty-recruitment efforts. In turn, outstanding faculty attract top students, creating a positive feedback loop with a critical multiplier effect.

Interested in supporting a student scholarship endowment, or want to learn more? Please contact the USC Associates at (213) 740-8722 or uscassociates@usc.edu

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

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 age 35 & younger): $25,000* plus $250 required annual gift

*All pledges are payable within 5 years
The first time I stepped foot on campus was in fall 2011 to visit my brother, who was attending USC at the time and graduated in May 2013. Never having seen a college outside of the Southeast, I had no idea what to expect. I remember feeling mesmerized and a little overwhelmed flying into L.A. at night, because the scope of the city was so much more immense than anything I could have ever prepared for. Looking down at all the traffic and seeing downtown in the middle of it all, it reminded me of arteries, veins and a heart… It certainly felt organic.

When I saw USC the next day, it was like walking through a microcosm of all that, and that’s when I fell in love. There was so much culture, so much diversity, and the people here, both the staff and the students, were all so passionate. The school was alive. From there, each new thing I learned about USC drew me in more, but it was the atmosphere that had me hooked.

USC does an extraordinary job of embracing interdisciplinary awareness. While it’s important not to compromise depth of knowledge for breadth, I think the university also recognizes that the future lies in the often overlooked intersections between disciplines, regardless of field. It’s exciting to be able to participate in that kind of discovery, no matter what field I ultimately pursue.

One of my favorite professors is Edwin McCann, who teaches the CORE 102 class for Thematic Option. It’s fairly philosophy-oriented and there’s a lot of reading, but every bit of effort you put into his class will be rewarded. Professor McCann has to be one of the smartest people I’ve ever met. He’s extensively knowledgeable about his canon and can navigate anything that you throw at him. He’s the embodiment of wisdom.

I’m currently working towards a BS in computer science with an emphasis in game design, but I may end up in mechanical engineering depending on my experiences next semester. If I continue with game development, it would be great to work for any of the well-established developers whose games I played growing up. But the wonderful thing about the video-game industry right now is the explosion of indie and community-driven content, and it’s really exciting for someone who has always believed in the artistic and narrative potential of video games to see economics backing the grassroots creators. thatgamecompany, which started at USC, is just one example of such a studio. Their latest title, “Journey,” inspired me to consider game development seriously as a career.

In addition to the Associate Trustee Scholarship, USC has generously awarded me its supplemental University Scholarship, and I’ve also received a National Merit corporate scholarship, as well as a scholarship from the Tailhook Educational Foundation.

The best thing about USC is you can do anything you want. If you’re passionate about something, from STEM – science, technology, engineering, and mathematics – to the arts, social sciences, and anything across or in between, there’s a cutting-edge program for that. Not only do the barriers to your success disappear, you are surrounded by enthusiastic people and professors, in a collaborative environment, with all the resources you could possibly ask for. I’ve had to deal with a bit of culture shock since moving to Los Angeles from the South, but I can’t imagine myself anywhere else. I love it at USC – it’s my home.
New Board Members

Richard “Dick” DeBeikes
Dick is president of the DeBeikes Investment Company and just completed his five-year term as a USC Trustee. He graduated from USC Price and his wife, Bryn, graduated as a double major in communications and journalism from USC Annenberg. Their three children – Brittany, Richard and Caroline – are all graduates of USC Price.

Farrah Kleiner
Farrah is a real estate agent for Sloane Square, LLC, in New York City, and a graduate of USC Annenberg. Prior to entering the real estate business, she worked in the fashion industry and held positions at Glamour and Elle magazines, as well as Calvin Klein. Her husband, Kenneth, is an executive vice president at Rosenthal & Rosenthal Inc., an asset-based New York finance company with offices in Los Angeles. Their daughter, Carson, is currently a freshman at USC Marshall.

Rod Nakamoto
Rod is a vice president at J.P. Morgan and the immediate past president of the USC Asian Pacific Alumni Association. He currently serves on the USC Alumni Association Board of Governors Executive Committee and will co-chair the 82nd Annual USC Alumni Awards in April. Rod earned his BS from USC Leventhal and his MBA from USC Marshall; his wife, Elsie, also graduated from USC Marshall. Their daughter Brynn graduated from USC Annenberg, and their other daughter Emily is currently a sophomore at USC Dornsife.

SAVE THE DATE
Sunday, April 12, 2015
Join the USC Associates for a special performance of the USC School of Dramatic Arts Spring Musical

Grease
Book, Music & Lyrics by Jim Jacobs and Warren Case
Directed by Brian Kite
Bing Theatre www.usc.edu/esvp (Code: Grease)

USC Associates Board of Directors

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Mrs. Jane Popovich
Chairman, Hoffman Associates

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Ms. Cookie Lee
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Mr. Tony Turchi
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Ms. Nadine Watt
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Ex-Officio Members
Mr. Adam A. Bart
Senior Executive Director, USC Associates and Director of Major Gifts
University of Southern California

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

Provost Associates Leon and Jean Greos

Legacy Dean Associates Ray and Diane Melrose with Legacy Presidential Associates Yoko and Derick Tagawa at the Boston tailgate

Legacy Presidential Associate Mary Jo Wong with Chairman Associate Sue Cimbaluk at the Stanford tailgate

Provost Associates Marnie and Dan Gruen

Legacy Provost Associates James and Candace Yee and Patti and Dudley Poon

LEFT: Legacy Provost Associates Tom and Sally Edwards
Legacy Presidential Associates Jill and Grant Wiese and Peter and Mary Rooney

Legacy Dean Associates Weta and Allen Mathies with Chairman Associate Willa Olsen (center)

Legacy Dean Associates Toby and Terry Tomich

Legacy Dean Associates Denice and Brian Mock

See more photos at www.facebook.com/uscassociates
USC Associates Picnics, continued

Provost Associates Virginia and Bob Naeeve with Linda and Forrest Harding
Chairman Associate Michael Adler with his son Grayson

Legacy Dean Associate Maureen Flanagan
Legacy Presidential Associate Jerry Kohlenberger with Dave Kohlenberger
Legacy Provost Associate Kirk Calhoun with Edith Gould

Legacy Provost Associates Michael Doyle and Anne Doyle with Tom Doyle and Gina Glassell
Vivian Roe, Provost Associate Michael Schroeder, and Bill and Molly Scott at the Boston Tailgate
USC Pacific Asia Museum Luncheon

Legacy Dean Associate Vicky Ho with Sherry Koo and Presidential Associate Cookie Lee

Presidential Associate Rod Nakamoto with Provost Associate Paula Ciarmitaro

Dr. Verna and Peter Dauterive Hall Tour

Associate Director, USC Associates, Shawna Foster and Provost Associates Edward and Edit Komberg

Chairman Associate Christine Ofesh with Legacy Presidential Associate Jane Bensussen

Legacy Provost Associate Linda Givvin

Legacy Presidential Associate Mary Lane with Provost Associates George and Laurie Stoneman

See more photos at www.facebook.com/uscassociates
Celebration of USC Arts Schools at the Felix Residence

Chairman Associates Michael and Debbie Felix with their children Austin and Jordan

Madeline Puzo, dean of the USC School of Dramatic Arts, with Provost Associate Carol Mollett

Provost Associates Leslie and James Visnic with their daughter Adrienne

Chairman Associates Carol and Charles Manger

Provost Associates Ron and Maureen Cocchi
Guests are entertained at the Celebration of USC Arts Schools at the Felix residence

Presidential Associates Rod and Elsie Nakamoto with their daughters Emily (left) and Brynn (center)

Qingyun Ma, dean of the USC School of Architecture, and his wife, Shounging Li, with Barbara and Doug Effenberger

Provost Associates Rex and Sandra Johnston

See more photos at www.facebook.com/uscassociates
USC ASSOCIATES 2015 EVENTS

USC NORRIS FRIENDS AND FAMILY LUNCHEON
THURSDAY, MARCH 12, 2015
11:30am Luncheon
12:00pm Program
Reception to follow

USC Norris Comprehensive Cancer Center and
USC Norris Ambassadors welcome Associates to
an informative luncheon: “Adolescent and Young
Adult Cancer Program: A New Model of Care for
a Unique Patient Population.”
Presented by Stuart E. Siegel, MD, co-medical
director at USC Norris

For reservations, please visit: www.usc.edu/esvp
(Code: Ambassador)

USC HYBRID HIGH SCHOOL TOUR
AND LUNCHEON
THURSDAY, MARCH 19, 2015
12:00 - 2:00pm

Join the USC Associates as we partner with the
USC Rossier School of Education for an exclusive
luncheon and walking tour of USC Hybrid High
School. Distinguished speakers include: USC
Rossier School of Education Dean Karen Symms
Gallagher; Presidential Associate Mary James;
and Ednovate CEO Oliver Sicat.

For reservations, please call (213) 740-8722

PRESIDENTIAL AND PROVOST
ASSOCIATES LUNCHEON
THURSDAY, APRIL 9, 2015
11:30am – 1:30pm

An exclusive luncheon for yearly-gift USC
Presidential and Provost Associates hosted by Jane Popovich, USC Trustee and USC
Associates president, featuring distinguished speaker Michael Quick, interim provost and
senior vice president for academic affairs.

For reservations, please call (213) 740-8722

SPRING MUSICAL PERFORMANCE
AND RECEPTION
SUNDAY, APRIL 12, 2015
2:30pm Matinee
4:30pm Reception

Join the USC Associates for an exclusive
performance of the USC School of Dramatic Arts
production of *Grease!*

An exclusive reception in Associates Park with
the cast, crew and creative team will follow.

For reservations, please visit: www.usc.edu/esvp
(Code: Grease)

CHAIRMAN ASSOCIATES DINNER
TUESDAY, JUNE 2, 2015

An exclusive and intimate dinner for USC Chairman
Associates with USC Board of Trustees Chairman
John Mork and USC President C. L. Max Nikias.

For more information, please call (213) 740-8722

CATALINA DAY AT USC WRIGLEY INSTITUTE
FOR ENVIRONMENTAL STUDIES
SATURDAY, AUGUST 8, 2015

Join the USC Associates for our most family-
friendly event as we celebrate the 50th
Anniversary of USC Wrigley Institute for
Environmental Studies.

For more information, please call (213) 740-8722

TROJANS TAKE BACK TROY CRUISE
& ADVENTURE IN 2016
APRIL 24-MAY 1, 2016 & APRIL 30-MAY 5, 2016

Join the USC Associates for a 7-day cruise from
Athens to Istanbul aboard the beautiful *Crystal
Symphony*, followed by a magical 6-day journey
from Istanbul to Troy.

For more information, contact: Deborah Deming
at FROSCH Classic Cruise & Travel.
deborah.deming@frosch.com (800) 688-8500