Endowed Scholarships and the Campaign for the University of Southern California

Over the past two decades, the academic caliber of USC’s student body has increased exponentially, fueling the university’s ascent into the pantheon of the world’s great institutions of higher learning. A large part of this success can be attributed to the university’s commitment to accepting the most qualified students, regardless of financial need. (continued on next page)
By maintaining a need-blind admissions policy and committing to fully meeting the demonstrated financial needs of students—while also rewarding the most academically talented with merit-based scholarships—USC is able to attract the best and the brightest, bar none.

Last year the university committed more than $418 million towards overall financial aid. Only a fraction of that aid, however, came from endowed scholarships.

With the launch of the Campaign for the University of Southern California, USC President C. L. Max Nikias set the ambitious goal of raising $1 billion towards student scholarship endowments. To date, we have raised nearly a quarter of that amount. Reaching this goal will enable the university to dedicate $50 million annually to scholarship support—more than doubling the current contribution to financial aid from endowed scholarships.

One of the university’s strategic priorities is tackling the world’s “wicked problems.” To that end, endowed scholarship support will ensure that USC continues to attract and incentivize even greater numbers of high-performing students to bring bold new ideas and ambitions to the university. As these students go on to become leaders in each and every field, USC’s impact on society will be the ultimate legacy of support for scholarship endowments.

The USC Associates has been called to action by senior leadership to help close the gap and reach President Nikias’ ambitious goal. By establishing an endowment, visionary donors can help ensure that USC will continue to have the resources to offer compelling financial aid packages, thereby enabling the university to recruit and retain the brightest undergraduate and graduate students in perpetuity. Each gift to support a scholarship or a fellowship represents a ringing vote of confidence in the university’s tradition of providing a high-quality education to the young men and women who represent our future. We invite you to continue the tradition by endowing a scholarship or fellowship today.

For more information about endowing a scholarship or fellowship, please contact the USC Associates office at (213) 740-8722.
A Message from USC Associates Board President Michele Dedeaux Engemann

It has been a tremendous honor to lead the USC Associates this year, and I’m so proud to be a part of an organization that does so much good for our beloved university. Since our last newsletter, we’ve welcomed over 35 new and upgraded members to the Associates. Through your generosity and belief in our scholarship program, we were pleased to grow our program by nearly 90 new and upgraded members over the course of the 2015-16 school year.

It was great seeing many of you at the Presidential and Provost Luncheon as we partnered for the first time with the USC Parent Leadership Circle. We also hosted an exclusive meet and greet with the creators of the podcast Serial, and held our annual spring musical reception, where we met the new School of Dramatic Arts dean, David Bridel. More recently, I was delighted to host the prestigious Chairman Dinner at my home, where Chairman of the Board of the USC Trustees John Mork and President Nikias gave remarks to our Chairman Associates.

We kicked off our famous Associates Picnics on September 3, when USC took on Alabama at AT&T Stadium in Arlington, Texas. We will also travel to Stanford (September 17) and Utah (September 23). We hope you will join us at home and on the road! The Associates Football Picnics are a great way to get to know one another, so bring your friends, family and colleagues to celebrate in the Trojan spirit. A calendar of events is always available on the USC Associates website (usc.edu/associates), and I invite you to check it regularly, as new events are added throughout the year.

On a more serious note, the university’s senior leadership has charged the Associates with encouraging members to endow student scholarships and fellowships. Scholarship endowment support is a university-wide priority, so I hope many of you will answer the call to create a new scholarship or contribute to one you may already have endowed. I thank you in advance for your generosity, and for sharing in the value of supporting our students with much-needed financial and merit-based aid.

Finally, to answer the call for more scholarship support, we asked the Associates staff to analyze budget expenses and identify ways to contribute more to the Associates Endowed Scholarship. We anticipate some changes to the program for legacy members in the coming year, but know that all decisions will be made to enhance our contributions to scholarship support, and refocus on the mission of the Associates program: “to advance knowledge in the sciences, the humanities, and professions through financial support of academic programs at USC.”

Thank you once again for your continued support of the academic mission of the university, and I look forward to seeing you this fall!

Fight On!
Michele Dedeaux Engemann

In Memoriam: Harlyne Norris

This summer we lost a dear friend, USC Life Trustee and Presidential Associate Harlyne Norris. A civic-minded volunteer and philanthropist, Norris devoted herself to causes in science, medicine and the arts. Her name and that of her late husband, Kenneth T. Norris Jr., can be seen on many prominent buildings on both USC campuses, including the USC Norris Comprehensive Cancer Center and the USC Norris Cancer Hospital, one of the premier cancer centers in the nation. Our Associates family will deeply miss her devoted friendship and pioneering spirit.
Friends,
As members of the USC Associates, you understand the high costs of supporting a world-class education. In this competitive market of highly selective research universities, our ability to recruit and retain the best and brightest students is directly linked to USC’s ability to offer robust financial aid packages and merit-based scholarships. The generosity of many members making their annual membership gifts enabled our office to award over $850,000 in merit-based scholarships last year—twice the amount we were able to award 10 years ago. However, the need for student scholarship support is more urgent than ever, as we now compete for students considering admission offers from top universities across the country. This is why scholarship support is a strategic priority for the Campaign for the University of Southern California.

The university has asked the USC Associates team to analyze their office policies and budget to find more funding for scholarships. In addition, USC Associate members are being challenged to play a major role in supporting student scholarships and creating new endowed scholarships. Many of you have already given to existing endowed scholarships and we thank you. I encourage you to consider adding more to your endowments, so your scholarship can award more funding to each recipient.

A gift of $100,000 or more can establish an endowed scholarship, which brings with it the rewards of endowing a personal scholarship and connecting student recipients. Your scholarship can support any of USC’s 19 schools or one of our many campus partners, including alumni affinity groups, campus institutes, the USC Trojan Marching Band, etc. Each year, the income from your endowment will fund a scholarship award that bears your name, or the name of someone you wish to honor, personalizing the generosity that will extend from generation to generation.

I hope many of you will consider endowing a student scholarship this year, or adding to your existing scholarship to help us meet our scholarship challenge. I thank you in advance for your consideration.

Fight On!

Adam Bart
Senior Executive Director,
USC Associates and Director of Major Gifts

For more information about endowing a scholarship or fellowship or adding to an existing scholarship, please contact the USC Associates Office at (213) 740-8722.

In Memoriam: Dr. Verna B. Dauterive

Over the summer of 2016 we lost a wonderful friend and champion of the USC Associates with the passing of Dr. Verna B. Dauterive. Verna was a double Trojan, USC trustee and longtime educator. From her service on the USC Associates Board to her loyal Chairman level membership, we could always count on Verna’s incredible wit and loyal support of our program. We were proud to honor Verna with a VIP Associates reception at the fall 2014 opening of Dr. Verna and Peter Dauterive Hall, the university’s first interdisciplinary social sciences building.

Her leadership and commitment to the university will continue to inspire Trojans for years to come. We all miss her dearly.
Welcome
New & Upgraded Members!

CHAIRMAN
Avery and Andrew Barth*
Lydia and Todd Bauer*
Bert Centofante*
Robert Day*
Dan and Phyllis Epstein*
D. K. Kim
Julie and Bryan Min
Jerry Neely*
Teresa and Byron Pollitt*
Jennifer and Michael Singer*
Andrew Viterbi*

PRESIDENTIAL
Amy and Paul Blavin
Donna and Curt Boisfontaine
Katie and Philip Holthouse*
Mary Pallares*
Mary and Phil Stump*

PROVOST
Jacqueline and Barry Albrecht
Susan and Bill Allen*
Binnie and Paul Alwine

JUNIOR
James Drevno

*Upgraded Membership

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

*All pledges are payable within 5 years
Welcome David Bridel
Dean of the USC School of Dramatic Arts

By Lynne Heffley

To say that David Bridel, the new dean of the USC School of Dramatic Arts, thrives on a multifaceted creative life is an understatement. When he became interim dean in July 2015, Bridel was already wearing a number of hats at the school—director of the MFA program in acting, associate professor of theatre practice, and associate dean of global initiatives.

The work of this respected director, choreographer, librettist, playwright and performer has been seen in Los Angeles at the Mark Taper Forum, the Odyssey and the Broad Stage; on such television programs as Great Performances and Dancing with the Stars; at festivals; and in opera houses and theaters worldwide.

Bridel's original plays include I Gelosi and the solo show Sublimity, which won the Best Satire Award at the 2013 United Solo Festival in New York. His adaptation of Dr. Faustus, directed by MFA acting professor Andrei Belgrader, had an off-Broadway run this past summer at Classic Stage Company.

Significantly, it was a high school teacher who kindled Bridel's interest in theater by starting a drama class. “Some trigger got fired off,” he says, and from the age of 17, “I never, ever considered doing anything else in my life.” Today, each of the worlds that Bridel inhabits—as an educator and a career artist—nourishes the other.

As an example, Bridel points to The Oresteia Project, which concluded its run at USC’s Scene Dock Theatre in March. Directed by Bridel, and created by him with the MFA acting class of 2016, this Aeschylus-inspired ensemble piece, rooted in the darkest of family dynamics, was crafted with pop culture references, music, movement and projections. As an educator, he emphasizes the defining value of story and its roots in the family narrative. As he explains, “It’s one of the reasons that I gravitate towards the Greeks.” Bridel also feels strongly that it is not his role to teach creativity, but “to resolve the blocks that prevent it from taking place.”

The play ran in repertory with two other student productions. Essentially serving as the graduate students’ master’s thesis, the three plays came at the end of their training, partly, Bridel says, “to tax them stamina-wise as profoundly as possible.” Just as importantly, the lengthy collaborative and creative process of repertory work can help students gain “a sense of confidence in their agency and their ability to work together as an ensemble, and as individuals, to create something unique and original”—even in career downtimes. In his blunt assessment, “sheer bloody mindedness and the ability to stick it out when nothing’s happening is really the key.”

Since he was named dean in April 2016, Bridel has identified a number of short- and long-term goals for the School of Dramatic Arts, all with a core commitment to fusing classical stage training with cutting-edge approaches to new media. From Broadway to TV/film, and new media, such as YouTube, Internet-user-generated content, green screen, motion capture, etc., Bridel wants to make sure that every student graduates with the tools to work in today’s rapidly changing media climate. In addition to some curricular changes, Bridel plans to add a number of year-round professional development activities that will expose students to a wide range of experts in the industry. He also wants to expand the School of Dramatic Arts’ alumni engagement activities, and build new interdisciplinary partnerships across the university and throughout the entertainment industry.

“This is an important time for the School of Dramatic Arts,” Provost Michael Quick wrote in a letter to the university community. “The school is primed for future greatness and recognition under Professor Bridel’s leadership.”
Chairman Spotlight:
Michael and Stacy Lederer

“As a Trojan, you never really leave USC.”

A proud alumnus and the father of three Trojans, Chairman Associate Mike Lederer is a loyal member of the Trojan Family. After graduating from the USC Marshall School of Business, Mike remained active within the university, serving as a member of the USC Athletics Board of Counselors, the USC Associates Board of Directors and the USC Price School of Public Policy LEAP Steering Committee. He reflects fondly on his time at USC, but says his favorite memories center on the times his children—Amanda, Ryan and Eden—received their acceptance letters.

Mike and his wife Stacy were first introduced to the USC Associates program when their eldest daughter Amanda was admitted to USC in 2010. Although Mike initially began giving to his alma mater as a way to say “thank you” for his education, he and Stacy later shifted their focus to providing future Trojans with the best education and experiences possible. “Building a top university such as USC takes so much more than we ever imagined: top students, top professors and top facilities,” Mike explains. “USC Associates provided us with a global view of the university and direct exposure to the specific schools.”

Mike and Stacy believe strongly in civic responsibility and giving back to the community. They are equally committed to giving to USC to ensure that it remains one of the top universities in the country. One of the reasons they give to USC is to encourage the best and brightest students to attend, regardless of financial ability. “It was eye-opening to us that almost 70 percent of the student body receives some sort of financial assistance,” Mike says. The decision to give their most recent gift directly to the USC School of Dramatic Arts was influenced by their youngest daughter’s acceptance into the school’s bachelor of fine arts program. “Having our daughter in the program made this very real for us. Stacy and I want to make sure that Eden and all of her fellow SDA students have the resources to take full advantage of their four years at USC,” Mike says. After the Lederers met with the School of Dramatic Arts Dean David Bridel, their decision was finalized. As Mike puts it, “We were blown away by his vision. His dedication to the school and the students goes well beyond his required responsibilities. Our ability to provide a little financial support was the least we could do!”

Mike, Stacy and their children continue to enjoy their experiences at the university. “Our USC experience wouldn’t be the same without the Associates,” Mike says. “From the special events to the pre-game picnics, our involvement with the Associates has brought many new friendships and many of the best USC memories!”
Welcome Andrew Guzman
Dean of the USC Gould School of Law

By Gilien Silsby

To hear his friends tell it, Andrew Guzman probably would have launched a tech start-up if he hadn’t gotten a law degree and gone into academia. Innovation and drive run through his veins.

Guzman, 48, left his longtime academic home of the UC Berkeley School of Law to become the new dean of the USC Gould School of Law on July 1, 2015, and brought his entrepreneurial spirit with him.

“I think top law schools know that we have to approach the future of legal education differently,” says Guzman, an authority on international law and economics who holds both a JD and a PhD from Harvard University. “The legal landscape is changing, and we have to respond.”

Guzman intends to continue the momentum set by previous Gould School Dean Bob Rasmussen of growing the quality and reputation of the law school. At the top of Guzman’s list is to recruit senior faculty, leverage the entertainment law and international programs, and capitalize on the newly launched Alternative Dispute Resolution Program, which received a $5 million gift from USC Gould alumna Judge Judith O. Hollinger in January 2015.

Since joining Gould, Guzman has launched two student-oriented programs. First, an Honors Scholars Program aimed at acquiring the nation’s best students by offering a scholarship and a set of networking, professional, educational and social activities. And, second, the First Generation Professionals Program, to create a learning environment in which students who are the first in their families to graduate from college and attend professional school can feel they belong at Gould.

In international law—an area Guzman knows best—he wants to enhance and expand USC Gould’s programs in a thoughtful but ambitious way. “There are many things we can do to increase our contact internationally,” he says. “There’s an opportunity to provide legal training and legal teaching and to connect scholarship and academic interest with what goes on with the rest of the world.”

Leading a law school had long been a dream for Guzman, who moved to Los Angeles with his wife of over 20 years, Jeannie Sears, and their two school-age sons, Nicholas, 16, and Daniel, 13. “In an institution full of accomplished and driven people, the dean’s job is to make it easier for them to thrive,” says Guzman. “That means finding out what is getting in the way and removing it, and seeing what will make them even better, and building it.”
Chairman Associates and USC alumni Karen Wong and Scott Lee feel fortunate to be able to give back to the university that offered them both an education that had “such a profound impact” on their personal and professional lives.

Karen and Scott began dating during their years at USC and spent many hours studying together in Doheny Library with friends. “It’s impossible to pinpoint a single favorite USC memory,” says Karen. “However, one thing is clear—when we each look back on our respective experiences at USC, we remember fondly so many engaging professors, interesting classes and fun experiences with fellow students who have remained lifelong friends.” After dating for over eight years, Scott proposed to Karen just before the 1989 USC vs. Michigan Rose Bowl game.

Today, Karen and Scott reside in La Cañada, California with their two children, Mackenzie and Ryan. Karen is a partner in the Los Angeles office of Milbank, Tweed, Hadley & McCloy, and a partner in the firm’s project finance group. Scott manages the family’s real estate development and investment company. They have both remained extremely active in USC affairs. Scott is a former board member of the Asian Pacific American Support Group, the predecessor to the USC Asian Pacific Alumni Association (APAA). Karen is the immediate past-president of APAA and a current board member of the USC Associates Board of Directors. She will also be serving as the co-chair of the USC Alumni Association Board of Governors Alumni Engagement Committee, as well as on the USC Gould School of Law Board of Councilors, this fall.

“The education we both received from USC enabled us to succeed professionally,” Karen says. “When considering our philanthropy, it was a no-brainer that USC would be a priority.” The couple began giving back to USC by donating to the USC Leventhal School of Accounting—Accounting Circle soon after graduating. Once Karen finished paying off her student loans, she began making annual gifts to the USC Gould School of Law. Karen and Scott have now endowed scholarships through both APAA and USC Gould.

Karen and Scott became members of the USC Associates in 2010 as another way to engage with the university they cherish. Giving through the USC Associates as Chairman members allows them to encourage students across all academic programs at USC. “We have experienced firsthand the gratification of being able to offer students scholarships,” Karen explains. “The USC Associates provides a deeper insight into the many exciting developments and programs at USC.”

The couple firmly believes that giving back is not only a responsibility but a privilege—a belief they hope to have instilled in their children.

“As the recipients of a number of scholarships while at USC, and being the benefactors of the generosity of others, we have always felt compelled to give back and pay it forward,” Karen says. “In giving back to USC, we wanted to invest in USC students who will become the future leaders of society. When the students we help achieve their goals, we know that they will be inspired to give back, and in that way our investment is compounded.”
Congratulations to the 2016
USC Associates Faculty Award Recipients

USC Associates has a long tradition of supporting and recognizing USC’s incredible faculty. This tradition began in 1960, when the USC Associates presented eight $1,000 checks to the professors who had been named the university’s best instructors by graduating seniors. Today, the USC Associates presents three annual awards, each shared by two outstanding faculty members, totaling more than $21,000.

USC Associates Award
for Creativity in Research and Scholarship

This award honors distinguished intellectual and artistic achievement that has resulted in a significant impact on a discipline, at the interface of disciplines, or in the creation of viable new areas of scholarly activity.

Eileen Crimmins
Eileen Crimmins is the AARP Professor of Gerontology at the USC Davis School of Gerontology, and the director of the USC/UCLA Center on Biodemography and Population Health, one of the Demography of Aging Centers supported by the U.S. National Institute on Aging. She is also the director of USC’s Multidisciplinary Research Training in Gerontology program and the NIA-sponsored Network on Biological Risk.

Jed Fuhrman
Jed Fuhrman holds the McCulloch-Crosby Chair in Marine Biology and is a professor of biological sciences in the USC Dornsife College of Letters, Arts and Sciences department of marine environmental biology. For over a decade, Fuhrman has been an editor of Aquatic Microbial Ecology, one of the premier journals in the field, and he currently serves on the editorial board of ISME Journal: The Multidisciplinary Journal of Microbial Ecology.
USC Associates Award for Artistic Expression

This award recognizes the achievements of outstanding faculty members whose artistic works have made a significant and lasting impact. Artistic expression includes work done in the visual arts, the performing arts, literature and architecture.

Tracy Fullerton
Tracy Fullerton is an experimental game designer, professor and chair of the Interactive Media & Games Division at the USC School of Cinematic Arts. She also serves as the director of the interdisciplinary USC Games program, a collaboration with the USC Viterbi School of Engineering.

Midori Goto
The violinist and educator Midori Goto has maintained an international presence for almost three decades, first as a performer, and increasingly as a musical community engagement advocate and educator. She currently performs close to 100 concerts a year worldwide, leads varied community-involving and charitable projects, and serves on the USC Thornton School of Music violin faculty as Distinguished Professor and Jascha Heifetz Chair in Violin.

USC Associates Award for Excellence in Teaching

This award recognizes outstanding faculty members who have a proven track record as exceptional teachers with a positive, inspiring and long-lasting effect on student learning, along with extraordinary or pioneering contributions to excellence in teaching.

Susan Forsburg
Susan Forsburg is a professor of biological sciences, with a focus on molecular and computational biology, in the USC Dornsife College of Letters, Arts and Sciences. Her research examines the links between DNA replication, cell cycle and chromosome dynamics in a model genetic system: the fission yeast Schizosaccharomyces pombe. Her lab uses a combination of classical genetics and state-of-the-art imaging methods to explore mechanisms of genome stability.

C. C. Jay Kuo
C. C. Jay Kuo is the director of the USC Media Communications Lab and a Dean’s Professor in Electrical Engineering Systems at the USC Viterbi School of Engineering. Kuo emphasizes problem solving through hands-on experience, enabling his students to combine mathematical theory and computational algorithms with real-world applications. His extraordinary reputation is tantamount to his many achievements as a scholar and researcher. He is the author or co-author of more than 1,000 published papers and a dozen books.
USC Associates Visions & Voices VIP Reception with the Creators of Serial

Chairman Associates Melissa and Bob Alvarado with Serial co-creator Sarah Koenig

Junior Associate Lawrence Fung with Serial co-creator Julie Snyder

Legacy Presidential Associates David and Kirsten Muñoz with Julie Snyder

Provost Associates David and Lauren Rush
USC Associates *A Little Night Music* Spring Musical Reception with the USC School of Dramatic Arts

Chairman Associates Jerri and Steve Nagelberg

Provost Associates Tom and Barbara Halvorsen with Provost Associate Walt Greene

Provost Associates Mark and Ada Kan Kawa

Kelly Ward, director of the spring musical *A Little Night Music*, David Bridel, dean of the USC School of Dramatic Arts, Provost Associate Linda Givvin and student cast member Camille Langston

Provost Associates Michael Chin and Juli Hedrich with their son Alex Chin

Provost Associate Mary Pallares with her grandson Sean Leonard

Presidential Associates Leslie and Jim Visnic

See more photos at facebook.com/uscassociates
EVENTS

USC Presidential and Provost Associates and Parent Leadership Circle Luncheon

Presidential Associates Daniel and Mary James

Michael Quick, provost and senior vice president for academic affairs

Presidential Associates Dianne and Lunny Jung

Presidential Associates Laura Lind and James Goswiler

Provost Associates Jacqueline and Michael Quon with Presidential Associates Cookie Lee and John Lin
See more photos at facebook.com/uscassociates
USC Associates Greeks and Goddesses Cruise

USC Associate travelers, led by Adam Bart, senior associate director of the USC Associates and director of major gifts, visit Greece and Italy.

USC Chairman’s Dinner at the Engemann Residence

Chairman Associates Peter Y. S. and Kristen H. Y. Kim with C. L. Max Nikias, president of USC

USC Board of Trustees Chairman John Mork and his wife, Julie, greet fellow Chairman Associates with Patrick Auerbach, associate senior vice president for alumni relations.

USC Trustee and USC Associates Board of Directors President Michele Dedeaux Engemann and her husband Roger graciously welcome guests into their home for an exclusive dinner honoring Chairman Associates.
USC Trustee Ed Roski and his wife Gayle, both Chairman Associates, enjoying the lovely evening.

Chairman Associates Jo Jeanne and Dann Angeloff.

Chairman Associates Patsy Dewey, Bob Plumleigh and Roger Rossier.

Michele Dedeaux Engemann congratulates Mork Family Scholar Ruby Au.
## USC Associates

### 2016 Football Picnics

**HOME GAMES**

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<th>Date</th>
<th>Opponent</th>
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<tr>
<td>Sept 10</td>
<td>UTAH STATE</td>
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<td>Oct 1</td>
<td>ARIZONA STATE</td>
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<td>Oct 8</td>
<td>COLORADO</td>
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<td>Trojan Family Weekend</td>
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<td>Special location: Exposition Park</td>
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<td>Nov 5</td>
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<td>Homecoming / Reunion Weekend</td>
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**AWAY GAMES**

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<td>Sept 23</td>
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<td>Salt Lake City, UT (University of Utah)</td>
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