



Town & Gown  
OF THE UNIVERSITY  
OF SOUTHERN CALIFORNIA

**General Meeting & Speaker Series**  
**Town and Gown of USC**  
**May 3, 2022, 12:00 p.m.**  
**Town and Gown Ballroom and Livestream**

**MINUTES**

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**Mission Statement**

Town and Gown of the University of Southern California is a nonprofit philanthropic organization whose purpose is to support USC through scholarships for students, building and campus enhancements, and cultural programs.

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CHECK-IN/SOCIAL

In-person attendees checked in and socialized between 10am and Noon in the Courtyard.

DONOR RECEPTION

Major Donors and Endowed Donors were invited to a Donor Reception in the Town and Gown Ballroom Foyer. They were greeted by 3rd Vice Presidents, Fund Development, Marilyn Kezirian and Chris Gregg and members of the Fund Development Committee. Appetizers and beverages were passed around.

The VPs thanked the donors for their contributions to the scholarship program. Town and Gown of USC owes its success to the generosity of its members. President Hilary Crahan and President-Elect Beth Petak-Aaron also thanked the donors, and they thanked Chris and Marilyn for a job well done this year as 3rd VPs, Fund Development.

LUNCHEON

At noon, when the luncheon began, the Trojan Marching Band gave a spirited performance for 15 minutes on the Ballroom Steps. They were led by Director Jake Vogel.

Approximately 300 people attended in-person (300 registered) and 27 attended online (22 registered for live-streaming)

WELCOME

Live-streaming of the Meeting began at 12:45pm.

CEO and President **Hilary Crahan** welcomed all attendees, whether in-person or on Zoom.

**Linda Dankwa**, Board of Directors Audit Committee Member, led the Pledge of Allegiance.

**Bonnie Suffridge**, 5th Vice President, Programs, introduced the Meeting's special guests:

1. The Town and Gown of USC Board of Directors were invited to stand and be recognized as a group.
2. The Past Presidents of Town and Gown of USC: Yvonne Bogdanovich, Paula Ciaramitaro, Sally Edwards, Linda Givvin, Carol Greenhalgh, Ruberta Weaver, and Patricia Whitman
3. VIPS attending in person: **Rachel Beal**, Director of Major Gifts, USC Rossier School of Education; **Anne Brown**, External Affairs Manager, Richard Nixon Foundation; **Kevin Cartwright**, Director of Development, Richard Nixon Foundation; **Faithe Clary**, Associate Director, USC Black Alumni Association; **Sara Fousekis**, Associate Dean for Advancement, USC School of Dramatic Arts; **Katherine Harrington**, Professor Emeritus of Clinical Management and Organization, USC Marshall School of Business, and USC Chief Enrollment Officer; **Tony Mazza**, Director, USC Transportation, Auxiliary Services Administration; **Brett Padelford**, Director, Public Relations, Trojan Marching Band; **Katie Ryan**, Director, Football Communications, USC Athletics; **Daniel Solow**, Executive Senior Associate Athletic Director, Chief Development Officer, USC Athletics; **Effie Turnball Sanders**, Vice President, Civic Engagement and Economic Partnerships, University Relations; **Dr. Jacob Vogel**, Director, USC Trojan Marching Band; **Gina Weitzel**, Senior Associate Vice President, Health Sciences Advancement, Keck School of Medicine; **Cynthia Wiese**, Special Programs Manager, Trojan Marching Band; **Jerry Wingate**, Director, USC Auxiliary Services Design; **Steve Yamaguchi**, University Counsel, Office of General Counsel, Operations; and **Linda Zukowski**, Chief Development Officer, USC Libraries.
4. Past Virtual General Meeting Speaker: **Dr. Marissa Pei** (January 12, 2021 General Meeting)
5. Endowed Scholarship Donors were invited to stand and be recognized.
6. The Town and Gown of USC Scholars in attendance were invited to stand as a group for recognition.
7. Hilary asked for an extra warm applause for **Past President Ruberta Weaver**, 106-years-young, who waved from her table.

#### SPECIAL TRIBUTE TO OUTGOING BOARD DIRECTORS

Hilary Crahan introduced **Yvonne Bogdanovich**, Past President, and **Patti Johnson**, Town and Gown of USC Secretary.

Yvonne was grateful to the Board Directors who were completing their terms on the Board. She thanked them for their service and generosity with their time. Without their support, and that of the rest of the Board, T&GUSC would not enjoy the success it has. Yvonne presented each one with a thank you gift when Patti called their names.

Patti thanked the seven outgoing Directors for their generosity in serving on the Board for at least four years, and some as many as the maximum eight years. They have contributed thousands of hours performing the many tasks related to their positions. Sometime they held more than one position in the same year.

She remarked that at one time, each of the Directors was a new member of T&GUSC, and at some point, they decided themselves, or someone encouraged them to share their gifts with the Board of Directors. Each has contributed greatly to the success of the Board and the overall success of T&GUSC. Patti hoped their examples of service would encourage the audience to share their own gifts on the Board of Directors.

As Patti introduced the six Directors in attendance and listed the positions they had held, each came to the stage to accept her gift from Yvonne. They were as follows:

**Joyce Fadil:** Communications, 1 year; Corresponding Secretary Internal, 1 year; Communications Chair, 1 year; Nominating Committee, Appointed, 1 year

**Chris Gregg:** Hospitality — Courtesy, Appointed, 3 years; Nominating Committee, Appointed, 1 year; Governance Committee, 3 years; Nominating Chairman, 2 separate years; Governance Chairman, Appointed, 2 years; Parliamentarian, 2 years; 3rd VP, Fund Development, 1 year; Finance Committee, 1 year

**Virginia Naeve:** 3rd VP, Programs, 2 years; Nominating Committee, Appointed, 1 year; 5th VP, Programs, 1 year; 3rd VP, Fund Development, 2 years; Finance Committee, 1 year; Governance Committee, 1 year; 4th VP, Membership, 2 years

**Kathi Nicolard:** Recording Secretary/Permanent Records, 2 years; Benefit Chair, 1 year; Audit Committee, 1 year

**Sara Pfirrmann:** Recording Secretary/Permanent Records, 2 years; 4th VP, Membership, 2 years; Audit Chair, 3 years; 2nd VP, Scholarship, 2 years; Scholarship Advisor, 1 year; Finance Committee, 1 year; Member-at-Large, 1 year

**Laurie Hunter Tiedemann:** CFO/Treasurer, 2 years; Finance Committee, 3 years; Member-at-Large, 1 year; 1st VP, Investments, 2 years; Governance Committee, 1 year

The seventh outgoing Director, **Deb Bradley**, was unable to attend today's meeting. Her positions: Physical Facilities, Appointed, 2 years; 2nd VP, Scholarship, 2 years; Scholarship Advisor, 1 year; Governance Committee, 1 year; Audit Chair, 1 year.

#### LIFE MEMBER RECOGNITION

**Virginia Naeve, and D'Arcy McLeod**, Fourth Vice Presidents, Membership, introduced the Life Members in attendance at the Meeting. Of the 320 Life Members, 73 were in attendance today and received a yellow rose.

#### INSTALLATION OF THE 2022-2023 BOARD OF DIRECTORS

**Hilary Crahan** invited **Yvonne Bogdanovich** back to the stage to install T&GUSC’s 2022-2024 President, Beth Petak-Aaron, who came to the stage. Prior to Beth’s installation, Hilary introduced the incoming Board of Directors by their names and positions. As their names were called, those Directors came to the stage.

Member-at-Large	Jill Stuart
Member-at-Large	Norma Perez
Member-at-Large	Jody Zuvich
Finance Committee	Lori Jackson and Linda Swick
Decorations Committee	Rhona Gewelber
Physical Facilities/Historian Committee	Bianca Patterson and Toula Petrides
Physical Facilities/Historian Chairs	Kate Farlow/Lisa Up de Graff
Parliamentarian	Kandi Wopschall
Nominating Committee	Pat Whitman, Kim Kaufman, and Wilma Pinder, Linda Dankwa
Nominating Chair	Edie Etmekjian
Hospitality	Mary Hall/Janyce Teasley
Governance Committee	Kathleen Campos, Janeane Dimpel, and Meredith Weiss
Governance Chair	Ann Palmer
Audit Committee	Marilou Hamill, Lori Middleton, Patti Johnson
Audit Chair	Helaine Lopes
Communications Chair	Joan Levis
Benefit Chair	Carol Kroesche
5th VP, Programs	Bonnie Suffridge and Debbie Wong
4th VP, Membership	D’Arcy McLeod and Colleen Stroyke
3rd VP, Fund Development	Marilyn Kezirian and Carol Wright

2nd VP, Scholarship	Susie Rhodes and Shana Glassman
Scholarship Advisor	Carol Wright
1st VP, Investments	Patti Jamgotchian
CFO	Kathie Johnson
Secretary	Ayuko Siegel
<b>CEO/President</b>	<b>Beth Petak-Aaron</b>

Hilary read a biography of the new CEO/President. Beth graduated from the USC Rossier School of Education. She is an ardent supporter of the university and has served in university-affiliated support groups, including many times in a volunteer leadership position. Through those organizations and personally, she has been a strong support of student scholarships. She has served on the Alumni Association Board of Governors, the Alumnae Coordinating Council, Town and Gown of USC, Trojan League of South Bay, and the USC Caruso Catholic Center. She currently is the alumni representative on the USC Convocation Committee. She taught for 16 years in the Hawthorne School District, and she earned a Master’s Degree in Education Administration from Cal State University Dominguez Hills. She and her husband, Tony, enjoy golf, tennis, bridge, ballroom dancing, and entertaining their three grandchildren. Their son, Christopher, also is a USC grad. Beth and Tony have established two endowed scholarships, one with Town and Gown of USC, and one at the USC Leventhal School of Accounting.

Yvonne Bogdanovich then handed the gavel to the new President of Town and Gown of USC, Beth Petak-Aaron. Hilary also happily presented Beth with a bag filled with the Past President notebooks.

Beth thanked Hilary for her tremendous job as CEO/President for the past two unprecedented years. She presented Hilary with a large bouquet of flowers as a thank you from the Board. She also welcomed questions to be sent to her VPs and she looks forward to working with everyone in the coming two years, which will be “wonderful.”

A group photo was taken of the new Board.

FEATURED SPEAKER

Hilary thanked **Colleen Stroyke**, 5th VP, Programs, for her positive approach to this year’s programs. Even though this is the last meeting of the year, it is the first meeting which with a full house and a luncheon.

Colleen introduced today’s keynote speaker, Heidi Scheid, Executive Vice President of Scheid Family Wines. Heidi graduated twice from USC, first in 1985 with a degree in Business/Finance,

and again a few years later, when she earned her MBA. In between, her first boss was Beth Petak-Aaron's husband, Tony, at Ernst & Young.

Heidi joined the family business, Scheid Vineyards, after her oldest child was born in the early 90s. She has been Executive Vice President since 2001.

Scheid Vineyards has grown, especially in the past decade. Their recent highlights: a new, exciting wine, "Sunny with a Chance of Flowers," which is a low-alcohol, zero-sugar wine, and the certification of their first organic vineyard. The 2020 "Person of the Year" winner from *Wine Enthusiast* Magazine, Heidi also enjoys running, hiking, and climbing Mt. Whitney (twice) and Mt. Kilimanjaro (for her 50th birthday). She is married and has three grown children and a rescue mutt named Peanut. The family lives in Manhattan Beach.

**Heidi Scheid** thanked her daughter for attending today, as well as her former boss, Tony Aaron. Heidi enjoyed her time as a USC student. She showed a few photos from her college days. She gave a background of her family's vineyard. Her father, Al Scheid, who founded the business in 1972, he was a pioneer of Monterey County as a grape grower. Most of the grapes grown there were shipped out to be made into wine. For about the company's first 30 years, the Scheid grapes were under long-term contract with large wine producers, and they delivered them to the wine producers.

Her brother joined the business in the 1986 is he is currently President and CEO. She joined in 1992. She has held different positions in the company, and is currently involved with strategic planning, product innovation, sales, and marketing.

In 2002, they were given notice on grape-purchase contracts that would affect about two-thirds of their grape acreage. The effect would be that a major portion of their grapes would be returned to them, unsold, starting in 2005. It was time for a decision. Their research showed that wineries didn't necessarily want grapes anymore; they wanted wine. The company hired a wine maker to start making wines with their own grapes at facilities they could rent. After a few years, this became their new business model. They sold grapes as well as customized wines. They made a large investment in their own business and became a full-service vineyard to other wineries.

About ten years ago, they decided to start producing wine under their own brands. This gave them more control over the more volatile practice of contracting the sales of grapes or wine for a certain number of years. What had been 30-year contracts devolved to 1-year contracts.

Initially, they produced about 2500 cases of Scheid Vineyard wines. Today, they produce over 800,000 cases, making them the 24th largest winery in California and 14th in exports. It is sold nationwide and in 25 countries.

They are Stewards of Sustainability. Certifications verify the sustainability steps they are taking in the vineyard. One-hundred percent of their 3,000 vineyard acres are certified sustainable. They also farm a significant amount of their acreage organically. This was certified in 2020. They have certifications that make possible their international success. Social responsibility is also extremely important to the company, as it was to their father — they "think globally, act locally."

Since 1988, they have sponsored a writing contest that awards scholarships to local high school students, most of whom are Latino.

Wind Turbine. A *single* turbine powers 100% of their entire winery operation, plus 125 homes in their local community. It is extremely windy in the Salinas Valley, which is great for the turbine, not so for solar panels.

A map she displayed showed where various types of grapes are grown in the Monterey County. Their own region is the only one locally that has all four of the premium climatic zones, enabling them to grow a full gamut of grapes for a full cellar of wines. Their large day-to-night temperature range enables them to grow cabernets and others needing such a range.

Their growth in number of cases resulted from selling exclusive brands to places such as Whole Foods, Total Wine and More, Kroger/Ralphs, and many others outlets, large and small. This strategy has enabled them to build in volume. They have over 60 exclusive brands currently. As opposed to exclusive brands (a brand is sold to only one outlet), they also have global brands (the same brand may be sold in a variety of national or international outlets).

Their innovative products include wine spritzers and wines from organic grapes. Their namesake label, Scheid Wines, is sold in their tasting rooms, through their wine club, and in smaller restaurants and accounts. This limited wine uses only about 2% of their grapes. They have earned 90+ scores, medals, and many accolades for these wines.

Each luncheon attendee received a card for a free wine-tasting in their Carmel location, and their Greenfield, CA, location, off the 101 between Greenfield and King City, in the Salinas Valley.

*Sunny with a Chance of Flowers.* She told the story of how this brand came to be. A creative director presented the the name, which Heidi loved and which seemed to align with the trend toward healthier food and drink. A related trend was “sessionable” drinks, which is something one can drink for a long period of time or “session.” Tequila is not “sessionable.” White Claw is. They decided to invest in the idea of a healthier version of wine that still tasted great. They set the goal as 7-10% alcohol, with about 75-100 calories. and zero sugar. After many, many tastings, they came up with a wine that was 85 calories, zero sugar, and 9% alcohol. In 2020, *Sunny with a Chance of Flowers* was born. She quickly outlined how wine is made and how it can be zero sugar. Visit [www.scheidvineyards.com](http://www.scheidvineyards.com) for more information, recipes, and fun facts. *Sunny* is available at many retailers in the Southern California area.

Colleen thanked Heidi for her presentation today and presented her with a gift.

Wine Giveaway. Heidi generously donated bottles of wine for a special giveaway today. The person at each table whose birthday fell closest to Heidi’s birthday, May 17, received a bottle of wine.

CLOSING BUSINESS

Today's Opportunity ticket sales totaled \$2,365. Hospitality Chairs **Janyce Teasley** and **Kate Farlow** pulled the winning ticket for today's prizes, 1) a \$250 American Express gift card (winner: Franci Agajanian), and 2) a "Play Ball" Raffle Basket, including USC Baseball tickets and a Baseball tailgate party for May 15, VIP Baseball locker room tour, USC Presidential baseball with photos of all the USC Presidents, and more (donated by Sandy Johnston); (winner: Rosie Sapia).

**Rhona Gewelber**, Decorations Chair, was recognized for her creative centerpieces and their donations at every meeting for 18 years. She was presented in absentia with a bouquet of flowers. Today's Centerpieces were included in an Extra Giveaway. Each table's winner was the person with the birthday closest to newly-installed CEO/President Beth Petak-Aaron's birthday, September 5.

Colleen said some year-end Thank you's to the following: USC Hospitality, Karla Campos and her team; A-V Technicians Jerry and his team and Robert Trano; Ian Chestnut, facilitating the Zoom technology from Houston; and Kari May, Executive Associate.

Bonnie invited everyone to next year's General Meetings. The first one will be on **Tuesday, October 4**. The speakers for next year will be announced in the summer.

The Meeting was adjourned at 1:50 pm.

Respectfully Submitted,

A handwritten signature in black ink that reads "Patricia P. Johnson". The signature is written in a cursive style with a large, stylized initial "P".

Patricia P. Johnson  
Town and Gown of USC Secretary, 2020-2022