President's Message:

Dear Town and Gown of USC,

We highlight Fight On necklaces, Town and Gown of USC’s Day of SCervice altruistic activity. These Fight On necklaces are handed to women undergoing all forms of treatment and life battles at KECK and NORRIS Hospitals and the KECK infusion center in Pasadena. An inspirational note, handwritten by a Town and Gown of USC scholar is included with each necklace in a gossamer bag. Traditionally, we have 150 to 200 members of the community (Town and Gown of USC members and family, NAI students, Foshay Learning Center students) that participate.

Please enjoy some photos from past Days of SCervice.

Sincerely!

[Signature]

www.townandgownofusc.org   www.facebook.com/townandgownofusc   @townandgownofusc
February 8, 2021

Dear Town and Gown of USC Members,

The Nominating Committee completed their job and wants to thank you by expressing their deep appreciation for your participation in the Nomination and Election Policy process for Board Directors this year.

At the January 26th Board Meeting, the Nominating Committee presented to the Board the Slate of Directors for 2021-2023 with the exception of the President Elect/President who serves for three years and the Nominating Committee Members who serve for one year. The Board approved the Slate of Directors presented below:

- President-Elect/President (2021-2024): Beth Petak-Aaron
- CFO: Kathie Johnson
- 2nd VP Scholarship: Susie Rhodes
- 3rd VP Fund Development: Marilyn Kezirian
- 4th VP Membership: D’Arcy McLeod
- 5th VP Programs: Bonnie Suffridge
- Nominating Committee Member (2021-2022): Carol Fox
- Nominating Committee Member (2021-2022): Linda Swick

You are cordially invited to attend our March 2 Annual Luncheon where you will have the opportunity to vote for the Slate of Directors which will be presented for election at the meeting.

Sincerely,

Christine Gregg
Nominating Chair
MESSAGE FROM OUR BENEFIT CHAIR

Thank you to all who have so generously donated thus far.

Fulfilling our theme of *Inspiring Hearts and Minds*, we have chosen Ruberta Weaver as our honoree this year. At 104 years young, Ruberta serves to inspire our hearts through her volunteerism, and our minds through her passion for education and lifelong learning. We are proud to say we are on our way to being able to endow a scholarship in Ruberta’s name.

Raffle packages are coming together nicely with some exciting items. All raffle prize photos will be featured on our Instagram, FaceBook, and website beginning March 1st. Raffle Tickets will be available for purchase on our website beginning March 1, 2021. Raffle ticket prices are: $20 each or 6 for $100.

- A private visit to Traveler at his Home! (includes a Folded Book courtesy of Sara Pfirrmann)
- Two night stay at INN AT THE MISSION in San Juan Capistrano (includes dinner for 2).
- A round of golf for 4 at the Links at Terranea with lunch. A new Cleveland Wedge, red golf balls and 4 USC shot glasses also included!
- A $1,000 shopping spree at South Coast Plaza (gift cards included)
- A Chanel Scarf from the gorgeous Robertson Boulevard Boutique
- Set of 4 Reidel engraved wine glasses, 4 USC appetizer plates, a French marble wine cooler engraved with Tommy Trojan, and 6 bottles of wine
- A beautiful double row pearl necklace
- A gorgeous freshwater 100-inch pearl necklace
- Private Tour and Tasting four 4 at Beringer Vineyards in St. Helena. A basket of 15 premium wines is also included
- Multiple Folded Books created by Sara Pfirrmann. Book Folding transforms a book into a three-dimensional piece of art
- A cheese platter and cheese knife engraved with Fight On! Three bottles of wine included
- A photography session with Deidre Davidson in Palos Verdes
- Gift-Card-Palooza (please see request below)

This year we are putting together a Gift-Card-Palooza. We are asking everyone to please donate a gift card valued at $25.00 or more. The gift cards can be from anywhere you like - restaurants, retail stores, Nordstrom, American Express, Visa, Costco, Cheesecake Factory, bookstores, etc. All the cards received will be raffled off together as one big item to some lucky winner. Send your Gift cards to Edie Etmekjian, Raffle Chair at: 801 W. Kenneth Road, Glendale, Ca 91202.

If you have any questions, please contact Edie at: edieetmekjian@gmail.com

For the Virtual Benefit, we have lined up entertainment that will include the *Spirit of Troy* and acapella group, *Trojan Men*, as well as some surprise entertainment from our scholars.

Since there is no charge for our Benefit this year, we are relying solely on the participation and generosity of our members.

We are hoping for 100% participation. We look forward to seeing you on April 13, 2021, noon to 1pm.

Fight On,

Kathi Nicolard 2021 Benefit Chair

*Net proceeds of the Benefit will endow the Ruberta Harwell Weaver Scholarship Fund as well as make a donation to the University for a campus enhancement.*
MESSAGE FROM OUR BENEFIT PATRONS CHAIR

The Town and Gown of USC annual Benefit is our premier event. It is an opportunity to celebrate the achievements of our 117-year-old legacy and to create another named scholarship.

The enthusiastic Benefit support from our Town and Gown of USC members and friends has been impressive! We appreciate your generosity towards the goal of an endowed scholarship in the name of our honoree, Ruberta Weaver.

Thank you for your loyalty in support of Town and Gown of USC. Each one of you does make a difference in the success of our volunteer organization.

Linda Givvin
2021 Benefit Patrons Chair

$10,000 Doctorate
Tom and Karen Weaver

$5,000 Masters
Grace Reitzfield
Peter & Julie Weil

$2,500 Progressive
Yvonne Bogdanoivich
Kathleen and Bob Campos
Hilary Crahan
Linda Givvin
Christine Marie Ofiesh

$1,000 Senior
Paula Ciaramitaro
Ann Cyprus
Edie & Garbis Etmekjian
Carol Fox
Christine Gregg
Jim and Cathy Hendrickson
Dr. Leticia Hernandez
Patti Johnson & Helaine Lopes
Leslie Kurtz
Denise Magro
Sara Pfirrmann
Sharon Schmidt
Colleen & Bryn Stroyke
Lisa Up de Graff
Ellen Weitman
Kandi Wopschall

$500 Junior
Jane Bensussen
Norva Lee Dietrich Devereaux
Barbara Dohrmann
Marilou Hamill
Shaya and Grant Kirkpatrick
Kathy and Jim Lingle
Weta Mathies
L' Cena Brunskill Rice
Mrs. Steven Sample
Candace Smith
Linda Swick
Karen and Mark Tanimura
Valerie & Aaron Weiss

$250 Sophomore
Annemarie Acosta
Kathryn Fukuda Amooi
Joanne Asman
Jacquelyn Dylla
Sally A. Edwards
Dr. & Mrs. Salim Fadil
Catherine Goldinger
Sandra Goodson
Lee Keller Harnish
May Honkawa
Patti Jangotchian
Kathryn Kendall
Marilyn Kezirian
Becky LaForge
Leslie Lilly
Carmen Long
Carol Mollett
Janice Robinson
Amy Ross
Diane Sherwood
Sandy Sidwell
Lois Valerio
Evelyn Wilson
Lisa Donlon York

$100 Freshman
S. Diana Agajanian
Elizabeth Biggs
Janette Brown
Juel Collins
Sandy Davidson
Evelyn Doizadji
Kathy Duffy
Caren Walley Edler
Jane George Erlbaum
Marlene Evans
Harmony Frederick
Diana Geosano
Shari T. Gillespie
Jane Gothold
Carol Greenhalgh
Angelina Grigorian
Vivian Gumbiner
Mary Hall
Sandi Hampar
Ellen Hutkin
Wandy Jung
Juanita Kamm
Carol Kroeschke
Irene Linduski-McCormick
Carla Lowe
D' Arcy McLeod
Stephanie Miller
Michelle Nichols
Cheryl Sacco
Beth Saul
Tracy Berliner Smith
Emi Stecher
Phyllis Steiner
Debbie Stephan
Jill Stuart
Karen Tanimura
Eleanor Uyeda
Mary Ann Viculin
Kristen and Lauren von KleinSmid
Noemi Windisch
ANNUAL BENEFIT PROGRAM

There’s still time to sponsor – Invitations coming soon
Deadline for Program Recognition, March 17, 2021, St. Patrick’s Day. It is easy to participate or sponsor. Please contact Sandy Johnston directly: 562-577-4737, rexsr@aa1services.com

Underwriting
We are grateful to all our Sponsors as of 2-14-2021:

Jane and Gale Bensussen
Debra Bradley
Hana Bui
Barbara Dohrmann
Rhona Gewelber
Angelina Grigorian
Rosemary Humphrey
Sandy Johnston
Gina Kirkpatrick
Hali Gewelber Lieb

Leida Neidecker
Christine M. Ofiesh
Ann Palmer
Charla Hindley Tindall
Lisa Up de Graff

Thank you. As many people who wish to underwrite for a particular category may do so. We are not limiting donors. Donations for underwriting may be found on www.townandgownofusc.org.

Ad Sponsorship
Would you like to sponsor an ad? We can help design one for you. We thank the following departments for early sponsorship received as of 2-14-2021 and look forward to adding more:

Joanne Asman
Gale & Jane Bensussen
Sara Jane Bettge
Yvonne Bogdanovich & scholar James Hofeling
Debra Bradley
Suzanne Cobb
Hilary Crahan
Candy Duncan
Jacqueline Dyall
Elle Feldman
Carol Fox
Christine Gregg
Marilou Hamill
Katie Hare
Kathie Johnson
Sandra & Rex Johnston
Mark & Kimberly Kaufman
Marilyn Kezirian
Carmen Long
McBride and Prieto Trojan Families
Rose Brook Mitchell
Virgina Naeve
Christine Marie Ofiesh
Ann Palmer
Cheryl Sacco
Ayuko Siegel
Southern Cal Gals Cheering on Ruberta
Emi Stecher
“The Spirit of Troy” Tailgate Family
Town and Gown of USC Past Presidents
Trojan Guild of Lost Angeles
Trojan Guild of Los Angeles Past Presidents
Aaron & Valerie Weiss
Carol Wright

We THANK the EARLY Department BENEFIT SPONSORS

Alzheimer’s Therapeutic Research Institute
Herman Ostrow School of Dentistry of USC
Office of the President
Office of the Vice President: Enrollment Management
University Advancement
USC Alumni Association
USC Athletics
USC Dornsife College of Letters, Arts and Sciences
USC Glorya Kaufman School of Dance
USC Keck School of Medicine
USC Marshall School of Business
USC Rossier School of Education
USC School of Dramatic Arts
USC Sol Price School of Public Policy
USC Thornton School of Music

We have room for more and hope to get YOU in!! Deadline: on or before March 17, 2021.

Fight ON!
Sandy Johnston
Montana Denton - Junior
Dornsife College of Letters, Arts, and Sciences – Environmental Studies
USC Iovine and Young Academy – Product Design

What is exciting and interesting, or currently challenging you, in your major field of study?
I've created a course plan for myself that intersects environmentalism, design, and entrepreneurship. I believe that the most effective solutions for combating climate change and pollution lie in innovation and thinking outside the box. My core Environmental Studies classes provide information that inspires me to search for new answers in my design, entrepreneurship, and public policy classes. Every day, I'm able to apply the information I learn in my classes to global affairs and current environmental events. I haven't fully decided which avenue I want to pursue after graduation, but I'm excited to take on global challenges through creativity and experimentation.

Describe clubs or other on campus activities in which you participate.
I've been a member of the USC Helenes since my freshman year. We are the official hostesses of USC and are responsible for upholding the three pillars that our organization was founded on a century ago—service, spirit, and sisterhood. We volunteer at 32nd Street School, make breakfasts at the Downtown Women’s Center, are in the front row of the Coliseum for football games, assist at university events, and empower each other by forging strong friendships and lasting bonds. I’ve met my best friends through Helenes and held several leadership positions during my time in the org, including Environmental Outreach chair, Gatecall chair, and Director of Athletics. I’m a columnist for the Daily Trojan and write a biweekly column titled Triple Bottom Line, in which I focus on topics that intersect environmentalism, sustainability, and society—it’s definitely one of the most intellectually challenging and inspiring activities I've been able to participate in at USC. I’m also a trip lead for Peaks and Professors, an on-campus organization that aims to unite USC professors and students by organizing outdoor adventures in the Californian wilderness, with activities ranging from day hikes to multi-day backpacking trips.

Describe any work (paid or volunteer) or off campus associations in which you participate.
During a normal school year, I'm a student worker for USC Libraries, and I work desk shifts in the Communications and Programming Department. Pre-pandemic, I also worked for USC Athletics and Game Management, setting up and breaking down for athletic events held on campus. During COVID times, I’ve been working as an administrative assistant for my local swim and tennis club in San Diego.

List and describe any internships you've had this past year.
Over the summer, I interned remotely for a San Diego nonprofit startup, Clear Blue Sea. I was an Environmental Engineering Analyst on a team that was working to prototype a Floating Robot for Eliminating Debris (FRED) that will work semi-autonomously in coastal waters to collect and filter pollutants and trash. Ultimately, the long-term goal is to create a durable, full-sized model that will be able to clean the trash gyres in the middle of the ocean.

During the fall semester, I did a remote internship with an environmental startup called EcoBrick Exchange, which was designing thermally insulating bricks made from compressed unrecyclable plastic to use for construction projects in South Africa. I was able to work with the company’s founder to develop his business and social media strategy, as well as create educational articles and infographics about the green economy for his website and Instagram accounts.

Are you involved with any research at the moment? If so, please briefly describe that experience
Not currently, but when we get back to campus, I’m hoping to get involved in one of the environmental research projects run through the Wrigley Institute for Environmental Studies.

List any recent travels - either for study abroad or other USC related opportunities.
I had a few big adventures lined up, and then COVID happened! This summer past summer, I had applied for and received an internship placement through USC Marshall’s international programs office. I was going to intern at a company in Bangkok, Thailand. I was looking forward to studying abroad at the University of Otago in New Zealand this spring, which was also canceled due to COVID. While it looks like my first trip out of the country will be delayed a bit longer, I'm confident I'll visit both countries eventually and hope to one day have a job that enables me to work internationally. I’m doing my best to stay positive and excited for the next travel opportunity that comes my way.
February General Meeting and Program Notes

Thank you for participating in our delightful and informative February General Meeting and Zoom Speaker Series honoring Town & Gown Scholars and Endowment Donors and featuring speaker, Geoff Garrett, Dean of the USC Marshall School of Business, who presented a “Future of Business Education and How Business Can be Part of the Solution.”

Dean Geoff Garret brought up many thought-provoking issues: globalization, digitalization, information technology, flipped classrooms, experiential learning, cryptocurrency, Artificial Intelligence, big business, and solutions from innovations.

We conducted a live poll during our Zoom meeting and found that many of our viewers had ties to the USC Marshall School of Business. Our results showed:

- 39% personally graduated from Marshall
- 15% have parents or grandparents who graduated from Marshall
- 24% have a spouse or partner who graduated from Marshall and
- 39% have children who have graduated or are currently enrolled in Marshall

A recording of this program is available on the Town & Gown of USC website, or click here.

Congratulations to our raffle prize winners:

- Karen Wong - Valentine themed basket complete with Fondue Set and a $250.00 Visa Gift card
- Lisa Harrington - wonderful Timree items and a $100.00 Master Card Gift Card

Tuesday, March 2, 2021 General Meeting and Zoom Speaker Series

Please join us for our General Meeting and Zoom Speaker Series honoring Town & Gown of USC Past Presidents.

When: Tuesday, March 2, 2021; 12:15pm optional virtual Zoom Social*, 12:30pm General Meeting, 12:45pm Speakers.

PLEASE NOTE EARLY MEETING START TIME.

Who: Eric J. Kezirian, MD, MPH, Professor and Vice Chair, USC Caruso Dept. of Otolaryngology – Head & Neck Surgery
& Valter D. Longo, PHD, Director, USC Longevity Institute: Professor of Gerontology and Biological Sciences an Edna M. Jones Chair in Gerontology

Two renowned doctors, who are experts in their specialized fields, will present “Keys to Health and Wellness.”

How: Please RSVP through the email invitation link, Town & Gown website Members Only portal, or click here.

*Zoom Social – To get the best connection, and if you are safely gathering with friends for the Zoom Social, please share one computer or use one device per room.

We hope you, your friends, and guests will join us!

Thank you and we look forward to virtually seeing you on March 2nd.

Patti Jamgotchian and Colleen Stroyke
Town & Gown of USC Programs Chairs
programsvp@townandgownofusc.org
I thought I would write something a little different for this edition of our newsletter. A complimentary tribute to Town & Gown, our Board, and all our members.

Our President, Hilary Crahan, with her vibrant enthusiasm, and contagious optimism aptly stated, “Our Organization has continued to thrive in this pandemic because of our flexibility and great resiliency.”

“Who knew our world would turn upside down? But we had the passion and will to continue our Town and Gown mission!” Words-of-wisdom spoken by Patti Jamgotchian, Vice-President of Programs.

ZOOM. Who had heard-of-zoom? It has become a universal household name. It is used now for everything connected to our virtual world. It has all become ELECTRONIC!

Not all of us are technologically skilled; in fact, there are many times I wish I had a nine-year-old living at home that I can call on to help with issues that may arise! Even the five-year-old living across the street from me can do more with a computer. I asked some of our members to share their thoughts about Town & Gown during this Pandemic, and they resoundingly agreed we are more creative...we have made new traditions, remained organized, and have been uplifting. We have met new challenges successfully. In a sense, we have rebuilt our cherished Town & Gown.

Patti Johnson, our Board Secretary, said “I only have 25 steps to make to my office, versus a 25-mile commute to a meeting. This is a big deal, especially in Los Angeles!”

We have continued to be engaged, and involved; of course, we would much rather meet in-person. We have learned how to adjust.

Our flexibility ~ adapting, which has helped us learn new ways.

Our resiliency ~ acceptance; has given us the ability to “bounce back,” especially when presented with inevitable change.

I know I speak for many of us; I am grateful, and proud to be part of an organization like Town & Gown. I continue to look forward to unique and innovative opportunities as they come our way...we always rise to the occasion.

Let me leave you with one final thought: “The heart of Town & Gown is still beating and going strong!”

Be safe, and be well, and Fight On!

Elle Feldman
Vice-President, Fund Development

Special thanks to the ladies who took time to contribute their thoughts for this article.

Patti Jamgotchian
Patti Johnson
Oksana Giebeler
Ann Cooper
Dianne Kaub
WELCOME NEW MEMBERS

We’d like to welcome our newest members to Town and Gown!

**Mindy Aisen: (Solano Beach)**
Mindy graduated from USC with BS and MD degrees. She is a faculty member at Keck School of Medicine of USC, where she teaches and does clinical research. Her husband is also a physician and a member of USC’s Keck School of Medicine faculty. Plus, they are Trojan parents. She has experience with public speaking, event planning and interviewing.

**Marlene Evans: (Alhambra)**
Since 1983 Marlene has been active in real estate sales in San Marino. She also has extensive volunteer experience with National Charity League -San Marino Chapter President, Tea and Ball Chair, San Marino Junior Alliance, founder of City of Hope Circle’s 1500, Pasadena Guild of Children’s Hospital and Gala Committee member of the Pasadena Ronald McDonald House.

**Gwen Fritzinger: (Los Angeles)**
In addition to graduating from USC, Gwen has her real estate license. She loves speaking with people and is very creative, particularly with floral arranging. Her volunteer experience includes Meals on Wheels and the Doheny Eye Institute.

**Maddie Meisel: (Seal Beach)**
As a USC graduate in economics/finance, Maddie is working in wealth management with Morgan Stanley. She qualified for the 2016 Olympics Trials of Swimming, and competed for USC Women’s Swim team. An avid volunteer, she’s been involved with Swim for Mike, SELPA – an organization for children with autism.

**Karen Mohajer: (Laguna Hills)**
Karen is currently employed with Discovery Education. She graduated from Cal Poly San Luis Obispo and has additional certificates in Education and Child Development. Her skills include public speaking, Development/Marketing and Sales and interviewing. She is a Trojan parent and was president of ISPC.

**Rachel Morford: (Torrance)**
Rachel graduated from USC with a BS and MS in electrical engineering and is currently employed as the Principal Director of the Missile Warning Capability Integration subdivision at the Aerospace Corporation. She was recognized with the USC Young Alumni Merit Award in 2020.

DID YOU KNOW...

In 1958, the ladies decided they should establish our first endowed Town and Gown Scholarship Fund. Their goal was $25,000. In 1961, Mary Norcop became the Scholarship Chair and encouraged by Mrs. Harris, she started an endowed fund in her own name which provided the inspiration that has resulted in the long list of endowed scholarship funds. In June of 2003 these funds totaled over 23 million. Today the funds have reached 57 million. In 1961, the first recipient of a Town and Gown scholarship was Miss Judith Webster. In 1967, three endowed scholarships provided tuition for women. The first male received a Town and Gown Scholarship in 1971. Today Town and Gown has in excess of 180 individual endowed funds giving 149 students 1.49 million. Before Covid, we had 159 students receiving 1.59 million, but 10 students have taken a leave of absence during this time.

Do you have any news to share with Town and Gown? Please email Kari May, karidmay@gmail.com.

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.

- Please remember to share your pictures on Facebook and follow us on Instagram. •