President’s Message:

Dear Town and Gown of USC,

Since 1904, we have been supporting and donating to USC.

And, this begins another year of philanthropic service with our 501(c)(3).

On behalf of our Past Presidents and Board of Directors, we warmly and safely welcome you and your guests back to our Ballroom on October the 5th.

Thank you for your loyalty to Town and Gown of USC.

Sincerely,

Hilary Crahan
CEO/President 2020-2022
president@townandgownofusc.org

PROGRAMS

Join us on October 5, 2021 for our General Meeting & Speaker Series!

Featuring a live performance by the Trojan Marching Band

&

Keynote Speaker, MIKE BOHN, USC Charles Griffin Cale Director of Athletics
We are offering TWO ways to view this meeting:

**In-Person** for members & guests only, on campus, in our beautiful ballroom. (ALL L.A. County and USC Covid guidelines will be followed.)

OR

via **Live Stream** on our Town & Gown of USC website and facebook page.

**Join us In-Person!**

- **10:15am** - Check-in/Social Hour - Town & Gown of USC Courtyard
- **10:45am** - Program and Live Stream begins - Town & Gown Ballroom
- **11:15am** - Introduction of VIPs and Speaker
- **11:20am** - Keynote Speaker Presentation – Livestream available via our Town & Gown of USC website and our Facebook page.
- **11:50am** - Speaker Q&A with audience
- **12:00pm** - Program concludes

**Price:** Free

**Opportunity Drawing:** all sales due 7 days before the event - September 28, 2021

**All L.A. County COVID** protocols will be followed.

As a condition for entering USC facilities, USC is requiring individuals to complete an online check-in and a daily wellness assessment on the Trojan Check online tool: [https://trojanchek.usc.edu/login](https://trojanchek.usc.edu/login). Alternatively, paper forms will be available at campus entrances.
• This event will require masks for all attendees, vaccinated or unvaccinated. Masks should be worn at all times when individuals are not actively consuming food or beverage. Unvaccinated individuals must maintain a 6’ physical distance while consuming food or beverage. Anyone refusing to comply with mask requirements is subject to removal from the event.
• Unvaccinated attendees will be required to wear a mask both indoors and outdoors and must keep a 6’ physical distance when consuming food or beverage. Unvaccinated guests will be limited to one household per table while dining.
• All attendees are required to either be fully vaccinated against COVID-19 or to have had a negative COVID-19 test within 72 hours of the start of this event. By attending the event, you are attesting that you meet one of these requirements. Anyone refusing to comply with these requirements is subject to removal from the event.
• Status of vaccination or negative test results will be verified.
  o Attendees must present proof of vaccination (photo ID and vaccine card from their healthcare provider [either as a photo or document] including the name of the person vaccinated, type of vaccination and date the last dose was administered), on-site prior to entering the event site.
  o The following are acceptable as proof of a negative COVID-19 test result: A printed document from the test provider or laboratory, OR an electronic test result displayed on a phone or other device from the test provider or laboratory. The information should include person’s name, type of test performed, and negative test result.

Parking is $14 at the McCarthy Lot, enter from Figueroa. A complimentary shuttle will run from 9:30am - 11:00am and again from noon - 1:00pm for members who require assistance.

CLICK HERE for the In-Person invitation (members & their guests)

~~~~~~~~

Join us via Live Stream on our Town & Gown of USC website and facebook page!

• 10:45am - Live Stream begins
• 11:15am - Introduction of VIPs and Speaker
• 11:20am - Keynote Speaker Presentation – Livestream available via our Town & Gown of USC website and our Facebook page.
• 11:50am - Speaker Q&A with audience
• 12:00pm - Program concludes

• Price: Free
• Opportunity Drawing: all sales due 7 days before the event - September 28, 2021

CLICK HERE for the Live Stream invitation

Thank you and we hope you'll join us on October 5th!

Fight On!

Colleen Stroyke & Bonnie Suffridge
Town & Gown of USC
5th Vice Presidents, Programs
2021-2022 Programs and Events

Tuesday, October 5, 2021

MIKE BOHN
USC Charles Griffin Cale Director of Athletics
General Meeting & Luncheon

“The Five A’s to Success”
Kick off the year with Trojan pride and hear an update on USC athletics.

Tuesday, November 2, 2021

KAREN NORTH, Ph.D
Clinical Professor of Communications, USC Annenberg School of Communication & Journalism
General Meeting & Luncheon

“Exploring the Digital Social Media World: The Good, The Bad, and The Ugly”
Learn about digital social media, what is really happening on the internet, and how it is a double-edged sword, offering us never before opportunities but also creating unforeseen challenges.

Holiday Boutique in the Town & Gown of USC Courtyard

Tuesday, December 7, 2021

ANNUAL HOLIDAY PROGRAM
General Meeting & Luncheon

A beloved Town & Gown of USC tradition, join friends and the USC community at this cherished holiday luncheon.

Tuesday, January 11, 2022

GRANT C. KIRKPATRICK, FAIA
Founding Partner and Principal, KAA Design
General Meeting & Luncheon

“The New Renaissance”
A USC alumnus and award-winning architect shares his passion for design and why Southern California is the worldwide epicenter of the “New Renaissance”.

Honoring Past ACC Chairs & Current Chair, and Current ACC Presidents

General Meeting and Luncheons:
11:00 a.m.  Reception begins in the Courtyard.
12:00 p.m.  Lunch and Program begins.
12:45 p.m.  Livestream of the Keynote Speaker begins on our Town & Gown of USC website and Facebook page.
2021-2022 Programs and Events

Tuesday, February 1, 2022
PINCHAS COHEN, M.D.
Professor of Gerontology, Medicine & Biological Sciences
Dean, USC Leonard Davis School of Gerontology
General Meeting & Luncheon

“Healthy Aging Strategies”
An award-winning researcher with expertise in Alzheimer’s and dementia, gives his approach on “personalized aging” and how a healthy lifestyle contributes to longevity.

Honoring Town & Gown of USC Scholars and Donors

Tuesday, March 1, 2022
WILLOW BAY
Dean, USC Annenberg School of Communication and Journalism
General Meeting & Luncheon

“A Conversation with Dean Bay”
Dean Bay shares her insights on the rapidly changing field of communications, journalism and digital media.

Members’ Annual Meeting
Honoring Town & Gown of USC Past Presidents

Tuesday, April 5, 2022
ANNUAL BENEFIT & LUNCHEON

Join us for the Spring Benefit & Luncheon, featuring special guests and entertainment! This year the Benefit will take place at the iconic Beverly Hills Hotel.

Tuesday, May 3, 2022
HEIDI SCHEID
Executive Vice President, Scheid Family Wines
General Meeting & Luncheon

“From Grapes to Glass: Evolution of a California Winery”
A USC alumna and winery executive shares her insights on the California wine industry, and her creation of a sustainable, low alcohol and low-calorie wine brand.

Installing Newly Elected and Appointed Board of Directors and Honoring Life Members

General Meeting and Luncheons:
11:00 a.m. Reception begins in the Courtyard.
12:00 p.m. Lunch and Program begins.
12:45 p.m. Livestream of the Keynote Speaker begins on our Town & Gown of USC website and Facebook page.
The Benefit Committee is so excited to be planning the Annual Town and Gown of USC Benefit on April 5, 2022, at the Beverly Hills Hotel! Please visit the Town and Gown of USC website and Social Media sites for exciting posts and updates about the Benefit!

Looking forward to April 5th!
Edie Etmekjian
edieetmekjian@gmail.com
Benefit Chair 2022

The Opportunity Drawing is always a special way to participate in the “fun” raising for the Benefit. To make the Opportunity Drawing successful, it is critical to receive amazing donations. So - we need your help with donations! Every member should be able to contribute something towards the Opportunity Drawing. You could contribute something as small as a gift card to as magnanimous as a getaway stay at your vacation home. You may know someone who has tickets to special events or has access to amazing opportunities that will excite us!

Here are some ideas:
- Cultural Opportunity
- Sports Opportunity
- Travel Opportunity
- Adventure and Adrenaline Opportunity
- Electronics Opportunity
- Culinary Opportunity
- Fashion and Beauty Opportunity
- USC Opportunity
- Gifts cards ($25, $50, or $100)

Your donations help Town and Gown of USC support its mission of providing students with merit-based scholarships and funding projects for campus beautification. THANK YOU very much for considering a donation to the Opportunity Drawing. Your help is vital to making our benefit a success! We will provide a receipt for donations.

Contact Sara Pfirrmann
sara.pfirrmann@gmail.com
Benefit Opportunity Drawing Chair 2022
Endowment donors and Board of Directors enjoy their first visit to the university since March, 2020, at the donor reception prior to the Back-to-School Scholars’ and Donors’ Luncheon in the Town and Gown Ballroom. The highlight of the time together was the telling of personal stories of why donors decided to make this major contribution and of a former scholar relating the impact the funds made in her life. Each donor was seated with his/her scholar during lunch and photographed together as a souvenir of the day along with a gifted USC frame.

Marilyn Kezirian, Third Vice President, Fund Development
Chris Gregg, Third Vice President, Fund Development

DID YOU KNOW…

The second president of Town and Gown was May Omerod Harris, and that she led the organization for 15 years from 1947-1962! During her dedicated tenure, she appointed Belle Vivian, the wife of Dr. Robert Vivian, the Dean of the Engineering School, to be the Treasurer. Belle collected .75 cents from each person attending a luncheon and turned the money in to the USC Cashier’s Office. This led to our first checking account!

Kathleen Campos Co-Chair, Physical Facilities/Historian
Jody Zuvich Co-Chair, Physical Facilities/Historian
Wilma Pinder and Marilou Hamill, Physical Facilities/Historian Committee Members

INSPIRE ME

Inspiration...is it something that happens to you? Is it a state-of-mind? It is not willed, but it can be sudden. I have read “it is evoked spontaneously like an awakening which may offer anyone new possibilities.” Everyone can be inspired ~ the question is “how” and “what” is inspiring to you.

I had a friend over for dinner the other night...he is the owner of a design Company. I asked him “what inspires you?” He thought for a few seconds, then, explained it is not one thing that inspires him, but there can be many things...he emphasized it is a moment of clarity for him. It is a “grand thought” that facilitates flow and creativity. Makes sense for a designer.

What inspires our Board-of-Directors of Town & Gown, and our volunteers? Rousingly, and motivationally, I would say our SCHOLARS! Our volunteers give tirelessly, and impactfully of their time. Our Board is inspiring through leadership and encouragement. Our scholars inspire us by their enthusiasm, vibrancy and the hope they give us for the future.

Town & Gown’s inspiration is not fleeting or sudden...it is constant, evolving, and galvanizing. I am inspired, are you?

Elle Feldman, Annual Member, Town and Gown of USC
Two new Board of Directors, Wilma Pinder (top left) and Lori Ward Jackson (top right) are pictured with Traveler at the Sunday, August 29th Back to School Event.
WELCOME NEW DIRECTORS

Linda Dankwa, Norma Perez, Lori Ward Jackson, Lisa Up de Graff, Jill Stuart, Susie Rhodes, Kate Farlow, Wilma Pinder, and Bianca Patterson (not pictured).

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. •