



## *President's Message:*



Dear Town and Gown of USC,

Thank you for your generous donations of \$3,915 to the October opportunity drawing.

**Thanks to your generosity for the opportunity drawings last fiscal year, our 501(c)(3) has been able to make the following gifts to the university:**

\$16,000 for audio visual equipment

\$5,000 for upholstery upgrades in the Town and Gown Ballroom

\$5,000 to the USC archives to complete archiving our 501(c)(3)'s papers

\$15,000 to the Computer Relief Fund. This Computer Relief Fund allows freshman that cannot afford a computer the ability to purchase one.

"Receiving this scholarship would be an absolute game changer for my education. I have never had a computer of my own; we currently have one computer for the family to share. I will be living on campus, and having a computer will most likely be my most prized possession used daily in every single course I plan to take. Thank you for your consideration!"

"As a Hispanic girl living in low-income South Central, unfortunately, I have not had the finances to purchase a laptop for myself. In my family of seven, I have five siblings with whom I have to share a laptop. Thankfully, the school district allowed us to borrow computers during the lockdown to continue our educations via online platforms but now that schools are reopening, I will need my own laptop to continue my studies. It is more beneficial in the long run because there are many resources online for taking notes, researching, and studying which will all help with my education. As time advances, so does technology as well as the use of computers. Computers and other devices are not a luxury anymore but are now a necessity. With online classes and technology being a daily use, laptops are useful for one's education and I would be more than grateful to be able to purchase a laptop of my own which I would use in my studies."

"Getting this scholarship is the difference between me struggling in college and me being able to easily get my work done. In college, a computer is mandatory, especially for a student on the Pre-Med Track such as myself. I've been saving up for a computer for a while but ended up having to spend that money to furnish my dorm and get other school supplies. I currently have no laptop or desktop so if I don't get this scholarship I'd most likely have to settle for no computer or a low-performing one."

We welcome you and your guests, bright and early, on November 2nd for shopping on the patio from 10am to Noon.

Please join our colleagues in supporting scholarships all around campus.

On behalf of our Past Presidents and Board of Directors, we thank you for your loyalty, enthusiasm, and support for our 501(c)(3).

Sincerely,

Hilary Crahan  
CEO/President 2020-2022  
[president@townandgownofusc.org](mailto:president@townandgownofusc.org)





# USC Alumni Association

*Trojan Affiliates*

USC Trojan Affiliates is a nonprofit organization that supports USC scholarships for undergraduate students living in the San Gabriel Valley.

**Large Rectangle Tablecloth (60x109)**  
Price: \$60.00



**Oversized Apron**

Price:  
\$50.00



**Sequin Scarf**

Price:  
\$50.00



**Tunic**

Sizes:  
S/M & M/L

Price:  
\$50.00

**Dinner Napkins**

Price:  
\$60.00 per set of 4



**Ohana Scarf**

Price:  
\$22.00



**Pillowcases**  
Price: \$25.00 per  
set of 2



**Medium Rectangle Tablecloth (58x91)**  
Price: 50.00



**Face Masks**

Price: 2 for \$15.00





## Roski Silk Scarf

Price: \$65.00



## Infinity Scarf

Price:  
\$13.00



## Seatbelt Backpack

Price: \$30.00



## Small Square Tablecloth (60x60)

Price: \$40.00



## Reversible Apron

Price: \$55.00



## Twin XL Blanket

Price:  
\$100.00



## Men's & Women's Boat Shoes

\*if you wish to order shoes, contact Aleta Blanc to see what sizes are available



Price:  
\$60.00

## Pop-up Material Container



Price:  
\$25.00

## Red Dress

Sizes:  
S/M & M/L

Price:  
\$55.00



**All prices include tax and shipping**

Contact Aleta Blanc by email at [aleta.blanc@gmail.com](mailto:aleta.blanc@gmail.com) or by phone at (626) 993-7072

To place an order, please email Ann Proctor at [acp3591@gmail.com](mailto:acp3591@gmail.com) or call/text Ann Proctor at (626) 840-1967. If you want to pay by check, make it payable to Trojan Affiliates and mail to our treasurer Ann Proctor at 6764 Karin Place San Gabriel, CA 91775

***TAILGATING ESSENTIALS....***  
***CONTACT SCFANVIVIAN@GMAIL.COM***  
***TO ORDER***



**WATER BOTTLE \$25**



**NFL/PGA APPROVED  
PLASTIC BAG \$10  
(GRANDDAUGHTER NOT  
INCLUDED!)**

**DISCOUNTS ON  
QUANTITY ORDERS**



**KOOSIES  
4/\$10**



**CASSEROLE CARRIER  
\$45**



**TROJAN HEAD BOTTLE OPENER \$15**



**DORFMAN SPF 15 SUN  
HATS \$40**





USC Artisan Farmhouse Carver, 20x14 \$72.95



USC Bamboo Cheeseboard & Knife Set \$39.95



USC Vintage Photo Frame \$26.95



USC Slate Coasters (set of 4), 4x4 \$39.95

***Charcuterie tray to-go or to-stay. Makes a great gift, too!***



USC Ice Bucket \$59.95

Trojan League of SoBay has ideal USC accessories for entertaining & gift-giving this holiday season. See us at the 11/2 ACC Holiday Boutique or visit the College Artisan website. Your purchases support *TL*SB scholars and philanthropies. Thank you!

[www.collegeartisan.com/usc-trojans](http://www.collegeartisan.com/usc-trojans)



*Trojan Guild of Los Angeles is proud to participate in the Town and Gown Boutique on November 2<sup>nd</sup>. These and other select items will be available for purchase and help raise funds for USC Student Scholars!*

### ***Jewelry Galore***



### ***USC Themed Ornaments***





*Holiday Decor Items*



*Select Clothing Items*



*Exclusive Jewelry Designed by Barbara Hance Designs*



## PROGRAMS

THANK YOU  
for joining us in our ballroom on October 5, 2021!

After a year of virtual programming, we returned to campus in October for our first meeting of the year, featuring USC Athletic Director Mike Bohn. The Speaker Series event started with an energetic performance from the Trojan Marching Band, who infused the audience with an energetic dose of Trojan spirit. This set the stage beautifully for Mike Bohn who gave a positive and inspiring update on Trojan athletics and engaged with the audience in an honest and informative Q&A. His presentation, “The 5 A’s to Success” demonstrated his leadership style and illuminated his passion for the Trojan athlete.



A recording of this program is available on the Town & Gown of USC website, or [CLICK HERE](#).

Congratulations to our Opportunity Drawing prize winners:

Karen Westland - \$500 American Express Gift Card, donated by Town & Gown of USC

Wilma Pinder – 2 football tickets to USC vs Utah, donated by Ann Palmer

### UPCOMING EVENTS

OUR LUNCHEONS ARE BACK!!



Join us on November 2, 2021 for our General Meeting & Luncheon featuring keynote speaker, Karen North, Ph.D. An Annenberg School professor and an expert in digital social media, she will give us a behind the scenes look at social media on the Internet and all it encompasses. Join us **for her presentation: “Exploring the Digital Social Media World: the Good, the Bad, and the Ugly”**.





We are offering TWO ways to view this meeting:

In-Person for members & guests in our beautiful Town & Gown ballroom.  
(ALL L.A. County and USC Covid guidelines will be followed.) Luncheon cost: \$45

OR

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

### Join us In-Person!

- 10:00am - Check-in/Holiday Boutique - Town & Gown of USC Courtyard
- 12:00pm – Luncheon & Program - Town & Gown Ballroom
- 12:45pm - Keynote Speaker – Livestream available via our Town & Gown of USC website and our Facebook page.
- 1:45pm - Program concludes
- Price: \$45
- Opportunity Drawing: all sales due 7 days before the event – October 26, 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://trojancheck.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.
  - 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.
  - 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)

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

- 12:00pm – Luncheon & Program - Town & Gown Ballroom
- 12:45pm - Keynote Speaker – Livestream available via our [Town & Gown of USC website](#) and our [Facebook page](#).
- 1:45pm - Program concludes
- Price: Free
- Opportunity Drawing: all sales due 7 days before the event – October 26, 2021

[CLICK HERE](#) for the Live Stream invitation

***Thank you and we hope you'll join us in November!***

**Save The Date for our**

**Annual Holiday Luncheon**

**Date: Monday, December 6, 2021** (Note date change)

**Location: The California Club in downtown LA** (Note location change)

**Table top décor encouraged!**

**Additional Information will be provided next month.**

*Fight On!*



*Colleen Stroyke & Bonnie Suffridge  
Town & Gown of USC  
5<sup>th</sup> Vice Presidents, Programs*





## 2022 ANNUAL BENEFIT – SAVE THE DATE!



It is my great privilege to announce the 2022 Benefit Honorees! These Six Shining Models of Volunteer Leadership are:

*Sally Edwards, Carol Fox, Linda Givvin, Carol Greenhalgh, Alli Solum, and Thelma Orr.*



Among their many contributions to Town and Gown of USC, these leaders crafted the Investment Agreement that for the past 15 years has governed the relationship between Town and Gown and the University. The mutual benefits of that relationship are evident today as our endowment funds now total over \$63 million, the income from which funds both the ongoing activities of Town and Gown and over \$1,700,000 in scholarships annually.

Today we are proud to announce the establishment of a special endowment fund in the names of our Benefit Honorees.

Quite appropriately, our benefit theme is **“The Women of Vision, Celebrating Six Shining Models of Volunteer Leadership.”** [Click here](#) to view our Benefit Honoree Big Reveal video.

Thank you and we look forward to sharing more details about the Benefit with you next month.

Looking forward to April 5<sup>th</sup>!  
*Edie Etmekjian*  
Benefit Chair 2022  
edieetmekjian@gmail.com



We need help with EXCEPTIONAL donations for the Benefit Opportunity Drawing!

We hope you – or someone you know – can provide the following types of special, unique, and exceptional opportunities and experiences. Here are some suggestions to guide you:



**Cultural Opportunity:** Tickets to a pop music concert, Opera, Ballet, Symphony, Theater tickets, Magic Castle, Hollywood Bowl tickets.

**Sports Opportunity:** Tickets to football, soccer, volleyball, hockey. Meet the coach, field passes, private box experience. Golf foursome. Ski lift tickets. Golf, tennis, or skiing lessons with a professional.

**Travel Opportunity:** Hotel or private home stay at a tropical, exotic destination. Sports, wellness, or meditation weekend. Mountain experience.

**Adventure and Adrenaline Opportunity:** Access to paragliding, scuba diving, flight simulator, survival course, go-kart racing, white water rafting, hot air ballooning, glider, blimp, helicopter, or small aircraft ride. Whale watching. Fishing trip. Duffy boat. Holiday Boat parade. Escape room experience.

**Electronics Opportunity:** iPhone, Tablet, iPad, Flatscreen TV, Gaming console, Smart watch, E-reader, Kindle

**Culinary Opportunity:** Dinner with a celebrity (singer, youtuber, actor, writer, sport star, entrepreneur), Culinary workshop course - cooking and cocktails, Lunch in a Michelin-star restaurant, Host a dinner party for 8.

**Fashion Opportunity:** Shopping spree at a designer clothing shop or Mall, designer handbags, wallets, scarves, fine jewelry.

**USC Opportunity:** USC Bookstore shopping spree (\$250), sports tickets, private box experience, field pass, **locker room tour, USC Trojan Marching Band at your next special occasion, visit with Traveler...**

Gifts cards (\$25, \$50, or \$100) Some of the most popular are:

Amazon, American Express, Anthropologie, Apple Store, Bed Bath and Beyond, Best Buy, Bloomindales, Disney+, DoorDash, Etsy, Grub Hub, Hobby Lobby, Home Depot, Lowe's, Lululemon, **Macy's**, Michael's, Nordstrom, PetSmart, REI, Sephora, Starbucks, Target, The Container Store, Visa, Walmart.

A Benefit marketing letter template for you to personalize and take to your local places of business, restaurants, hotels, or shops that you frequent to ask for a donation is located at the back of this newsletter.

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

Contact Sara Pfirrmann, Benefit Opportunity Drawing Chair at 949.697.0157 or send an email to [sara.pfirrmann@gmail.com](mailto:sara.pfirrmann@gmail.com)

Gifts cards and certificates may be mailed to:

Sara Pfirrmann, 22372 Rosebriar, Mission Viejo, CA 92692

Other donations may be delivered to the Benefit table at our General Meetings.





## MEMBERSHIP NEWS

Please welcome our newest Town and Gown of USC Members!

Nancy Riordan: (Los Angeles)

Nancy is a USC alumna and has worked as an associate editor of Town and County magazine. She has also worked as a parent/toddler teacher at Wump Preschool in Westwood. Nancy enjoyed volunteering for her three children's classrooms and was a **Brownie Troop Leader at Westwood Charter**. She enjoys event planning and is looking forward to participating on the Hospitality Committee.

Kaili Peng Myerson: (Los Angeles)

Kaili earned her Master of Music at the New England Conservatory of Music in Boston. She is President of her company, Kailidoscope, which manages her producing, writing, composing and musical performance projects worldwide. She has also enjoyed writing for Elle Magazine and has published **Kaili's Style and Kaili's Paris for the Asian markets**. She looks forward to meeting new friends at Town and Gown of USC.

Georgette Derderian Cooper: (Glendale)

**Georgette graduated from USC in 1976. She was a member of the woman's tennis team.** Her sons are also graduates of USC and members of the men's tennis team. She was the IFPC president and co-chaired the first Greek Gala. Georgette is very grateful to see old friends and be involved with Town and Gown.

Lisa Grode: (Los Angeles)

Lisa graduated from USC Marshall School of Business and is a member of Kappa Alpha Theta. She worked in the entertainment business as a talent agent at CAA and WMA before raising her three children who are all currently USC students. Her volunteer experiences include being on the Board of the **National Children's Chorus and Cedars-Sinai Medical Center**, work on Special Olympics and school fundraising. Lisa also enjoys party planning and is looking forward to being a new member of Town & Gown.



### *Our Newest Town and Gown of USC Members 2020-2021*



|                            |                     |                    |                    |
|----------------------------|---------------------|--------------------|--------------------|
| Mindy Aisen                | Charlotte Etmekjian | Toula Lolonis      | Nancy Riordan      |
| Carolyn Barrett            | Marlene Evans       | Cyn Low            | Olivia Shen        |
| Jennifer Blewett           | Gwen Fritzinger     | Maddie Meisel      | Michelle Silliman  |
| Rebecca Bodensteiner       | Lisa Grode          | Rachel Morford     | Carol Styx         |
| Brittani Brisacher         | Susan Heldman       | Karen Mohajer      | Christina Tusan    |
| Lindy Brownsberger         | Tia Kavanos         | Natalie Monger     | Leslie Veje        |
| Georgette Cooper           | Nancy Kim           | Shelley Moore      | Niki Wilson        |
| Elizabeth Guerin Dickinson | Margi Kuhn          | Michele Patzakis   | Anna Salsman Xeros |
| Stephanie Estrada          | Lynda Kyle          | Kaili Peng Myerson |                    |

*Submitted by*

*Fourth Vice Presidents, Membership; Virginia Naeve and D'Arcy McLeod*



## SCHOLAR SPOTLIGHT



Madeline Kelley – Junior - USC Dornsife College of Letters, Arts & Sciences

Major: International Relations Minor: Legal Studies

What is exciting and interesting or currently challenging you, in your major field of study?

I am incredibly excited to take IR 345: Russian and Post-Soviet Foreign Policy in the fall. With the topic of Russia and election interference dominating the news cycle this past year, it will be interesting to examine their foreign policy over the past 30 years.

Describe clubs or other on campus activities in which you participate.

I am the Chief Panhellenic Officer of Kappa Alpha Theta. As CPO, I serve as the chapter delegate to USC's Panhellenic Council and in turn make regular reports to the chapter, express chapter opinion during Panhellenic meetings and cast Kappa Alpha Theta's vote when required.

I am also part of Dornsife Ambassadors which is a volunteer organization made up of a diverse group of current USC Dornsife students. As an Ambassador, I interact with prospective and admitted students by sharing my experiences with research and internships, study abroad, extracurricular activities and living in LA.

I am also a part of WYSE (Women and Youth Supporting Each Other). WYSE is a national curriculum-based, group mentorship program that provides young women with the resources, information, and support necessary to make informed decisions about their futures in order to create community change.

Describe any work (paid or volunteer) or off campus associations in which you participate.

I work as a dance teacher five days a week at Create Dance Collection in Redondo Beach. I teach classes and private lessons in ballet, contemporary, and acrobatics for youth through adults, choreograph for bi-annual shows and teach youth summer camps.

List and describe any internships you've had this past year.

I was selected as an intern for the US Department of State in their Diplomatic Security Bureau but due to COVID related delays in my security clearance, was not able to participate.

Are you involved with any research at the moment? If so, please briefly describe that experience.

I am a part of the Near Crisis Project, which is an International Relations long running undergraduate research project which seeks to identify and create a data set of every near crisis in the last 100 years. In this project, we look through the 6 months before or following a previously identified crisis to find any potential near crisis and this research goes on to help inform and influence policy makers in the US Department of Defense.





# OCTOBER 5<sup>TH</sup> GENERAL MEETING EVENT PHOTOS





## DID YOU KNOW...



That in 1939, the objective of our 35th Season (1939-1940) was to complete The Women's Residence Hall! The project was part of the University's First Masterplan (1920-1945). Town and Gown Meetings were held in the Foyer, dues were \$5 and a lifetime membership was \$100. The purpose of Town and Gown was written "As friends of the University we of Town and Gown devote our efforts to the maintenance of a Scholarship Loan Fund, to the creation of Cultural Surroundings for Students and to a Social and Intellectual Program for both the Campus and Community. Town and Gown is the University's appeal to you for your support of and interest in College Youth."

Kathleen Campos Co-Chair, Physical Facilities/Historian

Jody Zuvich Co-Chair, Physical Facilities/Historian

Wilma Pinder and Marilou Hamill, Physical Facilities/Historian Committee Members

## IN MEMORIAM

June Teal

A long-time member of Town and Gown of USC

...

Do you have any news to share with Town and Gown? Please email Kari May, [karidmay@gmail.com](mailto: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. •



[www.townandgownofusc.org/](http://www.townandgownofusc.org/)



[www.facebook.com/townandgownofusc/](https://www.facebook.com/townandgownofusc/)



[@townandgownofu](https://www.instagram.com/townandgownofu)





Dear

On Tuesday, April 5, 2022, Town and Gown of the University of Southern California will host its annual Benefit and Luncheon at the prestigious Beverly Hills Hotel. The Benefit will feature a high-end opportunity drawing, a vendor boutique, a fashion show, live entertainment, and the Trojan Marching Band. We expect over 400 guests to attend.

The opportunity drawing is the major fundraising element for the Benefit. We invite you to become a Supporting Partner of the opportunity drawing by making a donation. All donations are tax deductible. Donations received by February 10, 2022, will be recognized in the program. We rely on individuals and businesses to help us fundraise. Please consider a donation that will create excitement to boost opportunity drawing ticket sales and our fundraising efforts.

Our Benefit theme, "Women of Vision, Celebrating Six Shining Models of Volunteer Leadership," highlights our six honorees who worked with university leadership to determine how to safeguard our endowment funds. These six exemplary women ensured that our scholarship mission would continue in perpetuity. On the 15th anniversary of the signing of The Agreement with USC, we honor and salute these Women of Vision!

Town and Gown of USC, founded in 1904, is a non-profit 501 (c) (3) philanthropic organization. Our mission is to support USC through scholarships for students, building and campus enhancements, and cultural programs. We are proud that this year our endowments awarded more than 1.7 million dollars in scholarships to 170 undergraduate and graduate students on both the main University Park Campus as well as the Health Science Campus.

We invite you to visit the Town and Gown of USC website at **[townandgownofusc.org](http://townandgownofusc.org)** to find out more about our philanthropy! We are also on Facebook, Instagram and Twitter! Contact us directly at [sara.pfirrmann@gmail.com](mailto:sara.pfirrmann@gmail.com) or call 949.697.0157

Thank you! Fight On!

Edie Etmekjian and Sara Pfirrmann

Town and Gown of USC 2022 Benefit Chair and Benefit Opportunity Drawing Chair

BENEFIT DONATION FORM: April 5, 2022  
Federal Tax ID 95-3760989

NAME: \_\_\_\_\_

TITLE: \_\_\_\_\_

COMPANY NAME: \_\_\_\_\_

(Please print company name as you wish it to appear in printed materials)

ITEM DESCRIPTION: \_\_\_\_\_

CONTACT INFORMATION: Cellular \_\_\_\_\_ Office \_\_\_\_\_

ADDRESS: \_\_\_\_\_