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.

President’s Message:

Dear Town and Gown of USC Members,

Thank you.

Two words that I hope convey our gratitude and gratefulness for your loyalty to our 501(c)(3).

It is thanks to the strength and generosity of our members that we continue to support USC in major and significant ways.

Currently, our Scholarship Committee (led by Second Vice Presidents, Carol Wright and Susie Rhodes and Scholarship Advisor, Ann Palmer) is reading through 397 scholarship applications submitted for the 2022-2023 academic year.

We will look forward to being together, in our Ballroom, for our meeting and luncheon set for January 11, 2022. Reservations are now open.

On behalf of our entire Leadership Team, we wish you and yours a very happy and joyous holiday season.

Sincerely,

Hilary Crahan
CEO/President 2020-2022
president@townandgownofusc.org
On December 6th, Town & Gown of USC held their Annual Holiday Luncheon at the California Club in downtown Los Angeles. Keeping with the honored tradition, there were spectacularly decorated tables and the dining room was a visual delight! The event was livestreamed for those at home, and a walkthrough of the ballroom, with discussions and interviews about tables was enjoyed by the audience through our website and Facebook page. A special performance was given by a former Town & Gown of USC scholar, Giovanna Nichols, who sang lovely holiday standards. In addition, our own Michael Marchak, our Scholarship Associate, delighted us with a special performance. The Opportunity Drawing winner of a $500 AMEX gift card was Karen Tanimura.

**UPCOMING EVENTS**

**Coming Soon in 2022:**

On January 11, 2022, we will honor Past and Present ACC Chairs and Current ACC Presidents. Our General Meeting & Luncheon features keynote speaker Grant Kirkpatrick, FAIA, Founding Partner & Principal KAA Design Group. Prepare for a visual delight as he shares his firms’ award-winning architectural designs, and explains why Southern California is the worldwide epicenter of “The New Renaissance”. The invitation link may be found [here](#).

Register today!

Thank you and Fight On!

*Colleen Stroyke & Bonnie Suffridge*

*Town & Gown of USC*

*5th Vice Presidents, Programs*
Please mark your calendars for our Benefit on Tuesday, April 5, 2022 at the Beverly Hills Hotel, where we will honor our six Women of Vision: Sally Edwards, Carol Fox, Linda Givvin, Carol Greenhalgh, Alli Solum and Thelma Orr!

The Benefit Committee has been busy planning a spectacular day with unique vendor boutiques, fabulous fashion show by the Robert Ellis of Robert Ellis Boutique, and a beautiful luncheon.

This annual event is our primary fundraiser for student scholarships. Please watch for our Benefit Patron Packet which will be mailed to you on January 4, 2022. Our Benefit webpage includes important information and links so be sure to check it at https://townandgownofusc.org/events/annual-benefit/.

Be sure to also click on the links below to view our new Promotional Videos featuring our Benefit Honorees, Board of Directors, and Scholars:

- Click here - Alex Tse and Linda Givvin
- Click here - Blake Zingerman and Thelma Orr
- Click here - Emma Adamson and Alli Solum
- Click here - Kristopher Acevedo and Bianca Patterson

Don’t forget to check our Town and Gown of USC website and Social Media posts for more information about our Benefit and our extraordinary Honorees!

We look forward to seeing you on April 5, 2022 to celebrate our Women of Vision!

With gratitude,

Edie Etmekjian
Benefit Chair 2022
benefitchairs@townandgownofusc.org
We are collecting EXCEPTIONAL donations for the Benefit Opportunity Drawing!
We hope all our members will contribute to our efforts:

**Gifts Cards Galore** – donations in $25, $50, or $100 amounts.

**Do you or someone you know have connections for amazing opportunities?**
**Here are a few ideas:**

Contact Sara Pfirrmann, Benefit Opportunity Drawing Chair at 949.697.0157 or email sara.pfirrmann@gmail.com

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**SAVE THE DATE – MARCH 12, 2022**
Town and Gown of USC will be making our “FIGHT ON” necklaces in the Town and Gown Ballroom.
Azin Behbahani – Masters Student - USC Iovine & Young Academy
Major: Product Innovation

What is exciting and interesting or currently challenging you, in your major field of study?
I am part of the first cohort of the Iovine & Young Academy's M.S. in Product Innovation Program. What I love about my major field of study is how it combines business, technology, engineering, design, and communications altogether. My program provides me with the opportunity to engage in non-theory, real-world projects both inside and outside the classroom. This is an invaluable opportunity for me to build off of by business undergrad at USC Marshall and gain invaluable hard and soft skills as I look to post-grad work after completing my degree in May 2022.

Describe clubs or other on campus activities in which you participate.
As an undergraduate at USC, I was heavily involved with USC Marshall Student Ambassadors (MSA). MSA is a group of outstanding undergraduate business and accounting majors who serve as the student representatives for the Marshall School of Business and Leventhal School of Accounting. Ambassadors speak on admission panels, volunteer with outreach campaigns, write blog posts, and more. I served as both Social Media Manager and President during my junior and senior years, respectively, revamping the social media presence for Marshall's Office of Undergraduate Admissions, pitch and execute a livestream Q&A series hosted by student panelists including myself, organize and launch a mentorship program to pair underclassmen with upperclassmen ambassadors, successfully turn this group into a recognized student organization, and more. I am looking forward to exploring the potential to create and launch a similar type of organization within the Iovine & Young Academy, where I am currently completing my M.S. program.

Describe any work (paid or volunteer) or off campus associations in which you participate.
I am a Teaching Assistant at USC's Iovine & Young Academy, where I assist a faculty member with a different course every semester. This has been a great opportunity for me to work with professors, meet more students, and contribute towards the success of courses at USC.

List and describe any internships you've had this past year.
While not formally called an internship, I had the opportunity to remotely work with Samsung from May to July 2021 as a Design and Product Strategist. A few other students and I collaborated to complete a thorough and comprehensive project for a team based out of Samsung's Strategy and Innovation Center in Seoul, South Korea.

List any recent travels - either for study abroad or other USC related opportunities.
Due to the Covid pandemic, I have not been able to travel recently. However, my last travel experience was in Fall 2019 where I was asked to represent USC's Marshall School of Business in the Bay Area for a couple days at Explore USC events. I presented to audiences, shared my perspective on the student experience at Marshall, and answered questions for prospective students and their families.

Are you involved with any research at the moment? If so, please briefly describe that experience.
I am in the process of working on an individual product design project and looking to possibly continue my work as a directed research opportunity with a faculty member in the upcoming Fall 2021 semester. I have been working on and designing a product called Bloomi. Bloomi is a wireless charger + uv sanitizer + nightlight for your home.

List any new information we should know about your current status, your involvement at USC, or your future plans.
I am extremely appreciative of Town & Gown and its members for extending me a generous scholarship that will support me in my studies at USC. I am looking forward to involving myself with this fabulous organization during my final year in my Masters Program. I am looking to continue staying in Los Angeles post-graduation and working in a product marketing or project management role within the media or tech space; I would love to continue my involvement with Town & Gown as a double Trojan young alumna as well.
As 2021 winds down, we encourage you to browse the Town and Gown of USC website for timely information...

**Recommended viewing for December:**

- **Events.** At the top of every page, in the white banner.
  - If you haven’t already, mark your calendars for the remaining **2021-2022 General Meeting/Luncheon speakers! Monthly General Meetings**
  - Check out the **Benefit Promotional Videos** and see why you should not miss this event, to be held on April 5, 2022. **2022 Annual Benefit**

- **Make an End-of-the-Year Donation.** On the red banner at the very top of every page, click on “Donate.” You may donate any amount and you may specify the purpose. T&GUSC is grateful for all gifts of any amount! **Town and Gown of USC**

- **Encourage a Friend (or Two!) to Join Town and Gown of USC.** On the red banner at the very top of every page, click on “Join.” This will take you directly to the annual Membership and Life Membership Applications. More information about membership may be found by clicking on “MEMBERS” near the top of each page. **Town and Gown of USC and Membership Overview**

- **Change your Annual Membership to a Life Membership.** The application may be found also by clicking on “Join” at the top of every page. **Town and Gown of USC**

Enjoy!

*The Town and Gown of USC Website Committee*

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

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