President's Message:

Dear Town and Gown of USC Members,

Happy 2022.

Whether we are meeting in person or Zooming together, our 501(c)(3) is as energetic as ever.

Town and Gown of USC continues to support the academic dreams of our 170 scholars.

In the past 15 years, we have supported over 2,000 academic dreams and goals. We continue to donate, annually, to the university for campus improvements. We offer cultural programs and wonderful speakers for everyone to enjoy.

Even through a pandemic, Town and Gown of USC remains a dynamic and important philanthropy.

Thank you all for continuing to support our mission. Collectively, WE are the definition of a volunteer organization meeting its best and highest goals.

If you have any questions or comments, please feel free to contact me directly.

We look forward to Zooming together on February 1, 2022.

Sincerely,

Hilary Crahan
CEO/President 2020-2022
president@townandgownofusc.org
The Physical Facilities/Historian Committee has actively reviewed the historical documents of Town & Gown. This gem is from 1972. It seems some things NEVER change. This is a kind reminder to be gracious.

Our luncheon party is less than sweet
When someone's irked about her seat
We'd like to mention it is a task
To place each lady where she asks.

We'll praise the day when some inventor
Will plan a room that's all dead center
In short a room so well designed
There's none in front, and none behind

~Author unknown

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

MISSION MOMENTS

Six years ago, I signed up to participate on the Scholarship Committee not knowing what I was in for. Once trained and immersed in reading the applications, I found myself in awe of these remarkable students. They were focused and goal-oriented and had such compassion for their fellow man. It was the common thread weaved throughout all the applications. Meeting them in person was the highlight of my experience. They were engaging and happy to answer the questions our group of 3 ladies asked. Amazingly, we got to know so much about them in the short 20 or so minutes we had with them. From that moment on, I was hooked!!!

Susie and I are honored and humbled to be in the company of such wonderful and capable committee members who have joined us this year on the scholarship. Collectively, these special ladies are using their unique gifts and talents for the benefit of our process. Below are Scholarship Mission Moments expressed by a few of our members. I am so encouraged by the comments from them and am happy they feel the same as I do. This is truly the mission of our wonderful 501c3 and why Town & Gown of USC exists. I highly recommend each of you consider joining the Town & Gown Scholarship Committee in the future. And you too, will be hooked!!

~Carol Wright, Second Vice President, Scholarship

“When I first learned of the opportunity to participate in the Scholarship Committee upon becoming a member of Town and Gown in 2018, I was beyond excited. What better way to give back to the University and to our future leaders by spending a bit of time learning about our outstanding current (and future) Trojans and having them potentially be rewarded for their efforts and achievements? My participation has been more rewarding than I could have imagined; I have gotten to know some incredible fellow Town and Gown women and leave each application reading and interview session filled with hope and optimism, not just for the future of our beloved University of Southern California, but for the future of our world as well.” ~Shana Glassman
“Several years ago, a dear friend encouraged me to join Town and Gown of USC. She told me about her work on the Scholarship Committee; how rewarding it was and how wonderfully talented and dedicated the student scholars were. I told her I would join someday, but I was busy working and volunteering with the Scleroderma Foundation, so more time passed. Then, my friend invited me to a Day of Service event. Town and Gown was making Murano beaded necklaces to give to patients who were receiving treatment at Keck and Norris hospitals. I was struck by the comradery and the enthusiasm, kindness, and generosity of the women of Town and Gown. On that day in 2015 I told my friend I would be honored and thrilled to become a member of Town and Gown and especially wanted to work on the Scholarship Committee she had told me so much about. Every year I look forward to going through the process of selecting new Scholars for our program. The in-person Interviews I do with two other enthusiastic committee members are always the highlight for me. I marvel at how much the students have accomplished both at school and in their communities. I always leave these interviews inspired, filled with admiration and renewed hope for the future.” ~Elaine Rosen

“Education is one of the most important accomplishments in life that adds value to a person’s life for generations. How wonderful that I can be part of an organization that provides scholars with funds to help them realize their educational and professional goals. I am grateful that I get to put my free time to a cause that aligns with my moral compass. The fulfilment that my soul gains is immeasurable, and I am happy to be of service in a meaningful way that enhances the future opportunities for our well-deserving Scholars.” ~Linda Dankwa

“Working on the scholarship committee has provided me a special kind of joy. I do not have children myself so reviewing the applications and meeting the applicants has given me a renewed hope for the future. Each one is so different and bright. It gives me insight into the future that we will all be in interesting and capable hands as the next generation grows into their varied fields. No two are alike but each applicant shares ambition and promise. It is truly an honor to serve on this committee.” ~Annamarie Acosta

IN MEMORIAM

Virginia Pfiffner
The Show Must Go On!

On January 11th, we pivoted to a Zoom Speaker Series format for our meeting. The meeting honored Past Alumnae Coordinating Council (ACC) Chairs & Current Chair, and Current ACC Presidents.

An outstanding and educational presentation, “The New Renaissance” was given by keynote speaker, Grant C. Kirkpatrick, FAIA. Through his beautiful architecture and imagery, he shared how Los Angeles leads the world in innovation and design, and how we are living in the greatest era in history. His optimism and inspirational message were the perfect kick off to the new year. Approximately 200 people joined us virtually through Zoom, our Facebook page and our Town and Gown website.

A recording of this program is available on the Town & Gown of USC website, or click here. Congratulations to our opportunity drawing prize winners:

- Lisa Up de Graff - $250 AMEX gift card
- Wilma Pinder - $250 AMEX gift card
- Lindsay Lytle - Traveler basket of goodies, donated by Joanne Asman, and a $50 Gift Card, donated by Kate Farlow.

UPCOMING EVENTS

Tuesday, February 1, 2022 General Meeting and Zoom Speaker Series
Please join us virtually for a humorous and informative presentation on healthy living!

When: Tuesday, February 1, 2022 at 12:30pm
Who: Dr. Pinchas Cohen, Dean of the USC Leonard Davis School of Gerontology

“Healthy Aging Strategies”

How: Please RSVP through Town & Gown of USC website, or click here.

Please join us!

Thank you and Fight On!

Colleen Stroyke & Bonnie Suffridge
Town & Gown of USC
5th Vice Presidents, Programs
NEW MEMBERS

Molly McClary (Balboa Island)
While at USC, Molly studied public relations and business as a Town and Gown Scholar. She currently works within the Public Affairs division of Disney Parks, Experiences and Products, serves on the leadership board of Trojans@Disney, and is a workplace mentor through Big Brothers Big Sisters Los Angeles. Molly is a proud Trojan and hopes to return to USC for graduate studies.

Rachel Goldinger: (Sherman Oaks)
Rachel is currently an Executive MBA candidate at the USC Marshall School of Business, with graduation slated for May 2022. She is employed in the technology and entertainment industry, focusing on Product Management. Rachel is a member of the Graduate Women in Business group at USC and held the position of Assistant VP of MBA Relations for the 2020-2021 term.

Danielle Von Der Ahe (Newport Beach)
Danielle graduated from USC in 1997 with a BA in Education and Fine Arts. She has plenty of volunteer experience including National Charity League, National League of Young Men, CHLA and CHOC. Danielle and her husband, Geoff, met at USC and are now proud Trojan parents.

Natalia Padilla: (Burbank)
Natalia holds a BA from UC Berkeley and an MBA from USC Marshall. She is currently the Director of Membership & Marketing at the historic California Club. She is a native Angeleno and enjoys spending time with her husband and two cats.

Nancy Tafoya (San Pedro)
Nancy followed her graduation from USC with a BS with an MBA from Harvard Business School. She went on to a career emphasizing corporate finance and risk management, working in LA, London, and NYC. After leaving the corporate world, she was an independent consultant specializing in Non Profit enterprises. She is married to Matthew and has an active household with four cats and two dogs – all rescues! Matthew and Nancy golf together whenever they can.

Joan Woodford Abu Bakir (Altadena)
Joan graduated from USC's School of Education with a Masters in Science Education. She currently works as a Fieldwork Instructor in the School of Education at Loyola Marymount University. She has 11 grandchildren with whom she is highly involved. She swims regularly and is an avid world traveler.

Valerie Real (Rancho Palos Verdes)
Valerie is a School Psychologist working on a freelance basis. She graduated from USD with a B.A. in English/Psychology and an M.Ed in Psychology. She has been an active volunteer and board member in National Charity League, Palos Verdes Peninsula PTA and the Junior League of Los Angeles. She is currently a proud Trojan Parent.
Happy New Year! The Town and Gown of USC website is a great communication tool that is updated frequently. Make sure you check it often! In case you missed it…

Recommended viewing for January:

★ **Find out about the 2022 Annual Benefit.**

✧ The pink and white stripes and the tropical florals are a sure sign of the highlight of our year: the **Town and Gown of USC Annual Benefit**, on **Tuesday, April 5, 2022**, at the iconic **Beverly Hills Hotel**. See the exciting preview video: [Town and Gown of USC Home Page](#).

✧ Go directly to the **Benefit Page** to sponsor, buy an ad, underwrite, and, starting on March 1, purchase tickets: [Benefit Home Page](#)

✧ Have you seen the latest **Benefit Promotional Videos**? Here is an easy link: [Benefit Promos](#)

✧ The 2020 Benefit honored newscaster **Marc Brown**. See his acceptance speech (and re-live Life Before COVID): [Marc Brown's Speech](#)

★ **Miss a General Meeting?** Visit **Home Page/Events/Past Events** to see recordings of the live-streamed meetings. See why our January speaker, **Grant Kirkpatrick**, thinks we are living in the greatest period in human history! Here’s the easy link: [Past Events](#)

★ **We welcome New Members All Year ‘Round.** Invite your friends to reap the rewards of joining our worthwhile organization: [Town and Gown of USC](#) and [Membership Overview](#)

★ **Donate Today.** Donations are always graciously accepted and appreciated. See “Donate” at the top of every page: [T&GUС Home Page](#)

Enjoy!

*The Town and Gown of USC Website Committee*
Dear Town and Gown Family and Friends:

The Benefit Theme this year is "WOMEN OF VISION". We can't wait to see you at the Annual Benefit and Luncheon at the Beverly Hills Hotel on Tuesday, April 5th! This event is our major fundraiser of the year, where we raise funds to support Town and Gown of USC’s mission.

I encourage you to join us in celebrating our outstanding Honorees, "WOMEN OF VISION", by donating to the Sally Edwards, Carol Fox, Linda Givvin, Carol Greenhalgh, Thelma Orr, and Alli Solum Endowed Scholarship Fund. Their love of Town and Gown of USC, and volunteer leadership, lead them to work together to create "The Agreement".

Fifteen years ago, these leaders worked with USC to create a mutually beneficial outcome for both the university and our 501(c)(3). In the past 15 years, our endowment funds have awarded over 2,000 scholarships and our fund (invested by USC) has grown to a corpus of over $69 million. These leaders’ business acumen, indefatigable leadership, and love for Town and Gown of USC made this outcome profoundly successful.

Let’s follow their example and work together to fund the scholarship to honor these amazing "WOMEN OF VISION".

Click here to visit the Town and Gown of USC website to find ways to donate.

We welcome your donations now. Event tickets and Opportunity Drawing tickets go on sale March 1, 2022. Our fabulous Benefit on April 5th will be in-person only. We look forward to a day of celebration and entertainment. You do not want to miss it!

Thank you for your support.

Edie Etemekjian
Benefit Chair 2022
benefitchairs@townandgownofusc.org

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. •
January 2022

Dear Town and Gown of USC Members and Friends,

Our Annual Benefit and Luncheon will be held at the beautiful and iconic Beverly Hills Hotel on April 5, 2022. This gorgeous setting sets the stage for an exciting afternoon.

Upon entering the Crystal Foyer at 10am, a pianist from the USC Thornton School of Music will be playing for our enjoyment. Next, we will stroll, sip, and shop in the garden at the vendor boutique. A Thornton School trio will perform for us in the garden’s gazebo.

During the luncheon, there will be a spectacular Robert Ellis Fashion Show featuring gorgeous ensembles and accessories from the Robert Ellis Boutique in Studio City. Robert Ellis is a graduate of USC and is a loyal supporter of Town and Gown of USC.

We are pleased to honor Sally Edwards, Carol Fox, Linda Givvin, Carol Greenhalgh, Thelma Orr, and Alli Solum as the 2022 Benefit Honorees. The Benefit theme this year is: "WOMEN OF VISION".

Fifteen years ago, these six volunteer leaders worked with USC to create a mutually beneficial outcome for both the university and our 501(c)(3). After two years of negotiations, "The Agreement" was signed by Town and Gown of USC and USC creating a new framework for an ongoing partnership.

In the past fifteen years, our endowment funds have awarded over 2,000 scholarships. With USC’s financial management, our endowment funds corpus has grown to $69 million dollars.

These leaders’ business acumen, indefatigable leadership, and love for Town and Gown of USC made this outcome profoundly successful.

The Sally Edwards, Carol Fox, Linda Givvin, Carol Greenhalgh, Thelma Orr, and Alli Solum Endowed Scholarship Fund will be created from the proceeds of this year’s Benefit. This scholarship will preserve, in perpetuity, the legacy of these “WOMEN OF VISION” and their significant volunteer leadership.

We ask you to join us in honoring these “WOMEN OF VISION” by donating to the 2022 Benefit. Please find the enclosed opportunities to participate in our Benefit:
- Patron Donations
- Program Ads
- Sponsorships & Underwriting
- Opportunity Drawing

Thank you and Fight On!

With gratitude,

Edie Etmekjian
Benefit Chair 2022
benefitchairs@townandgownofusc.org (818) 636-4134
WOMEN OF VISION

How to Donate

To be listed in the Benefit Invitation, the Printed and Digital Programs, and on the Website, please remit donation by February 14, 2022.

All levels will be listed by name in the Benefit Invitation, the Printed and Digital Programs, and on the Town and Gown of USC website.

Yes, I would like to donate the following:

**Patron Donation Levels:**

☐ $100 - Honesty  ☐ $2,500 - Empowerment
☐ $250 - Confidence  ☐ $5,000 - Integrity
☐ $500 - Empathy  ☐ $7,500 - Humility
☐ $1,000 - Wisdom  ☐ $10,000 - Courage

Please list my name as: ___________________________________________________________________________________

Program Ads: __________________________________________ Amount: $___________

Sponsorship Item(s): __________________________________________ Amount: $___________

Opportunity Drawing gift in-kind: ___________________________ Item: ___________________

Other: __________________________________________ Amount: $___________

Total Donation Amount: $___________

To pay online, please visit our website at https://townandgownofusc.org/events/annual-benefit_v2/how-to-donate-pay/

Checks are payable to “Town and Gown of USC” in care of:

Kari May
24097 Outrigger Drive
Canyon Lake, California 92587
administrator@townandgownofusc.org  (213) 626-9070

Federal ID 95-3760989
Dear Town and Gown of USC Friends and Family,

Town & Gown of USC will hold our annual Spring Benefit on Tuesday, April 5, 2022, at the beautiful Beverly Hills Hotel. We invite you to partner in this celebration by becoming a Benefit Patron. As a Patron, your gift will be part of the “WOMEN OF VISION” scholarship and make an impact in our scholars’ lives; you will also be recognized for your support of our mission and giving back to Town & Gown of USC!

2022 Commemorates the 15th anniversary of the signing of The Agreement. In the past 15 years, over 2,000 merit-based scholarships have been awarded.

The Agreement, a 6-page document, was signed on October 23, 2007, in the foyer of Town and Gown of USC. At that time, the Town and Gown of USC Endowment had a market value north of 36 million dollars. Today, the Town & Gown of USC Endowment has a market value of 69 million dollars with 200 fully-endowed funds. The University invests our endowment funds in a judicious and sound manner which allows us to award 150 to 170 scholarships annually. Beginning in April 2005 and culminating in October 2007, these six volunteer leaders worked together to negotiate an Agreement mutually beneficial to our 501(c)(3) and the University of Southern California.

Thanks to their extraordinary leadership and business sensibilities, these six volunteers assured that our legacy will serve our scholarship program today and in the future.

One new endowment fund in the name of Sally Edwards, Carol Fox, Linda Givvin, Carol Greenhalgh, Thelma Orr, and Alli Solum Endowed Scholarship Fund will be created with Patron donations for the “WOMEN OF VISION.”

As this is our annual fundraiser, your contribution helps us continue the legacy of scholarship at Town and Gown of USC. We thank you in advance for your generosity and donation.

Warmly,

Carol Mollett
Benefit Patrons Chair 2022
Town and Gown of USC Past President, 2012-2014
carolmollett@aol.com (818) 321-3413

All gifts are tax-deductible to the extent of the IRS rules
Dearest Friends,

Please consider joining us with a purchase of an ad to celebrate our Benefit Honorees and ensure a fully endowed named scholarship honoring our six “WOMEN OF VISION”. For the Benefit, we will create both Printed and Digital Benefit Programs. We will also design six hard bound commemorative coffee table books to give to our honorees Sally Edwards, Carol Fox, Linda Givvin, Carol Greenhalgh, Thelma Orr, and Alli Solum.

We are offering the following ad options:

- **Half page ad**  
  4” tall by 5” wide  
  $250

- **Full page ad**  
  8” tall by 5” wide  
  $500

- **Double page**  
  $1,000

Please note the above dimensions and let us know if your team is designing the ad. Or, we will send you a template and you give us the wording and let us design with your approval. Either way, you will be given final approval of your draft.

We gladly take your ad submissions in any of the following formats: JPG, TIFF, or PNG. **Please do not submit PDF.** Image resolution must be a minimum of 300 DPI.

Yours in Troy,

Sandy Johnston  
Benefit Program and Ads Co-Chair 2022  
Sandyjohnston27@gmail.com (562) 577-4737

Christine Gregg  
Benefit Program and Ads Co-Chair 2022  
chrisgregg@pacbell.net (714) 801-6086
Sponsorships & Underwriting Opportunities

We would like you to look over the underwriting opportunities below for the Benefit on April 5, 2022! Underwriting an item will ensure the full endowment of the Sally Edwards, Carol Fox, Linda Gilvin, Carol Greenhalgh, Thelma Orr, and Alli Solum Scholarship. This is a wonderful way to honor these “WOMEN OF VISION” and to show your loyal support of Town and Gown of USC! All underwriting donors will be listed by name in the Benefit Invitation, the Printed and Digital Programs, and on the Website, if received by February 14th, 2022.

Once you choose an item to underwrite, please refer to the back of page 1 on How to Donate.

Thank you!

Kathie Johnson
Benefit Sponsorship Co-Chair 2022
kmuljohn@gmail.com (310) 344-7398

Erica Johnson
Benefit Sponsorship Co-Chair 2022
ericacatherinejohnson@gmail.com (310) 430-9708

Sponsorship Opportunities

- **Flowers for the Honorees (6 available)** $200
- **Printed Programs for the honorees (6 available)** $50
- **Tommy Trojan Statues for the honorees (6 available)** $250
- **Leventhal student workers (10 available)** $100
- **UBERs for the student workers day of Benefit (10 available)** $40
- **Leventhal student workers Starbucks cards (10 available)** $20
- **Thornton student performers (Trio)** $1,250
- **Thornton student pianist** $250
- **The Sprit of TROY Band** $1,800
- **Deidre Davidson photography** $500
- **Table centerpieces (40 available)** $50
- **Registration centerpiece** $100
- **Fashion show expenses - all inclusive (16 available)** $1,000
- **Stamps for invitation mailing** $450
- **Benefit invitations** $1,500
Town and Gown of USC is seeking assistance in obtaining exceptional prizes for the Opportunity Drawing at the Benefit. We hope to offer very special items for this part of our fund-raising efforts.

You could help us by using your connections to obtain donations from businesses, retailers, hotels, restaurants, or special venues and activities that you frequent. Here are a few ideas:

- **Cultural Opportunity:** Tickets to a pop music concert, Opera, Ballet, Symphony, Theater tickets, Hollywood Bowl, Magic Castle
- **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. Stay at Disneyland.
- **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, jewelry, cosmetics and makeover.
- **USC Opportunity:** USC Bookstore shopping spree ($250), sports tickets, private VIP box experience, field pass, locker room tour, USC Trojan Marching Band at your next special occasion, visit with Traveler
- **Gifts Cards Galore:** all members are encouraged to donate gift cards in $25, $50, or $100 amounts.

Donations are tax deductible. Donations would need to be initiated beginning April 2022. Any business needing verification of our long standing 501(c)(3) status and contribution to USC can visit our website at townandgownofusc.org.

Thank you for any assistance you can offer for exceptional donations to the Town and Gown of USC Benefit.

Sara Pfirrmann
Benefit Opportunity Drawing Chair 2022
Sara.pfirrmann@gmail.com (949) 697-0157