



*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,

What a successful October meeting we had!!! The energy and excitement to be back in our ballroom and enjoy each other's company was evident. Our Board of Directors works hard toward our Mission Statement and our Vision Statement and hope that you are enjoying the cultural programs provided at each General Meeting. We will continue to enrich the University and the lives it touches.

Fight On!

Beth Petak-Aaron  
CEO/President 2022-2024  
[president@townandgownofusc.org](mailto:president@townandgownofusc.org)



## PROGRAMS - A DAY OF TROJAN SPIRIT!

Our October 4th General Meeting & Luncheon featured Dr. Jacob Vogel, the Director of the Trojan Marching Band. It also included a performance by the Trojan Marching Band, and our Town and Gown Scholar speaker was the Drum Major from the Spirit of Troy, Jacobo Herrera. The afternoon was filled with positive energy and Trojan "Fight On!" Spirit. Dr. Vogel was both entertaining and informative as we learned a little bit about him as well as how the Greatest Marching Band in the History of the Universe uses technology to learn its halftime show drills and music. He was a great speaker to kick off our year!



5<sup>th</sup> VPs Programs, Bonnie Suffridge and Debbie Wong with speaker, Dr. Jacob Vogel



Town and Gown Scholar Speaker, Jacobo Herrera and Benefit Chair, Carol Kroesche



The Trojan Marching Band Entertaining Guests in the Town and Gown Ballroom

A recording of this program is available on the Town & Gown of USC website.

Congratulations to our Opportunity Drawing winners:

Lindsay Lynch Lytle won a \$250 American Express Gift Card donated by Town & Gown of USC

Martha Oropesa won a Gift Basket donated by Town & Gown of USC



### UPCOMING EVENTS:

**Tuesday, November 1, 2022, PROFESSOR SUSAN H. KAMEI:** Managing Director, Spatial Sciences Institute, Lecturer Department of History USC Dornsife College of Letters, Arts and Sciences Professor Kamei is recognized as one of America's most prominent and visible scholars on Japanese American incarceration during World War II. Click [here](#) to RSVP for this event.

***DON'T MISS the HOLIDAY BOUTIQUE located in the Town & Gown of USC Courtyard prior to our luncheon!***

### **December Holiday Luncheon is Coming!**

On Tuesday, December 6, 2022, our Annual Holiday Luncheon will be held in our beautiful Town and Gown Ballroom. We look forward to the Town & Gown of USC time honored tradition of festive holiday decorated tabletops and holiday cheer.

Thank you and Fight On!

Bonnie Suffridge and Debbie Wong  
5th Vice Presidents, Programs



## SCHOLAR SPOTLIGHT



### **Blake Zingerman '23**

**BA in Business Administration from the Marshall School with a minor in Cinematic Arts**

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

I am very interested in how the business world is reacting to the recent decline of the economy, especially the pressure that higher gas prices have had on people. The effects on delivery services, travel, and just day-to-day transportation due to our dependency on other countries for oil and gas have really caused stress and inflation throughout daily life. I am fascinated watching the domestic oil company I work for adjust to the demand in the system for more gas, while also trying to reduce the damage to the environment. Both of these are critical to Americans' daily lives. Another major area that fascinates me is the speed with which businesses have adapted to the pandemic. Businesses that are fast to adapt to new pressures show how some companies can thrive while others will fail. With remote work now spreading throughout the economy, we have been able to see how the business industry has adapted to a more virtual reality where we have proven capability that people can work from home anywhere around the world.

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

I participate in beach and indoor volleyball at USC. I was selected to be a member of both club teams and I am having an amazing time. Continuing to play a sport I loved throughout middle school, high school, and college has been a great experience and the friends I have made are life long. I also take part in Greek life, where I pledged and was accepted as a member of the Pi Kappa Alpha fraternity at USC. This has been a great experience for me because I am now part of a family that is diverse in culture, race, religion, background, and experience, mirroring what I love most about USC. I appreciate the brotherhood that we have formed and the strong values we share. The last activity I participate in is Traveler Crew where I work with the USC mascot during football games allowing people to take pictures with Traveler as well as protecting fans, players, and staff while he runs on the field.

#### **List any new information we should know about your current status, your involvement at USC, or your future plans.**

I am looking forward to joining the snowboard/ski club at USC and spending time in the mountains this winter. I have always been an avid snowboarder and getting to enjoy this down time with fellow trojans is something I look forward to. After my internship this summer my focus on employment after graduation has shifted toward a potential career in the oil and gas industry. I now understand firsthand the important role the gas industry plays in our economy and want to work towards reducing our dependence on foreign oil while making domestic oil more environmentally friendly. One of my other goals for the future is to join in philanthropic support of USC and the surrounding community, including direct support of the local youth through tutoring and mentoring. I have learned over the years that the USC family is my family, one that I am amazingly proud of and look forward to being a part of for the rest of my life.



## 2023 ANNUAL BENEFIT SAVE-THE-DATE!

The 2023 Town and Gown of USC Benefit Committee is thrilled to announce this year's honoree. FAITHFUL, SCHOLARLY, SKILLFUL, COURAGEOUS, AMBITIOUS, DEXTER HOLLAND embodies all that it means to be a Trojan. He earned his BS, Masters Degree, and PhD in Molecular Biology from USC, focusing on HIV research.

In high school, Holland formed a Punk Rock band. They played everywhere they could in Southern California for ten years before blowing up with their LP, SMASH, selling more than 11 million copies, making it the all-time best selling record released by an independent label. He is a songwriter, vocalist, guitarist and sometimes pianist of his band, The Offspring. Five

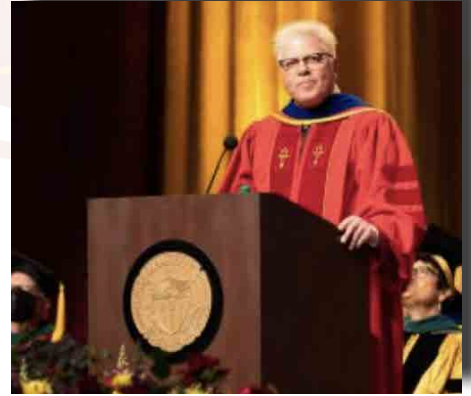
of his band's albums have reached platinum status. The Trojan Marching Band plays a couple of their songs that you will recognize.

Dr. Holland most recently gave the commencement speech for the Keck School of Medicine graduation where he talked about the intersection of art and science.

He is a licensed pilot, having soloed a flight around the world, a philanthropist, and he even has his own brand of hot sauce.

JOIN US as we honor DEXTER HOLLAND on APRIL 4, 2023 at the beautiful and iconic BEVERLY HILLS HOTEL.

Carol Kroesche  
Benefit Chair 2023  
[benefitchairs@townandgownofusc.org](mailto:benefitchairs@townandgownofusc.org)



## A MESSAGE FROM OUR NOMINATING COMMITTEE

Please take a moment to look at the 2023-2024 Board of Director's Positions on the next page for which the Membership (you) will be nominating candidates this year. Please think of a nominee who is best qualified for each job. Nominating Forms will be sent in the beginning of November! We look forward to your nominations!

Please contact us if you have any questions: [nominatingchair@townandgownofusc.org](mailto:nominatingchair@townandgownofusc.org)

Thank you!

The Nominating Committee, Town and Gown of USC

Eddie Etmekjian

Pat Whitman

Wilma Pinder

Linda Dankwa

Kim Kaufman



## Town and Gown of USC Position Descriptions

### Descriptions of Positions for which the Town and Gown of USC Nominating Committee is seeking nominations for 2023-2024:

#### **President Elect:**

During the second year of the CEO/President's term, the President-Elect serves for one year to acquire knowledge of the various aspects of the chief executive role. She may hold an additional Board position and must have served a minimum of two years on the Board prior to being elected to the position.

#### **Treasurer:**

The Treasurer supervises and/or prepares all financial reports submitted to the Board of Directors and the Finance Committee in a timely manner, and supervises the work of the Financial Associate, who prepares most of the initial accounting entries. In addition, the Treasurer ensures that the necessary financial records are submitted to the approved accounting firm at the end of the fiscal year to facilitate the preparation of the annual tax return and review. The Treasurer also ensures that all checks issued on Town and Gown of USC accounts have the required signatures of any two of the following: Treasurer, CEO/President, or Secretary. The Treasurer must have been a member of Town and Gown of USC for two years; two years of Board service performed but not mandatory, prior to being elected to the position.

#### **Second-Vice Presidents, Scholarship (one position):**

The Second Vice Presidents, Scholarship, oversee all aspects of the Town and Gown of USC Scholarship Program including updating the website and application, recruitment of applicants, scoring of applications, conducting in-person student interviews, and ultimate awarding of scholarship funds. They are responsible for developing training materials and conducting training for Scholarship Committee Members to ensure effective student assessment. The Vice Presidents are the liaison to university admission and financial aid departments. They collaborate with the Scholarship Advisor to ensure continuity of the program. They supervise the Scholarship Associate. They must have been members of Town and Gown of USC for a minimum of two years, and served on the Scholarship Committee a minimum of one year prior to being elected to the position.

#### **Third Vice Presidents, Fund Development (one position):**

The Third Vice Presidents, Fund Development, develop an annual plan for fundraising goals and activities to support the mission of Town and Gown of USC. They work with the CEO/President and the First Vice President, Investments, to coordinate the activities that generate funds. They maintain electronic records of donations and coordinate the communication of these matters with the Treasurer, Financial Associate, and Executive Associate. They oversee the acknowledgement of all gifts and donations and coordinate the sending of thank-you notes and letters which include Town and Gown of USC's Tax ID Number as a California Nonprofit 501(c)(3) corporation. They chair the Fund Development Committee and work with members to develop and implement a fundraising campaign and other activities for the year. They must have been members of Town and Gown of USC for a minimum of two years prior to being elected to the position.

#### **Fourth Vice Presidents, Membership (one position):**

The Fourth Vice Presidents, Membership, chair the Membership Committee and lead recruitment activities by actively interfacing with potential members, processing applications, and communicating with membership sponsors. The Vice Presidents are an integral part of succession planning, including facilitating the Membership Program and engaging members toward committee and leadership roles. They orient new members, develop relationships with all members, and facilitate participation in Town and Gown of USC sponsored activities. They must have been members of Town and Gown of USC for a minimum of two years prior to being elected to the position.

#### **Fifth Vice Presidents, Programs (one position):**

The Fifth Vice Presidents, Programs, are responsible for developing a series of programs and speakers for the seven General Meetings from October through May. They solicit ideas for speakers/programs from Program Committee Members and others. The topics selected will hold appeal for the membership and offer substantive content to build the prestige of the organization. Programs should be novel, informative, and appropriate for all age groups. The Vice Presidents coordinate the programs with the CEO/President's theme for the year. They must have been members of Town and Gown of USC for a minimum of two years prior to being elected to the position.

#### **Nominating Committee Members (two positions):**

Members of the Nominating Committee elicit nominations from the Board and General Membership and select candidates for election to the Board.



## DID YOU KNOW ...

Our first President and Founder of Town and Gown was Elisabeth von KleinSmid. She served as President from 1922-1947. When Elisabeth came to the University of Southern California (USC), she quickly earned the admiration of the women on campus and was asked to join the university's Women's Club as their President. Elisabeth organized a series of concerts to raise money for a women's residence building on campus in 1924. Today this building is known as John R Hubbard Hall.

In the late 1920's, Elisabeth was convinced of the value of engaging women from outside the university in supporting USC. Elisabeth proposed adding these "town" women to the already "gown" women in the group and to change the name from the Women's Club to Town and Gown of USC. The name was officially changed in the spring of 1927.

The members of Town and Gown took on Elisabeth's "most joyous project," envisioning and erecting a building of their own. They broke ground for the Town and Gown Foyer in 1935. They later added to their construction portfolio with many more buildings. Come learn more about our exciting history and continue in this beautiful legacy of fellowship and philanthropy at our General Meetings.

Kate Farlow and Lisa Up de Graff

Co-Chairs of Physical Facilities/History

Excerpts from USC's First Ladies: A Trojan Family Album by Annette Moore with additional text by Elizabeth Sample

Kate Farlow Co-Chair, Physical Facilities/Historian

Lisa Up de Graff Co-Chair, Physical Facilities/Historian

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## BOARD MEMBER, LINDA DANKWA FUN FACTS

- My first profession was a Cosmetologist in 1985 (Didn't Last)
- LVN in 1988, and RN In 1990
- Had my son 7 years after becoming an RN on the same date (March 31<sup>st</sup>)
- Learned to ride a bike at age 40
- Still can't swim after 3 years of lessons in my 30's
- Learned to bake in 2015
- I make the best cream cheese and salsa dip
- Worked on award shows in the 1990's
- My favorite hotel is the Ritz Carlton



## A MESSAGE FROM OUR GOVERNANCE COMMITTEE

*“The Governance Committee’s basic purpose is to help the board – and ultimately the organization – reach its full potential.... This committee adds value by institutionalizing best practices in three areas: strategic recruitment, effective board engagement, and intentional revitalization. Every board should have a Governance Committee.” -Board Source*

Town and Gown of USC’s Governance Committee has had two “agenda packed” meetings in September and October. In keeping our membership up to date on policy changes, the following were presented to and passed by the Board of Directors:

Renaming the title of CFO to Treasurer - Committee members researched various resources including “Attorney General’s Guide for Charities and Tax-Exempt Organizations”, and it was determined that the title of Treasurer was in keeping with state guidelines.

Membership Dues - New members joining Town and Gown of USC in April and May will pay the full membership fee and that fee will be carried over into the next year. This is a return to the membership dues policy that was in effect prior to the pandemic.

Ann Palmer  
Governance Chair

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## WELCOME NEW MEMBERS!

We are very appreciative of our members who sponsored NEW members this past month. Please welcome our newest Town and Gown of USC members!

### **Wendy Fanticola (Newport Beach)**

Wendy graduated from USD with a BS in biochemistry. She went on to work at the City of Hope in clinical research, before dedicating herself to raising her four children. Over the years she has enjoyed volunteering and traveling. Wendy is also a proud Trojan parent.

### **Sarah Gerhardt (Manhattan Beach)**

Sarah graduated from USC medical school and is a Trojan parent. She has enjoyed her work as a private pediatrician in the South Bay over the last 15 years.

### **Jackie Ginsburg (West Hollywood )**

A USC graduate with a BS in finance, Jackie is a Financial Advisor with a family team at Morgan Stanley - Beverly Hills. Jackie has previous experience in event planning, commercial real estate, telecom, fund raising for the Junior League and Make-A-Wish and has been involved in amateur Porsche racing serving as a board member of the Porsche Owner’s Club.

### **Juliana Huehn-Johnson (Glencrest Hills)**

Juliana graduated from the University of Rochester with a degree in French and Linguistics. After moving to Los Angeles, she started working as a secretary in Business Affairs at USC and progressed through many positions to become the Director of Purchasing at USC. (retired) She is a proud parent of three USC graduates. Her skills include marketing, public speaking and finance. Juliana is known for her smile and always willing to lend a helping hand.

### **Donna Lichtmann (Newbury Park)**

Donna recently retired from a career in Women’s Health as a registered nurse. She marched for 2 years in the Trojan Marching Band where she met her husband (USC alum). She is a Trojan parent and volunteers at the Westminster Free Clinic in Thousand Oaks and with the Trojan Marching Band Alumni Association.

### **Katy Miller (Glendora)**

Katy graduated from USC with a BS in Liberal Studies and MA in Education from Cal Poly Pomona! Katy taught Kindergarten for 34 years for LBUSD! Katy enjoys spending summers at Catalina, riding our horse, and gardening!



### **Wendy Moore (Santa Monica)**

Wendy is a Realtor with Compass serving Greater Los Angeles. Prior to moving to LA in 2014, she was in the fitness business for 20 yrs working as a Pilates teacher and founder of Aspen Yoga Mats. She resided in Aspen for 13 yrs, brought her family up in Short Hills, NJ, but considers herself a transplanted New Yorker. Most importantly, she is a proud USC mom whose son is the voice of USC Basketball and a sideline reporter for USC Football.

### **Chloe Oro (San Pedro)**

Chloe graduated with a BA in Sociology and a MS in Sport Administration from Delaware State University. She is a Community Service Officer for USC's Department of Public Safety. She seeks to get her second Master's in Emergency Management and EdD in Organizational Leadership, both from USC. She is also in the United States Army Reserves. She is currently interning with USC's Athletics Department.

### **Alexandria Reisman (Los Angeles)**

Alexandria Reisman '04 is the Executive Director of Health Initiatives for USC Health Sciences Advancement after previously serving as Associate Athletic Director for USC Athletics since 2011. She came to USC after four years of serving as the Head of Individual Giving at the Serpentine Gallery in London. She earned two bachelor's degrees in History and Political Science from USC in 2004 and then a master's in Art Business from Sotheby's Institute of Art in London. She lives in Los Angeles with her husband Geoffrey and daughters Natalie (4) and Blake (2).

### **Julie Scorziell (Lake Arrowhead and Coronado)**

Julie loves helping young adults and currently works as an Independent College Admissions Counselor. Prior to that, she coached the Varsity Debate Team at Rim of the World High School as a volunteer for seven years. Julie received her JD from the University of San Diego School of Law, where she was the Valedictorian of her class, and her BA in Communications from UCLA. Her son Luke was a recent Town and Gown Scholar.

### **Caroline Stewart (San Pedro)**

Caroline graduated from Pepperdine University with an executive MBA. She is the proud mother of Carlie Stewart, who is completing a dual graduate degree program at USC Gould School of Law and Marshall School of Business. Caroline recently retired from the insurance industry and is excited to give back to the Trojan family through Town and Gown. Caroline loves to travel with her husband, Colin, and dote after her fur babies, Frankie and Bailey.

### **FIGHT ON!**

D'Arcy Dietrich McLeod and Colleen Stroyke  
4th Vice Presidents, Membership



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

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



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