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,

The February General Meeting showed off what makes Town and Gown of USC such a vibrant donor to USC. On behalf of the Board of Directors, I want to thank you all for your commitment to our 501(c)(3).

Fight On!

Beth Petak-Aaron
CEO/President 2022-2024
president@townandgownofusc.org
Happy Rainy February!

Our February meeting was met with inclement weather and despite the weather, we still had 80% of the people attend who registered. We were expecting a low turnout but with 420 registered, the ballroom looked pretty full! We are so very grateful for all those that braved the rain to join us.

Professor Andrew McMahon was our speaker and is the Chair of the Department of Stem Cell Biology and Regenerative Medicine AND Director of the Regenerative Medicine and Stem Cell Research at the Keck School of Medicine of USC. In a 19-year career at Harvard, he was Professor of Science, chair of the Department of Cell and Developmental Biology, a founding faculty of the Department of Stem Cells and Regenerative Biology, AND principal investigator of the Harvard Stem Cell Institute.

Dr. McMahon joined USC from Harvard University in 2012 as the W.M. Keck Provost Professor of Stem Cell Biology and Regenerative Medicine, and Biological Sciences, AND founding chair of the Department of Stem Cell Biology and Regenerative Medicine.

His presentation included what stems cells were, how they are being used and where they hope to be in the future. It was a very enlightening talk and sparked many questions from our members and guests. We couldn’t get to all of the questions because of a time constraint, so Professor McMahon graciously stayed after to answer the rest of the questions. If you missed it, please visit our website in a week to view the presentation.

He was very impressed with our organization so much so that he is encouraging his wife to perhaps join Town and Gown of USC!

Our next meeting on Tuesday, March 5th will be Dr. William Swartout who will be speaking on Artificial Intelligence. This is certain to be a robust and exciting presentation. We will learn all about AI now and in the future and the overwhelming controversy. Invitations were emailed on Wednesday, February 7th. Please be sure to join us!

Fight On!

Debbie Wong and Lisa Up de Graff
Vice Presidents, Programs
We love to meet potential new members! Bring your friends to the March 5th meeting and be sure to seek us out at the Membership table in the Courtyard. We’d love to meet them. We are also grateful to all of our NEW members who applied and joined last month.

WELCOME NEW MEMBERS!

Ann Archie (Newport Beach)
Ann graduated from USC with a BS in business/finance and was a member of the USC Women’s Swim team. During her career at IBM, she was a leader in sales/consulting/ business intelligence and building complex business partnerships. She also created/managed large multi-city events and presented advanced technologies to hundreds of clients. As a founder of the Newport El School Foundation, she was instrumental in implementing the school’s 1st computer lab. Ann and her daughter are both Town and Gown of USC Scholars.

Kim Blankenhorn (Santa Barbara)
Kim is a graduate of Duke University where she was a member of the Duke Women’s Volleyball Team. She pursued degrees in Art History and Italian and began her career working at Goldman Sachs and Lionbridge Technologies in San Francisco. Kim is an avid volunteer with experience in board work/membership, interviewing and project management. She is a current Trojan parent.

Susan Brosche (San Dimas)
Susan Brosche graduated from USC with a BA in International Relations and a minor in Spanish and was one of the first women in the Trojan Marching Band. She is a longtime secondary teacher, counselor, and administrator in the Los Angeles, Orange, and San Bernardino counties with a specialty in college and career counseling.

Donna Caruso (Santa Monica)
Donna graduated from USC with a BA from the School of Fine Art. She is married to her high school sweetheart Marc, a fellow Trojan graduate. She has worked in the field of interior design and construction. She is mom to 2 boys taking an active part in the educational system as president of the Sister Stella Foundation in bringing enrichment programs to the children in her community. She is also active in the National League of Young Men - an organization teaching young men to be a person for others through philanthropy.

Sue Ellen Casalenuovo (Pacific Palisades)
Sue Ellen recently retired from working at USC Norris Cancer Hospital. She managed a specialized medical health boutique called The Image Enhancement Center which helped those suffering from the unfortunate side effects of cancer. She was a mammography radiographer for years and then transitioned to a mastectomy fitter. Sue Ellen is also a proud Trojan mom.

Katherine Gluck (Redondo Beach)
Katherine is a proud USC graduate, earning her undergraduate degree from the Leventhal School of Accounting. Katherine manages an accounting firm, Katherine Gluck, CPA, which specializes in providing accounting services to non-profit organizations. On most Saturday mornings you will find Katherine running in Santa Monica with the LA Leggers.

Laurie (Jellander) Korneffel (Denver, CO)
Laurie graduated from the USC School of Business. While at USC, she was a member of Alpha Chi Omega and a USC Hostess. Now, she is a proud USC parent. She is the General Counsel at Maxar Technologies, a leading geospatial intelligence company, where she leads the Legal, Compliance, and Security Teams. Laurie is also a current member, and former Chairman, of the Board of Directors of the Boys & Girls Clubs of Metro Denver, Inc.

Lauren Kuhn (Los Angeles)
Lauren graduated from USC with a BA in international relations. She also holds a JD from Harvard and an LLM from Cambridge. Lauren works as a commercial litigator at an LA-based law firm.

Rosalind LaBriola (Culver City)
Rosalind is a founding Board member of Shoes for the Homeless, Inc. and is the VP Operations for this volunteer organization. They have distributed over 250,000 pairs of gently used shoes for the homeless in L.A. County since 2013. She was a teacher and administrator with Culver City schools, and a VP of the annual Math Olympiad tournament for 4th and 5th graders. Rosalind is a USC alumna.
Adelaida Velasco Severson (Gilbert, AZ)
Adelaida graduated from USC in 1987 with a BA in Broadcast Journalism and International Relations, then went on to get her Masters and Doctorate at Arizona State University. She is currently the CEO/Co-Founder of Bushtex, Inc., an international satellite communications company, which she started with her husband Barry in 1994. She has three sons, which include twins Brock and Swen, who are current seniors at USC. Dr. Severson is a member of the USC Associates as well as serves on the Executive Board of the USC Parent Leadership Committee.

Debbie Weiss (Culver City)
Debbie Weiss is a USC graduate with a BA in English. She has been a Realtor for many years and is currently with Compass in Brentwood, the neighborhood where she grew up! She is proud to be a yearly recipient of WSJ Real Trends Top 1.5% Agents Nationwide and a yearly LA Magazine Real Estate All Star. She enjoys supporting other local businesses, Toys for Tots, delivering meals to those in need through Meal on Wheels, and going to USC football and basketball games!

Special thanks to our members who sponsored the NEW members listed above:
Julie Cox ~ Hilary Crahan ~ Kelly Kelley ~ Carol La Briola ~ Tiffany Lemons ~ Wendy Moore
Norma Perez ~ Heidi Stern ~ Jill Stuart (x2!!) ~ Nari Weller ~ Noemi Windisch
Debbie Wong ~ Bonnie Vogel
We appreciate your support!

Fight On!
Colleen Stroyke and Bonnie Suffridge
4th Vice Presidents, Membership

Lauren Schatzman
Degree: Bachelors
School: Roski School of Art and Design
Major: Design
Minor: Marketing

Lauren is presently pursuing a Bachelor’s degree in Design at the prestigious Roski School of Art and Design, and a minor in marketing. Lauren has a keen interest in how graphic design and AI can shape and establish brands. For the past three years, Lauren has held various positions at the Daily Trojan, including Artist and Designer, Art Director, and currently, the Art and Design Director. She also holds a position as a designer at the Trojan Marketing Group, full-service, pro bono, student-run marketing agency at USC, and she worked in collaboration with the team to create a campaign for Marimix snack mix.

During the spring, Lauren held the position of Digital Art and Photo Intern at NBC News, where she produced photo illustrations to complement online articles for NBC News, MSNBC, and TODAY.com. She was involved in many design initiatives, including the development of Start TODAY’s new logo, the wellness and fitness sub-brand of the TODAY Show. One of the major highlights was witnessing Al Roker and Hoda Kotb donning t-shirts featuring a logo that she had designed.

Lauren’s summer internship was at Warner Bros Discovery in Atlanta. In her capacity as a Graphic and Motion Designer for Corporate Marketing and Brand Experience, she skillfully crafted graphics for internal corporate communications and events.

www.townandgownofusc.org  www.facebook.com/townandgownofusc  @townandgownofusc
The Town and Gown of USC Nominating Committee wishes to thank the membership for its active participation in this year’s nominating process for the 2024-2025 elected slate of directors. Many thanks to all members who nominated other members or themselves or who were open to an elected position on the Board of Directors.

The proposed slate of elected directors for 2024-2026, as approved by the Board at its January Board Meeting:

- Secretary — Caren Edler
- 1st Vice President, Investments — Carol Kroesche
- 2nd Vice President, Scholarship — Elaine Rosen
- 3rd Vice President, Fund Development — Carol Styx
- 4th Vice President, Membership — Angela Bennett
- 5th Vice President, Programs — Ann Palmer
- Governance Chair — Patti Jamgotchian
- Nominating Committee Member (2024-2025) — Kathleen Campos
- Nominating Committee Member (2024-2025) — Kandi Wopschall

The slate was sent to the General Membership, as required by the Bylaws, and it will be presented for a vote at the March 5 General Meeting. (For more election information, see the Bylaws, Article V, Sec. 8, Election.)

The entire Board of Directors, both elected and appointed, will be installed at the May General Meeting.

Congratulations to all!

Patti Johnson
Nominating Chair
2023-2024

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We are continuing to raise funds for our Town and Gown of USC Technology Grant. We are happy to announce that we have expanded the number of ways that you can contribute to the Technology Grant Fund. If you have not done so already, we encourage you to participate by joining our 120 Club, our new “Fund a Computer Program,” or our “Digital Birthday Card Program”. Remember, the Digital Birthday Cards will be projected throughout the Birthday Party Event! Please be sure to check out the invitation and the information on the next several pages of this newsletter.

Fight On!

Carol Wright and Mary Hall
Third Vice Presidents, Fund Development

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Do you have any news to share with Town and Gown of USC? 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.
Town & Gown of the University of Southern California invites you to join us for Town and Gown of USC’s 120th Birthday Party

TUESDAY, APRIL 2, 2024
RECEPTION AT ELEVEN O’CLOCK IN THE MORNING

Followed by
LUNCHEON AT TWELVE O’CLOCK NOON
ENTERTAINMENT BY
ADAM CHESTER
THE TROJAN MARCHING BAND
HONORING PAST AND PRESENT SCHOLARS

The Town and Gown Ballroom
665 W. Exposition Blvd., Los Angeles, CA 90089

$120/PERSON

RSVP
YOUR RESPONSE IS REQUESTED BY MARCH 26, 2024
TO RESERVE YOUR SEAT, PLEASE CONTACT KARI MAY
(213) 626-9070 OR ADMINISTRATOR@TOWNANDGOWNOFUSC.ORG

OR USE THE QR CODE
Since 2005, Adam has been privileged to work with Sir Elton John and his band, singing and playing in place of Elton for Elton's band rehearsals and various live events. While Elton is Sir Elton, the band fondly refers to Adam as their “Surrogate Elton,” or SUR Elton.

In November 2022, Adam had the honor and joy to sing backup vocals and play Elton's piano live on stage at Dodger Stadium, as Elton stood in front of the piano to sing his classic hit, "Don't Go Breaking My Heart,” with the original co-singer, Kiki Dee. This was Elton's final American concert ever on his Farewell Tour and was recorded live for Disney Plus. Adam played this role again at the Glastonbury Festival in 2023, when Elton sang in front of 135,000 people! That's the size of TWO Dodger Stadiums!!

During the 2020 quarantine period, Adam’s Quaranchella concerts, created with his wife, Maria Chester, were streamed LIVE all over the world, raising over $20,000 for various non-profit organizations. The shows received national and international press coverage, including CBS This Morning with Gayle King, and featured numerous guest musicians, including Michael McDonald from the Doobie Brothers, Lisa Loeb, Davey Johnstone from Elton John's band, saxophonist Dave Koz, and many others.

Adam is a proud alumnus of USC where he received his B.A. in Music in 1985.

Trojan Marching Band

The USC Trojan Marching Band was founded in 1880 and, at 300+ strong, is now the largest spirit organization on the USC campus. The TMB has played at every Trojan football game, home or away, since 1987 and represents USC to the community with 300 performances annually. The band has performed for nine U.S. Presidents, played at three Super Bowls, and visited 19 countries on six continents.

The TMB is known as “Hollywood’s Band” for its frequent appearances in movies (including Forrest Gump and The Naked Gun) and on television (The Masked Singer, Carpool Karaoke, and The Tonight Show, to name a few). The TMB is the only collegiate marching band to claim two platinum albums for its work with Fleetwood Mac and recently appeared with Olivia Rodrigo in her concert film, Sour Prom. The band is complemented by USC Song, the USC Spirit Leaders, and USC’s mascot, Traveler.

Birthday Party Proceeds Will Endow the Town and Gown of USC Technology Grant

The Town and Gown of USC Technology Grant will provide need-based grants for the purchase of computers. Eligible students must be new USC freshmen or incoming transfer students, demonstrate financial need, and be permanent residents of Southern California. Recipients will be selected by the USC Financial Aid Office.
January 2024

Dear Town and Gown of USC Members and Friends,

We are proud to announce that through the efforts of our membership, Town and Gown of USC has given 120 years of service to the University of Southern California. To honor this milestone, we are celebrating with a Birthday Party. The Birthday Party will be held in our own Town and Gown Ballroom on Tuesday, April 2, 2024.

We are inviting you to participate in our 120th Year Celebration by joining us in partnership as a patron. Your partnership with Town and Gown of USC will allow us to realize our goal of establishing a Town and Gown of USC Technology Grant. The relationship between USC Financial Aid and Town and Gown of USC has been in place for several years. This grant, as a separate initiative from our support of scholarship, will allow us to continue supporting this initiative of providing computers to new in-need students to USC. In cooperation with USC's Financial Aid Office and Town and Gown of USC we have helped many students with their education and program though the purchase of a computer.

This academic year, in celebration of Town and Gown of USC's 120th birthday, the Town and Gown of USC Board of Directors voted to establish a Town and Gown of USC Technology Grant. Your contribution will help us meet our goal of establishing the Town and Gown of USC Technology Grant which will begin a new legacy of helping students who truly are in need.

We thank you in advance for your consideration and generosity.

Sincerely,

Carol Wright and Mary Hall
Third Vice Presidents, Fund Development
funddevelopment@townandgownofusc.org

TECHNOLOGY GRANT DONATIONS

$1,500 – Fund a Computer
  • Digital Birthday Card presented to Town and Gown on Donor’s behalf
  • Membership in the "Millenium Circle" *
  • Membership in the “120 Club”

$750 – Fund One-Half of a Computer
  • Digital Birthday Card presented to Town and Gown on Donor’s behalf
  • Membership in the “120 Club”

$375 – Fund a Partial Computer
  • Membership in the “120 Club”

$120 – “120 Club” Membership

*From July 1, 2023, through April 30, 2024, all members' cumulative donations that exceed $1,000 will qualify the member for our "Millennium Circle" membership. Members are invited to an annual Donor Appreciation Cocktail Reception that will be held later in the year.

All gifts are tax-deductible to the extent of the IRS rules.
Town and Gown of USC Federal ID: 95-3760989
HOW EXCITING IS THIS!! TOWN AND GOWN OF USC IS TURNING 120 YEARS OLD AND CELEBRATING 120 YEARS OF SERVICE TO THE UNIVERSITY. THIS WILL BE A COMMEMORATION OF WOMEN MAKING A DIFFERENCE FOR OUR TROJAN COMMUNITY, BY PARTICIPATING IN RAISING FUNDS FOR CAMPUS ENHANCEMENTS AND PHILANTHROPY AND, MOST IMPORTANTLY, BY AWARDING SCHOLARSHIPS TO OUR PHENOMENAL SCHOLARS WHO ARE PARTICIPANTS IN OUR WONDERFUL SCHOLARSHIP PROGRAM. THIS YEAR, TO CELEBRATE OUR BIRTHDAY, WE ARE HAVING A PARTY ON APRIL 2, 2024 IN THE TOWN AND GOWN BALLROOM. CURRENTLY, WE ARE RAISING FUNDS TO ESTABLISH THE TOWN AND GOWN OF USC TECHNOLOGY GRANT TO HELP FRESHMAN AND TRANSFER STUDENTS IN NEED OF NEW COMPUTERS. THIS GRANT WILL BE ADMINISTERED BY THE USC FINANCIAL AID OFFICE.

WE INVITE YOU TO CELEBRATE OUR 120TH BIRTHDAY WITH US BY SENDING A VIRTUAL CONGRATULATORY CARD TO THE MEMBERS OF TOWN AND GOWN OF USC. FOR A DONATION OF $500, YOU MAY CHOOSE ONE OF THE FOUR BIRTHDAY CARDS AVAILABLE. THE CARDS ARE ALREADY IMPRINTED WITH SPECIAL BIRTHDAY GREETINGS AND WILL BE ON DISPLAY DigitALLY DURING OUR BIRTHDAY CELEBRATION. PLEASE JOIN US IN OUR CELEBRATION OF TOWN AND GOWN OF USC 120 YEARS OF DEDICATED SERVICE.

DIGITAL BIRTHDAY CARDS

1. Cheers to 120 years of service to USC! Happy Birthday. [Enter Custom Name Here]

2. Happy 120th Birthday. Here’s to 120 more! Happy Birthday. [Enter Custom Name Here]

3. Congratulations to Town and Gown of USC for 120 years of service! Happy Birthday. [Enter Custom Name Here]

4. BEST WISHES FOR 120 YEARS. FIGHT ON TO 120 MORE! HAPPY BIRTHDAY. [ENTER CUSTOM NAME HERE]