OUR Experts ON THE Financial Crisis

USC College economists Simon Wilkie, Caroline Betts and Robert Dekle share their insights.

PLUS: Alumni offer their tips and tricks for navigating today’s economic terrain.

ALSO INSIDE: Pomp & Unusual Circumstance • Elegant Elocution • Can We Save Los Angeles? • Bright Minds
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A series of provocative conversations that began this spring, The College Commons brings faculty and students together to explore the world of ideas.

BY PAMELA J. JOHNSON & LAUREN WALSER

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Pomp & Unusual Circumstance

A few exceptional graduates share their journeys.

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Author, Author!

Can you imagine waking up as a piece of chalk? One child did in a new course cultivating young writers in Los Angeles schools. Aimee Bender and Cecilia Woloch of English — and undergrads — help them find their voices. BY PAMELA J. JOHNSON

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Elegant Elocution

Inspired by her mother’s recitation of poetry since she was a young child, Carol Muske-Dukes, California’s Poet Laureate, knows that words can change a life. BY SUSAN ANDREWS

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Can We Save Los Angeles?

With many experts warning that time is running out, students are at a critical crossroads as they prepare to guide the Earth and its inhabitants toward a better future. Leading the way are Jim Haw and the redesigned environmental studies program in USC College.

BY SUSAN ANDREWS

18 | In the Field

Beauty & Good Taste

Admired in our homes and responsible for vanilla ice cream — the secrets of these mystical and useful plants are revealed by one of the world’s top orchid experts, Dr. Joseph Arditti ’65.

BY SUSAN ANDREWS

20 | In the World

Bright Minds

USC College and Viterbi School faculty team up to establish a Energy Frontier Research Center with a $12.5 million grant from the U.S. Department of Energy.
The Chatter of Neurons
Neurobiologist Tansu Celik and his fellow researchers examine how the brain processes sensory data.
BY EMILY CAVALCANTI

22 | In the Courtroom
The Power of Attorney
The USC Mock Trial Team ranks among the nation’s best. Civil rights attorney Olu Orange founded and runs the program. In the Rancho Cacamonga Courthouse, student Lisa Cui argues passionately as plaintiff attorney: “Drew Walton’s hands were covered in blood! Lane Hamilton’s blood!”
BY PAMELA J. JOHNSON

24 | 50 Jobs, 50 States, 50 Weeks
Facing a dismal job market unmatched since the Great Depression? Such discouragement put this alumnus on his mettle to think big. He’s giving career mobility a whole new meaning — landing jobs from California to the New York Island, from the redwood forest to the gulf stream waters.
BY PAMELA J. JOHNSON

32 | Candid on Credit
Payments, fees, interest, statements — what does it all stack up to? Kelly McNamara Corley ’82 provides a peek into the credit industry’s legal landscape.
Q&A PROFILE BY EMILY CAVALCANTI

34 | The Heart (and Soul) of Gold
For geologist Jeffrey Wilson ’76, it takes more than just a pick and shovel to strike it rich. These days, gold exploration is as much about satellite imaging, computers, graduate degrees and oddly enough a good dose of international diplomacy.
BY DAVID DORION ’94

37 | Keep the Dream Alive
Jason Thomas ’94, ’00 offers his fellow Trojans a few simple but important tips to re-examine their financial goals and tactics.
BY REBECCA DORMAN ’10
A New Face for
USC College Magazine

With this issue we launch the newly redesigned *USC
College Magazine*. The aim of the publication’s new
design is to better capture the breadth and depth of the
College through words and colorful images. We seek to continue
the fascinating intellectual exchange you experienced both in and
out of the classroom as a student at USC.

With this redesign, we continue to promote pride in the College and the Trojan
Family; engage our readers in campus life; connect alumni with each other and the
College; and position the College as a leading arts and sciences entity within a
great research university.

This issue focuses on the dynamic nature of today’s economy as examined
through the eyes of our expert faculty and alumni. You will also learn more about
chattering neurons, take pride in our community of writers, gain an appreciation of
orchids beyond their undeniable beauty, and meet one of the most gifted poets of
our time.

Be sure to read about the recent College graduate who is taking on 50 jobs, in 50
states, in 50 weeks — a quintessential triple threat that turns into a fun-filled
adventure replete with challenges, experiential learning and widespread media
attention.

We are the storytellers who share the countless extraordinary endeavors of our
large and diverse alumni along with those of our faculty and students who research
and collaborate across the natural sciences, social sciences and humanities. So, take
a few minutes and explore all this issue has to offer.

This is USC College and these are our wondrous stories.
—Susan Andrews and Emily Cavalcanti

On the Cover
Simon Wilkie, professor and chair of economics
in USC College, has a plan to eliminate toxic
assets and help set our country back on track.
Using his expertise in game theory, he has devised
a toxic asset auction proposal that he will present
to the U.S. Treasury Department and the National
Economic Council. Read more on page 28.
PHOTO BY CARLOS PUMA
B ecause of the size of USC College of Letters, Arts & Sciences and the breadth of our expertise, our faculty and students are always in a position to shed light on important questions as they arise in society. It is no surprise that, as the global economic crisis deepened, our community turned to members of our faculty for reliable analyses.

One panel discussion last fall, sponsored by our Department of Economics, attracted more than 300 students and faculty.

In this issue of USC College Magazine, you will hear more from our economics professors and also from members of our broader College alumni community who have offered to share their special expertise with all of us. You will also learn that other notable College alumni have been asked to share their expertise in another way: by joining the Obama administration.

The global economic crisis was not the only event this year that mobilized our faculty and students on campus. In the aftermath of our historic presidential election, and in the early months of President Obama’s administration, College faculty organized conferences and workshops to discuss and analyze the meaning of the election and the agenda of the new administration. Among the events was a two-day, election post-mortem at the Davidson Conference Center, sponsored by our Jesse M. Unruh Institute of Politics, that attracted national media attention and top strategists from the Obama and McCain campaigns.

On other fronts, students and faculty continue to address vital social challenges relating to energy, the environment and human health. For more than 15 years, the Wrigley Institute for Environmental Studies has encouraged responsible and creative solutions to environmental challenges, and this past year faculty from across the disciplines worked to expand and enrich the College’s path-breaking academic programs in environmental studies.

Overall, it has been a year of remarkable accomplishments for the College. When an anonymous donor challenged College faculty and staff to reach unprecedented levels of participation in the university’s Good Neighbors Campaign, we worked together to meet that challenge, and the result was a $1 million gift to our Joint Educational Project.

In other news: This past year saw the election of Nobel Laureate George Olah to the prestigious National Academy of Engineering, and Professor of Chemistry and Biochemistry Arieh Warshel to the National Academy of Sciences. Distinguished Professor of English T.C. Boyle was recently inducted into the American Academy of Arts and Letters. Karen Halttunen, professor of history, received a Guggenheim Fellowship to support her book about 19th-century New Englanders. Our Korean Studies Institute, directed by Professor of International Relations and Business David Kang, received a five-year $600,000 grant from the Strategic Initiative for Korean Studies at the Academy of Korean Studies. USC College’s Shoah Foundation Institute was featured in an HBO documentary following the network’s showing of Schindler’s List… …And my problem is that, because of the size of the College, and the breadth of our expertise I have much more good news to share with you than I have space in this column.

The magazine will elaborate, but even then, there is more to say.

And so: Have I got news for you!

The College has just completed a redesign of its Web site — and I encourage you to explore it at college.usc.edu. You will find many engaging stories and compelling videos. I hope you agree that the site captures the dynamic nature of the College and the amazing work being done by our faculty, students and alumni.

Remember: college.usc.edu. Find out even more about what’s going on in USC College. I think you will be pleased and proud with what you see. We hope you will come back often.

HOwARD GILLMAN
DEAN OF USC COLLEGE
ANNA H. BING DEAN’S CHAIR
USC College issued more than 2,200 degrees during commencement 2009: 1,800 undergraduate; 245 master's and 170 Ph.D. Here, a few exceptional graduates share their journeys.

**Medal for Mettle**

**Stationed in Tikrit, Iraq, Saddam Hussein’s birthplace 87 miles northwest of Baghdad, Apollo Emeka served as an intelligence analyst for the Army National Guard.** During his deployment, Emeka’s base was bombed several times. Once, a rocket missed him by a few feet. A fellow soldier in the same spot lost his legs in a subsequent explosion.

Four years later and halfway around the world, Emeka graduated with a bachelor’s in sociology from USC College.

“Being in Iraq made me realize how much I don’t ever want to be powerless again,” said Emeka, 25, who earned an Army Commendation Medal for successfully tracking those responsible for the base bombings.

“Because in Iraq, I felt powerless. “I never want to be in a position where 30 people above me have complete control of my life.”

Raised in Seattle, Emeka joined the military after his mother died. Too distraught to study, he thought the guard’s disciplined structure one weekend per month would be uplifting. He joined in 2001, after Sept. 11, but never anticipated going to war.

When he returned, he attended Los Angeles City College and later his oldest brother, Amon Emeka, a professor of sociology in the College, suggested he apply to USC. During his tenure, he has been a Mellon Mays Undergraduate Fellow, USC Renaissance Scholar, Ronald E. McNair Scholar, and valedictorian during the USC Annual Black Graduation Ceremony, to name a few achievements.

“USC has been an incredible experience,” he said. “If you have an idea or a passion at USC, you can see that idea come to fruition. Whether research, dance, acting, comedy, poetry, I’ve had the chance to do it all.”

—PJJ

**A New Frontier**

A political science major, Natasha Khan closely monitored and analyzed her homeland Pakistan’s growing struggle against the Taliban and the resulting refugee crisis.

As the Muslim representative in USC’s Interfaith Council, she enjoyed lengthy debates about beliefs from atheism to Zoroastrianism.

She considers herself lucky. Although
the educational status of Pakistani women is among the lowest in the world, her parents were educated and wanted their children to attend college regardless of gender.

Khan is the first female in her family to travel to the United States for an education. For her father’s generation, it had been a Khan family tradition for sons to do so. At 18, she moved to Los Angeles not knowing exactly what to expect.

“I’m very attached to my own culture,” said Khan, 21, wearing a colorful, dupatta headscarf. “So it took me longer to get acclimated.”

She attended her Friday prayers at Masjid Omar ibn Al-Khattab, the mosque near USC on Exposition Boulevard, and excused herself from class for salah, the formal Islam prayer performed five times daily.

She spent each winter and summer break at home in Lahore. She was there when Benazir Bhutto, Pakistan’s former prime minister, was assassinated and riots broke out.

During that time, residents were cautioned that the water pipes may have been poisoned.

“It was that feeling you get when you feel you’re being closed in from all sides,” Kahn recalled with a shudder. “What can you do if you can’t use the water?”

After graduation, she plans to spend time with family in Lahore before attending law school in London. While home, she’s considering volunteer teaching in an all-girls school in Chitral, where the Taliban, enforcing a ban on female education, has been bombing such schools.

“Pakistan is in a bad spot right now, but we are resilient people,” she said. “These [Taliban] people are terrorists. Their goal is to get you to be afraid. If you are afraid, they have accomplished that. To fight against them, we have to keep our hope alive.” —PJJ

Yes They Did

Gerardo “Lalo” Licón was a freshman at Inglewood High School when riots broke out between black and Latino students during a Cinco de Mayo celebration in 1990.

By his sophomore year, he belonged to a posse affiliated with an infamous local street gang in the southwest L.A. city during the ‘90s.

“I thought by the time I was 18, I would either be dead or in jail,” said Gerardo, who graduated this May with a doctorate in history.

His decision to hit the books not only drastically changed his own life path, but that of his brother, Gustavo Licón. Four years younger, Gustavo mimicked his older brother. When Gerardo considered gangs, so did Gustavo.

When Gerardo instead enrolled in Santa Monica College and began studying Mexican-American history, Gustavo began reading his older brother’s textbooks. In May, Gustavo donned his cap and gown, earning his Ph.D. in history.

The brothers’ parents emigrated from Mexico. Their father quit school in the first grade to work in the fields. Both brothers credit the Movimiento Estudiantil Chicano de Aztlán for educating them about their Mexican heritage and giving them the drive to succeed.

Gustavo was in high school working as a busboy when he was accepted into an Ivy League university for his undergraduate studies.

Regular customers who had never before acknowledged him slapped him on the back, saying, “Your father must be proud.”

“You can ask him yourself,” Gustavo remembers telling them. “He’s pouring your water.”

Gustavo’s father was a busboy at the same restaurant, and still clears and sets tables for a living. The brothers are deeply proud of their parents and humbled by their sacrifices.

“They always went without so they could give to us,” Gerardo, 32, said of Antonio and Ana Maria Licón. “They did it all for the benefit of their sons.” —PJJ

Like Father, Like Son

Michael Gibson and son David received their USC diplomas after nine collective years of hard work and long nights of studying.

David earned his bachelor’s from USC College, where he majored in psychology and minored in neuroscience. Michael, a lawyer by day and student by night, received his master’s in historic preservation from the USC School of Architecture.

But with two simultaneous ceremonies on opposite ends of campus, the Gibson family was in a bind: Who cheers for whom?

The plan was to divide and conquer. Shawn Gibson, the Gibson family matriarch, headed to Alumni Park to cheer for David, while Michael’s aunt and other relatives camped out on Trousdale for the elder Gibson’s ceremony.

Graduating together wasn’t planned. One year after Michael began classes at USC, his son joined him — but no pressure from dad.

“I told him that I was really impressed by the school,” Michael said. “He had a number of options, but USC was his top pick.”

As it turned out, USC was a perfect fit for David, who arrived at the College as an undeclared freshman. With his many interests, he found that the interdisciplinary neuroscience program was a perfect way to let him explore a mix of subjects, all while learning about the brain and behavior.

Both Gibsons are following their dreams, with Michael expanding his practice to include preservation issues and the younger Gibson pursuing maritime law.

As the adage goes, like father like son. —LW

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USC Shoah Foundation Institute Honors Kirk Douglas

CELEBRITIES ATTEND A GALA DINNER HONORING THE ACCLAIMED ACTOR AND HUMANITARIAN.

Steven Spielberg, Billy Crystal and Bette Midler took center stage in honoring Kirk Douglas with the USC Shoah Foundation Institute’s Ambassadors for Humanity Award on Oct. 22. Throughout the evening, hosted by Crystal, a pervasive message resonated: Holocaust survivors’ memories must be preserved and studied so such atrocities are never repeated.

“Kirk is a man who stands up for what he believes in and who expects the rest of us to stand up right beside him,” said Spielberg, founder of the Shoah Foundation and honorary chair of the institute.

Wallis Annenberg, vice chair of the gala’s dinner committee and last year’s award recipient, said Douglas is a true ambassador of humanity — writ large — with a lifetime of good works.

“USC College is proud to be associated with the Shoah Foundation Institute, one of the crown jewels of the university,” Howard Gillman, dean of the College, said. “Kirk Douglas is an outstanding humanitarian and an inspiration to all of us.”

Douglas delivered a heartfelt speech in which he recalled how deeply affected he was when he viewed the institute’s first assemblage of survivor testimonies. “When I left, I had the urge to do something good for the world,” he said. “I think that the Shoah Foundation Institute has inspired all of us to become ambassadors for humanity.”

Above: USC College Dean Howard Gillman, Janice Crystal, host Billy Crystal, Anne Buydens with her husband and the evening’s honoree Kirk Douglas, USC Trustee Steven Spielberg, USC Trustee Wallis Annenberg, USC President Steven B. Sample, Kathryn Sample, and the institute’s interim executive director Kim Simon.

Pentecostalism’s L.A. Roots Go Global

CENTER FOR RELIGION AND CIVIC CULTURE LAUNCHES $6.9 MILLION RESEARCH INITIATIVE.

What began as a dinner conversation in Manila led Don Miller and Tetsunao Yamamori (of Food for the Hungry) to 20 countries in the global South. The duo traveled to these countries to research global Pentecostalism and found, to their surprise, that evangelism and social ministry co-exist and flourish within this exponentially growing religion.

And now, Miller, executive director of the Center for Religion and Civic Culture within USC College, has established the Pentecostal and Charismatic Research Initiative (PCRI) funded by a $6.9 million grant from the John Templeton Foundation.

The initiative is two-fold and will foster innovative social science research in Africa, Asia, Latin America, and the former Soviet Union, by providing up to $3.5 million in grants to regional centers and individual scholars. The PCRI will allow for the creation of scholarly resources, including a digital archive, and research on Pentecostal and charismatic Christianity in Los Angeles.

“It’s incumbent upon the Southern California Earthquake Center, as one of the major research institutions in Southern California and one of the leading centers for earthquake science in the world, to really be at the forefront of this kind of exercise.”

PROFESSOR OF EARTH SCIENCES JAMES DOLAN ON USC’S MAJOR ROLE IN THE GREAT CALIFORNIA SHAKEOUT, THE LARGEST EARTHQUAKE PREPAREDNESS DRILL IN U.S. HISTORY. A TEAM OF MORE THAN 300 SCIENTISTS AND ENGINEERS, INCLUDING EXPERTS FROM THE SOUTHERN CALIFORNIA EARTHQUAKE CENTER HEADQUARTERED AT USC, DEVELOPED THE SCENARIO FOR THE NOV. 13 DRILL.

VIEW THE ONLINE VIDEO at college.usc.edu/shakeout
For 37 years, the Joint Educational Project (JEP) has placed more than 60,000 USC students in community assignments. Through these meaningful experiences, they have learned firsthand about real life issues of poverty, immigration, educational inequalities and other concerns.

“I can honestly say that teaching, or maybe I should say learning, at Manual Arts [High School] was one of my most fulfilling experiences,” one student told Tammara Anderson, executive director of JEP.

An extraordinary expression of generosity surfaced this year when one of USC College’s alumni was so moved by the JEP experience that an offer was made to donate $1 million to the service organization if at least 50 percent of the College’s faculty and staff contributed to the Good Neighbors Campaign.

“I am proud of the faculty and staff of the College who came together in the spirit of community to meet the gift challenge of our generous alum,” said Howard Gillman, dean of the College. “It is extremely gratifying that this effort has not only helped the Good Neighbors Campaign, but also our nationally recognized Joint Educational Project, which has had a profound impact on the lives of neighborhood children and on the service-learning culture of USC College.”

“Our College family really came through for us and the JEP staff is so thankful! Not only did we reach the goal of 50 percent participation in the Good Neighbors Campaign, we exceeded it by reaching 56 percent!” Anderson said. “During these difficult economic times, this gift will assist staff in developing community-based research projects as well as maintaining existing programs that assist local schools and service agencies.”

**Good Neighbors Campaign Reaches New Height**

**FACULTY & STAFF CONTRIBUTIONS HELP SECURE $1 MILLION GIFT TO SUPPORT SERVICE LEARNING.**

“During these difficult economic times, this gift will assist staff in developing community-based research projects as well as maintaining existing programs that assist local schools and service agencies.”

### New B.A. Degrees Launched

Beginning in fall 2009, USC College will offer admission to two innovative bachelor’s degree programs in narrative studies and human performance.

The Bachelor of Arts in narrative studies is for students interested in developing and evaluating original content from novels, films, theatre and other narrative platforms. Students will be prepared for professional opportunities that extend beyond the roles of author, screenwriter or playwright and include location managers, production designers, sound editors and even producers who need an understanding of narrative to succeed in their careers.

The Bachelor of Arts in human performance is designed for students with an interest in applied kinesiology. An ideal program for students interested in becoming sports agents, this degree option is also intended for those planning to pursue careers in teaching, coaching, sports management, sports law, athletic training, sports communication, sports journalism and other sport-related professions.
All Aboard the Zephyrus

U.S. COAST GUARD APPROVES CONNECTION TO USC CATALINA CAMPUS.

Travel to the USC campus on Catalina Island became much easier in early April when the U.S. Coast Guard approved passenger travel on a boat owned by USC and operated by the USC Wrigley Institute for Environmental Studies.

The Zephyrus is 45 feet long and is approved for up to 20 passengers and two crew members. Its primary service will be daily roundtrips between its homeport in San Pedro and the Wrigley Marine Science Center on Catalina Island near Two Harbors.

The Zephyrus will make the 20-mile trip across the San Pedro Channel year round. Since its maiden voyage in April, the vessel has offered the institute more flexibility in transporting USC passengers to and from the Catalina campus.

“We need regular access to the USC campus on Catalina Island the same way we need access to every USC campus around Los Angeles,” said Donal T. Manahan, director of the institute. “Now we can offer a daily commuter shuttle to our island campus. This is an exciting new development — it will dramatically improve the environmental research and education programs we can offer on Catalina Island.”

Travel on the Zephyrus is open to the Trojan Family — faculty, students, staff and official guests — and there is no charge for the service.

VIEW THE ONLINE VIDEO at college.usc.edu/catalina

It’s a Family Affair

THE KELLERMANS DISCUSS THE SECRETS OF MYSTERY WRITING.

Suspense novelist Jonathan Kellerman ’74 and his wife, novelist Faye Kellerman joined their son, novelist and playwright Jesse Kellerman and their daughter, budding novelist Aliza Kellerman in a fascinating conversation on the art of writing mysteries during a March 26 Visions and Voices event.

Organized by USC College and moderated by College Dean Howard Gillman, the Kellermans shed light on having so many writers in one family and the remarkable staying power of crime writing.

Faye and Aliza, the youngest Kellerman child, have recently co-written the young adult novel Prism. Jonathan Kellerman, clinical professor of psychology in the College, wrote his first novel in 1985 and has written at least one best-selling novel each year since. Faye Kellerman is also a best-selling author with more than 20 million copies of her novels in print. Jesse Kellerman has written three novels and his award-winning plays have been produced throughout the U.S. and in Edinburgh, Scotland.

VIEW THE ONLINE VIDEO at college.usc.edu/kellermans

Sustainability Champion

VAN JONES IS HONORED FOR TRANSFORMING KNOWLEDGE INTO ACTION.

The USC Center for Sustainable Cities honored Van Jones with its Sustainability Champion Award as part of its April conference titled “Cities and Climate Change: A Solutions Oriented Conference.”

The award is presented to an individual or organization whose efforts illuminate the path toward greater sustainability.

Jones is founding president of Green For All, a U.S. organization that aims to build an inclusive, green economy and promotes green-collar jobs and opportunities for the disadvantaged. He serves as special adviser for green jobs, enterprise and innovation on the White House Council on Environmental Quality.

Jones, who was one of Time’s 2008 Heroes of the Environment, is the New York Times best-selling author of The Green Collar Economy (HarperOne, 2008).
Remarkable at Any Rate

UNDERGRADS FACE OFF IN ANNUAL USC FESTIVAL OF SCHOLARLY AND CREATIVE WORK.

A former high school cheerleader interested in studying theater, Marie Anne Cuevas ’09 may seem an unlikely student to excel in nanoscience.

But Cuevas is a quintessential Trojan skillful in both sciences and humanities. She yearns to conduct research that will change the world.

The USC College senior graduated in May, a seasoned, award-winning science researcher. Cuevas took two top prizes in the 11th annual Undergraduate Symposium for Scholarly and Creative Work.

The chemistry and religion major was among nearly 600 undergraduates who competed in this year’s USC Festival of Scholarly and Creative Work, which included an Undergraduate Writers’ Conference and Webfest.

Cuevas’ project placed first in the Physical Sciences and Engineering, and the Most Innovative categories.

“Marie’s work is an exciting demonstration of what talented undergraduates can accomplish,” said Gene Bickers, vice provost for undergraduate programs, and professor of physics and astronomy.

The April festival was sponsored by the Office of the Provost and coordinated by the Office of Undergraduate Programs. Top winners in each category received $1,000 and second place winners each received $500.

“The festival gives students a great opportunity to showcase their work,” said David Glasgow, director of undergraduate programs.

For the full story and winners names, visit: college.usc.edu/remarkable.

BRANDON ROSE ’09 ON THE EXPERIENCE OF VIEWING HOLOCAUST SURVIVOR AND WITNESS TESTIMONIES CONTAINED IN THE USC SHOAH FOUNDATION INSTITUTE’S ARCHIVE. HIS STATEMENT IS PART OF A 10-MINUTE VIDEO, IN PERPETUITY: THE STORY OF THE USC SHOAH FOUNDATION INSTITUTE, WHICH FOLLOWED SELECT HBO AIRINGS OF STEVEN SPIELBERG’S SCHINDLER’S LIST IN APRIL AND MAY.

From Russia With Love

THE INSTITUTE OF MODERN RUSSIAN CULTURE CELEBRATES OPENING AT THE SHRINE.

Opening in 1926, the historic Shrine Auditorium with its Moroccan architecture and golden dome cupolas has been mostly synonymous with the Oscars.

Now it’s synonymous with scholarly research. The Institute of Modern Russian Culture (IMRC) formally opened in the Shrine near University Park Campus on April 10.

Part of USC College, the research facility is home to extensive collections of rare books, catalogs, periodicals, photographs, phonograph records and memorabilia from Russia.

“This new space is an opportunity to make this collection available to everybody at USC and in the broader community,” College Dean Howard Gillman said during the opening ceremony. “This institute builds bridges across cultures.”

An institute highlight is the Ferris Collection of Sovietica of more than 8,000 items.

“Mr. Ferris’ primary mission was that the collection be researched in an accessible manner,” said Thomas Seifrid, chair of the closely affiliated Department of Slavic Languages and Literatures.

John Bowlt (left), IMRC director, launched the nonprofit organization 30 years ago at the University of Texas. The professor of Slavic languages and literatures brought the institute with him when he joined the College in 1988.

“From Russia With Love”.

From Russia With Love The Institute of Modern Russian Culture celebrates opening at the Shrine.

“They are just regular human beings who were thrust into the worst of circumstances. Even if I only wanted to view a five-minute video, more often than not, I would end up watching their entire three-hour story. I needed to hear the rest of their story.”

BRANDON ROSE ’09 ON THE EXPERIENCE OF VIEWING HOLOCAUST SURVIVOR AND WITNESS TESTIMONIES CONTAINED IN THE USC SHOAH FOUNDATION INSTITUTE’S ARCHIVE. HIS STATEMENT IS PART OF A 10-MINUTE VIDEO, IN PERPETUITY: THE STORY OF THE USC SHOAH FOUNDATION INSTITUTE, WHICH FOLLOWED SELECT HBO AIRINGS OF STEVEN SPIELBERG’S SCHINDLER’S LIST IN APRIL AND MAY.
Emphasizing the importance of USC College faculty coming together as a community, College Dean Howard Gillman announced the creation of The College Commons, a series of interrelated workshops, lectures, debates and colloquia that began in January.

Driven by faculty, The College Commons provides opportunities for more communication and collaboration across the College’s many departments, disciplines, centers, institutes and programs. The series is designed to engage faculty members and students in the development of a special set of signature programs, events, and activities that unite the community around compelling conversations with broad appeal.

During the spring semester, its programs were clustered around three themes. “The Dream of the Commons” included guest speakers Stephen Hawking, Adrienne Rich, Lewis Hyde and other eminent intellectuals; “The Darwin Revolution, 1859–2159” focused on the incredible advances in science, art and philosophy associated with the year 1859 (including the publication of On the Origin of Species) and explored what place our ideas may have in the world 150 years from now; and “Uncommon Conversations” was led by distinguished College faculty. The Darwin celebration will continue through next year as part of the series’ over-arching theme, “Maps and Measures: On the Boundaries of What We Know.”

“The College Commons will weave its way into the fabric of our community, build new relationships, spark new ideas, enrich the classroom experience, drive learning communities, inspire new programs, and attract new people to our community — students, faculty, supporters,” Gillman said.

Hilary Schor, professor of English, comparative literature and law, oversees The College Commons and chairs a steering committee comprising faculty members from the humanities, social sciences and life/physical sciences. “Our hope was to encourage faculty throughout the College to collaborate with their colleagues and think of ways to engage their graduate and undergraduate students,” Schor said. “But the program has been successful beyond our expectations — faculty have responded with excitement and passion, and I can’t wait to see what we do next year!”

“ADRIENNE RICH signs copies of her books following her poetry reading on March 24. Rich, one of contemporary literature’s most acclaimed poets, is the author of 16 volumes of poetry including The Dream of the Common Language.”

“WERNER DÄPPEN, professor and chair of physics and astronomy, discusses the range and limits of scientific debate.”

“LEWIS HYDE, author of The Gift, professor of creative writing at Kenyon College and MacArthur Fellow, delivers his lecture titled “In Defense of the Culture Commons.”

VIEW AN ONLINE VIDEO of Stephen Hawking’s lecture at college.usc.edu/black-holes and read more about the exciting events planned for 2009–10 at college.usc.edu/tcc.
“If people have a substance that they need to use as part of their religion, then they should be allowed to do that; that is what the Supreme Court has held.”

ALISON DUNDES RENTELN of political science in an ABC News Good Morning America interview about a Brazil-based U.S. church group whose members want to be able to drink hoasca, a hallucinogenic tea, during religious services.

“His whole life is spent in a small enclosure with very few outlets for his creativity.”

CRAIG STANFORD of anthropology and biological sciences in a March 14 Los Angeles Times article about a chimp named Santino who throws stones at visitors in a Swedish zoo. Sanford, who is co-director of USC’s Jane Goodall Research Center, noted that Santino’s behavior may be as much a sign of boredom as intelligence.

“The gardeners look like exploited workers who lug heavy equipment to do hard, manual labor. But gardening has put many of their families on the path to upward mobility.”

Doctoral student HERNAN RAMIREZ in a March 3 Wall Street Journal article about upward mobility among Latino immigrant gardeners. The piece also highlighted research on the subject by Ramirez and PIERRETTE HONDAGNEU-SOTELO of sociology.

“It’s not that I’m saying the emotions decide things for you. It’s that the emotions help you concentrate on the right decision.”

ANTONIO DAMASIO, holder of the David Dornsife Chair in Neuroscience and professor of psychology and neurology, in an article titled “Speed Freaks” in Discover Magazine’s special Winter 2009 publication, The Brain. The article addresses Damasio’s role in expanding the field of neuroscience to include the connection between the brain and the body. Damasio is also director of the USC Brain and Creativity Institute.

“‘There have been more than 200 serious-minded calls for the division of the state’.... These efforts at division point to California’s ‘cultural disjunctions,’ ‘red-blue divide’ and ‘sectional anxiety’.”

KEVIN STARR of history as quoted in a March 16 New York Times article about the history of movements to split California into two or more states since its statehood was granted in 1850.

Faculty Opinion

“‘Shirley pushed the plot (and the gurneys) at worst; at best, she was comic relief, and either way, I took her seriously.”

DINAH LENNEY of the Master of Professional Writing program in her April 2 Los Angeles Times op-ed about her experience playing “Nurse Shirley” on the TV series ER, which ended in April.

“The question isn’t whether Barack Obama’s decision to get out of Washington was the right or wrong decision. For the new president, it was the only decision.”

DAN SCHNUR, director of the Jesse M. Unruh Institute of Politics, in his February 13 New York Times op-ed about President Obama back on the stump to drum up support for his economic recovery plan.

“It might seem an inopportune time to steer banks in the direction of social justice. But making the financial system fairer could be part of the stimulus the economy needs.”

MANUEL PASTOR of geography and American studies and ethnicity in his February 23 Los Angeles Times op-ed about payday lenders and check cashers used by the urban poor.

“Latin American leaders are eager to meet and be associated with Obama, whose remarkable popular appeal is evident in the region.”

ABRAHAM LOWENTHAL, Robert F. Erburu Professor of Ethics, Globalization and Development, and professor of international relations, in his April 6 Boston Globe op-ed about the United States’ Latin America strategy.
Fourth grader Alex Flores clamps down hard on his pencil to finish his story that begins, “One day I came to school and no one was there.”

In his tale, Alex turns invisible and hears Mario singing the *SpongeBob SquarePants* theme song in the shower. Mario shrinks to the size of a “puny egg,” then becomes a giant. Kirby appears and inhales Mario, morphing into Mario-Kirby. The story ends when a sumo wrestler enters the scene and inhales Mario-Kirby.

Only one writer could have shepherded young Alex into a world so curious that people morph to the size of puny eggs and can inhale each other through their nostrils.

“Shake your hands out; you got it,” writer Aimee Bender instructs Alex, who mimics his teacher by rigorously flapping his tired little hands.

“That, my friend, is called writer’s cramp,” Bender tells Alex inside his classroom at 32nd Street Elementary School near USC.

Bender, associate professor of English in USC College whose waggish, fantastical novels once compelled the *Los Angeles Times* to dub her “Hemingway on acid,” was coaching school children in a new course called, *The Writer in the Community.*

The children were treated to one-on-one mentoring from Bender, whose novel, *An Invisible Sign of My Own* (Doubleday, 2000), is being made into a film starring Jessica Alba.

In the course, College undergraduates learn to teach fiction and poetry to elementary and middle school students. Bender and acclaimed poet Cecilia Woloch — both of whom have worked in elementary schools — invented and teach the course, funded and administered by the College’s Joint Educational Project (JEP) and the USC Center for Excellence in Teaching.

“The results have been nothing short of amazing,” said Woloch, who has taught poetry in hospitals, homeless shelters and prisons.

The 32nd Street School students always greeted the USC poet-teachers with enthusiasm. “It was both humbling and thrilling to see the torch of poetry being passed along,” Woloch said.

The course begins with classroom instruction at USC before undergrads develop their own curricula, then venture out to local schools and observe Bender and Woloch instructing the children. Then the undergrads try their hand at teaching.

Students enrolling in the course are majoring in subjects from East Asian languages and cultures to philosophy to biology. But most like Lorna Alkana are creative writing majors in English. Alkana said breaking down fiction writing into lesson plans helped her become a more organized writer. One lesson plan asked youngsters to create their own monsters, listing the contents of their creatures’ refrigerators.

“It helped students focus on the details of their unique characters and their writing as creation,” said Alkana, a senior recently hired by Teach For America. “The lesson plans reminded me to hone in, and slow down with my own creative writing.”

The program also benefits the elementary and middle school students, who first learn the craft by writing rather than studying technical aspects like theories and plot.
“The kids got to take a step back and look at poetry through a purely creative lens, rather than from an academic angle,” said seventh grade teacher Sarah Bruno, whose students were taught by Woloch and the undergrads. “Later, when we did eventually have to talk stanzas, hyperboles, personification, etc., the kids had a context.”

Back at 32nd Street School, Bender’s student, Cory Scholl-Spencer, stands at the blackboard teaching children the dreaded chore of story revision. In orange chalk, he writes in large letters and underlines: REVISION.

“Revision is when you add certain things and subtract what doesn’t fit,” he tells the fourth graders, before jotting another word on the board. He backs up and studies the word. Shaking his head, the sophomore English major grabs an eraser, quickly realizing he has misspelled “grammar.”

“See everyone?” Bender tells the class. “Cory is demonstrating how to revise the word, ‘grammar.’”

In spring 2008 and again this spring, Woloch, a lecturer in the College’s Department of English, and her students taught poetry. The semesters culminated in an event at USC, where the schoolchildren read their poetry to an audience of teachers, parents and College students.

Woloch’s spring 2008 students compiled an anthology of the children’s poems titled, The Smallest Shadow Ever Heard, after a verse in a poem by fourth grader Naomi Oregel:

The Fall
The fall comes on flamingo-colored leaves,
Calling the fog to arise again,
Leaping into the dark cloudy night,
Swinging around the furious fire,
The last time again tonight.

The fall, dancing, wails leaves,
Turning the flowers into trees.
The river running fast
Like the nature in the past.
Enter the willow tree, dancing in the meadow,
Singing with Ara Lee, the robin bird,
The smallest shadow ever heard.

In the fall semester, Bender and her students taught fiction writing. The course ended with children reading their work at USC and creating an anthology of their short fiction stories, aptly titled, The Imagination Machine.

“What was one of Albert Einstein’s most famous quotes?” Bender asks audience members at the culminating event, before students step up to the microphone to read their fiction. “Imagination is more important than knowledge.

“That doesn’t mean you don’t pursue knowledge; knowledge is extremely important. But imagination is an important muscle to develop. And sometimes when you’re in the third or fourth grade, you have a little more access to this muscle than some of us who are a little bit older.”

Fourth grader Deztenie Toscano flexed that muscle with her story, “Chalk.” The story begins when she awakes one morning to find she is a piece of white chalk:

I was very mad I had to wake up at seven o’clock just to write 10 math problems. What got me even madder is that the teacher dropped me and broke me in half. Now, chalk doesn’t die, so I was still alive. I was just a little sore.

The yarn ends with her cheering up when a student throws away her archenemy, the eraser.

“I’ll never look at chalk the same again,” Bender tells Deztenie, who had read her story aloud.

A semester earlier, inside a seventh grade classroom at 32nd Street Middle School, Woloch and her undergraduates instruct students to name something they would want to exalt in an “ode to” poem a la John Keats. “Mac and cheese!” one student yells. “Forever 21!” another shouts. “Soft shell tacos!” another shouts.

Then students elaborated: “Oh, soft shell taco, you’re as soft as a pillow, as big as my size 13 shoes . . .”

But in the end, many students’ poems were thought provoking and deeply felt. In a heart-breaking poem titled “Iraq,” fourth grader Gabrielle Jenkins wrote:

Rest in peace, Papa.
It’s really nice that you wanted to devote your heart to our country.
You’re a hero.
He gave his life for us.
The family misses you, Papa.

Inside Bender’s office in Taper Hall of Humanities, a quote by André Breton, the main founder of surrealism, hangs on a wall above her computer. It describes the beauty of expressing oneself through writing: “Keep reminding yourself that literature is one of the saddest roads that leads to everything.”

VIEW THE ONLINE VIDEO
at college.usc.edu/writer
I write poetry because I have no choice. I’ve always been haunted by words, by the music of words,” said Carol Muske-Dukes, professor of English and California Poet Laureate.

A prominent and influential contemporary poet, Muske-Dukes’ creative genius plays well to the many definitions of poetry. William Wordsworth defined poetry as “the spontaneous overflow of powerful feelings: it takes its origin from emotion recollected in tranquility.” Emily Dickinson believed, “If I feel physically as if the top of my head were taken off, I know that is poetry.”

So what is it that inspires and influences those who enthrall us with their words? For Muske-Dukes this is an easy question.

“My mother had an enormous effect on me,” Muske-Dukes said. “My mother comes from that last generation of Americans who memorized poetry with great interest and industry in a class called Elocution, which provided students way back then with the chance to commit poems or orations to heart and to recite them.”

At 92, her mother, Elsie Muske, can still recite works by the greats — Milton, Wordsworth, Dickinson, Longfellow, Whitman, and Shakespeare — verbatim.

“My mother grew up on the Dakota prairie during the Great Depression and she found that poetry kept her alive and connected, even in the face of enormous deprivation and sadness (she lost her own mother when she was 16),” Muske-Dukes said.

Sometimes the mother’s dream becomes the daughter’s reality. Even though Elsie was awarded a scholarship to a college in Minnesota, where she hoped to study poetry, there was not enough money for her to go. Her dream to attend college evaporated, but her love of poetry did not.

Muske-Dukes can also recite poems and asks students to memorize them as well. All of these efforts add up to the “poetic voice in the mind” — poems that beat with the heart and run in the bloodstream, and, she notes, are “part of the ongoing consciousness of language.” Her fond recollections of her mother and poetry began when she was just four or five.

“If I refused to eat some over-cooked vegetable, she would purse her lips, and recite ‘How sharper than a serpent’s tooth it is / To have a thankless child!’ from King Lear,” she said. “Or she would appear in my bedroom doorway on a freezing Minnesota morning. As I burrowed deeper under the quilts she would cry these lines from Longfellow, ‘Let us, then, be up and doing, / With a heart for any fate’! But perhaps my sweetest memory is of her pushing me on a backyard swing while reciting Stevenson’s ‘The Swing.’ I was swinging, line by line, within the sound of her voice, within the poem itself.”

Muske-Dukes composes in a seeming stream of consciousness with spontaneous feelings and thoughts: “How could I not have become a poet growing up swimming in that wild sea of words? In my head since childhood, there’s a ‘collage poem’ of lines from great poems running all the time. Something like ‘In the room the women come and go; ‘The world is too much with us; ‘Sunset and evening star, / And one clear call for me! ’; ‘That is known as the Children’s Hour’; ‘Downward to darkness, on extended wings’; ‘We real cool. / We left school.’ And it sustains me.”

As a young poet in New York City during the ’70s, Muske-Dukes felt fortunate to be hired to teach at The New School and in the graduate writing program at Columbia.
University. Yet, she points out that her most unforgettable experience was teaching poetry at the Women’s House of Detention on Rikers Island. There she established a writing program called Free Space, which expanded to many New York prisons and became known as Art Without Walls.

“Teaching poetry to women in extremity — who wrote to keep alive, to keep sane — taught me how to be a teacher and to let poetry flow through me so that the message wasn’t about me. It was about the words, and how words could change a life,” she said.

Muske-Dukes generally does not consider her work autobiographical, although she wrote about her experiences at Rikers in her novel Channeling Mark Twain (Random House, 2007).

She also wrote about being married to an actor, the late David C. Dukes who died of a heart attack in 2000. Even though she thought she would never write again, she recalls how a few months after his death, she got up in the middle of the night and began writing a book of poems titled Sparrow (Random House, 2003), a National Book Award Finalist in 2003.

“The poems are elegies for David, but they are also, if they work at all, meditations on our twin arts of acting and poetry,” she said. “David’s death changed my life, obviously, but also changed the way I wrote not just poetry, but my novels and essays.” Just as her mother’s Elocution class affected her love for and dedication to words, so did David.

In early 2001, a benefit reception was organized at USC’s Bing Theatre to raise funds for a scholarship in David’s name. Among the actors who donated time and effort in one-act play readings were Annette Bening, Stacy Keach, George Wendt and René Auberjonois. Muske-Dukes and dear friend John Lithgow then established the David Dukes Memorial Scholarship, which is awarded annually by the USC School of Theatre to a junior in its program and also includes an internship with L.A. ’s Center Theatre Group.

Last spring Muske-Dukes again teamed up with Lithgow to present a fascinating poetry reading as part of Visions and Voices, the USC arts and humanities initiative.

A decorated poet, author, teacher and scholar, Muske-Dukes won a Guggenheim Fellowship, a National Endowment for the Arts grant and the Dylan Thomas Poetry Award. She has also been honored by the Library of Congress and the Ingram-Merrill Foundation. A frequent writer for the New York Times, The New Yorker and The Atlantic, she is a regular guest on National Public Radio. Several of her works have been named New York Times Notable Books and San Francisco Chronicle Best Books of the Year. At USC she has been recognized for her outstanding teaching, scholarship and service with the Albert S. Rauenheimer Award.

Having found great success with seven works of poetry and four novels along with the widespread admiration of her peers, it is no surprise that Muske-Dukes was named California’s Poet Laureate for 2009–12. She is working with the California Arts Council to help spread the art of poetry throughout the state with the aim of “inspiring an emerging generation of literary artists.”

The Magic Poetry Bus, the statewide poetry project she is developing, will bring poets, actors and playwrights to California’s public schools as well as juvenile halls. Often with a film crew, these creative artists will teach workshops, writing exercises, and have fun with games and riddles. The project will have a virtual presence with a Web site at www.magicpoetrybus.org that will serve as a resource guide for teachers and students of poetry.

“The goal is to make poetry unintimidating and accessible and fun, especially ‘creative reading’ to intensify creative writing,” she said. The Magic Poetry Bus has also joined forces with Get Lit: Words Ignite (www.getlit.org), a literacy project in which inner city teens learn and recite traditional poetry by heart as well as perform spoken-word poems.

California and other places where Muske-Dukes has lived have both informed and impacted her writing.

“Where one lives and loves always somehow enters one’s work,” Muske-Dukes said. “I’ve written about California, especially in a collection of essays called Married to the Icpick languages and cultures. But it does not stop there, Muske-Dukes’ nephew John graduated from the College in 2006 with a major in English and her niece Kelsey, also an English major, is a student in the College.

USC has also inspired and sustained Muske-Dukes. In 1999, she founded the College’s literature and creative writing Ph.D. program, which is ranked in the top five nationally. “I love teaching at this university,” she said. “I’ve had the most extraordinary students in creative writing, both in our immensely popular undergraduate program in the English department and in the literature and creative writing Ph.D. program.”

Sustained by the hard work and friendship of her fellow writers in the creative writing program, she values the ongoing support of the College’s deans, the provost and President Steven B. Sample, who Muske-Dukes recalls once recited a poem of hers from the podium — with perfect pitch. “USC means creative possibility, always,” she said.

For more information on Carol Muske-Dukes visit www.carolmuskedukes.com. Donations to the David Dukes Memorial Scholarship may be made at www.usc.edu/giving.

“How could I not have become a poet growing up swimming in that wild sea of words?”
CAN WE SAVE

los angeles?

BY SUSAN ANDREWS

USC students will face an enormous challenge during the next few years: help Los Angeles and other cities survive or risk losing them.

This is an urgent — and local — call to action.

According to U.S. Secretary of Energy Steven Chu, 21st-century climate changes indicate that agricultural production in California will eventually be near zero due to changing rainfall patterns. Therefore, the possibility exists that L.A. may be uninhabitable by 2100.

“How do I prepare my students for these challenges and communicate the immediacy of the daunting problem?” Jim Haw, the Ray R. Irani, Chairman of Occidental Petroleum, Chair in Chemistry and professor of chemistry, asked before firing off a passionate response. “They will be 60 years old with children and grandchildren of their own by 2050. By the time 2100 arrives, the ball will be in the court of their grandchildren,” he said.

The world’s population today stands at roughly 6.7 billion — close to the Earth’s full carrying capacity. By 2050, its population is forecasted to grow from 9 billion to 12 billion, which, combined with increases in affluence worldwide, will create a need for several times the ecosystem services of today.

Beyond 2050 the future of human population is filled with uncertainty. It is possible that the numbers in 2100 could be fewer than in 2050, with the world’s population predicted to drop back to 6.7 billion by 2100. Why will this happen? Haw cites many reasons: lack of food, water, sustainable energy and oil, as well as the depletion of other natural resources.

To educate students about these environmental challenges, the College has redesigned
its environmental studies program under Haw’s leadership.

“USC is a great research university with the College at its core. Located in L.A., USC is ideally positioned with the desire, brainpower and resources to bring forth workable solutions,” he said.

Haw recognizes it is rare in the life of a university professor to have the opportunity to redesign a single core course because in mature areas such as chemistry, physics, economics and English, there is a national paradigm for how these courses should be formulated.

“My colleagues and I were able to sit down and do what was right. We developed an entire curriculum — a truly interdisciplinary curriculum — that respects the roles of both the natural and social sciences. It was a tremendous and rare event. Even so, we are not done. Whatever we do this year is not going to be perfect five years from now. It is a moving target,” Haw continued.

Haw notes that the field of environmental studies is a fairly new and rapidly evolving discipline. Enrollment has doubled in the past 10 years alone and is sure to grow at an even faster pace in the next decade.

In the redesigned environmental studies program, for example, economics is necessary because of cap and trade, taxation, and incentive-based systems for regulating emissions.

“If our majors need more biology, we can add this by teaching the essential elements of biology,” Haw said. “The curriculum is designed to allow for adjustments in coursework that make our students successful advocates of environmental change. We just began teaching a case study course in green business, with the endorsement of the USC Marshall School of Business. We think this will be very important.”

What type of student gravitates toward an interdisciplinary environmental studies degree? The short answer is really good students. They have an interest in the social sciences and environmental studies.

“These students have to be good at everything. They don’t have the luxury of saying they are putting all their efforts into chemistry and biology so that they can get the highest grades in medical school; they have to be good at economics, international relations, earth science, chemistry, and biology,” Haw explained.

Environmental studies students need to know the essentials of the social sciences and the natural sciences, as well as policy. Haw adds that many of these students have double majors, such as political science and environmental studies. A progressive degree in environmental studies will be implemented this fall.

An environmental studies major can choose one of two options: a Bachelor of Arts or a Bachelor of Science. Each degree has three concentrations. The Bachelor of Arts includes sustainable energy and society; climate, earth and environment; and policy and science skills. The Bachelor of Science includes environmental economics, psychology and environmental law.

Students will graduate from this program and transform their energy-saving ideas and knowledge of policy development into real-world solutions.

Haw would not be surprised if one day it will be not only virtuous, but fashionable for Angelenos to wear secondhand clothes. “If it can happen anywhere, it can happen in L.A.,” he said. “Our youth has inherited the Earth’s problems and we will look to them for scientific and policy expertise to ensure a better future.”

Haw, an expert deep-sea diver, has seen firsthand the ravages humans have inflicted on the ocean. He has come across plastic grocery bags and other garbage at depths of more than 100 feet.

“All of us can contribute to reducing our consumption levels and respecting the environment in myriad ways whether by recycling clothes, using eco-friendly reusable grocery bags, using less water, driving less, among other lifestyle changes,” he said. “For impactful solutions that cast a deep and wide net, we look to our students who will be serving us, our children and future generations in Washington, Sacramento and corporate boards in 20 and 30 years.”

And it is with the promise of bright, dedicated and passionate USC students that L.A. — and the world — are poised for a better future. ■
The origin of Joseph Arditti's orchid fascination is a simple one. It all began when he was an undergraduate and found a job helping a wealthy Bel Air resident cultivate his orchids. He repotted and did other tasks at first, but then something else took over — his work became inspiring.

Today, two of the world's top five orchid scientists hail from USC College. Arditti, a 1965 graduate, completed his dissertation on orchid seed germination back when botany was in full bloom at the university. Through his dedication and lifetime achievements, he is now the world's leading orchid physiologist and development biologist.

Arditti's friend and colleague, Dr. Robert Dressler, is a 1951 College graduate who continued his studies at Harvard University, where he earned his Ph.D. Today, Dressler is the world's leading orchid taxonomist.

Retired since 2001 from the University of California, Irvine, where he was professor of biology, Arditti has never lost his strong Trojan spirit. His USC banner hung in his laboratory for 35 years. He is also the proud father of USC College graduate Jonathan Arditti '08, who is currently pursuing graduate studies in forensic psychology.

Arditti lives with his son in Irvine, Calif., and spends his time, when not traveling or giving talks to orchid societies, in his sanctuary — a space he sequestered in their newly reconfigured home for his personal library.

"I have always wanted a space for my extensive botany book collection. Some of the books are very old, dating back to the 1880s. Some are rare — most I bought and a few were given by people I don't know but who heard of my research. In totality they tell the consummate story of orchid science," he said.

What has kept Arditti enthralled with orchids through the years, when early on in his career there was little known about orchid physiology? "As soon as I answered one question another one came up. Even after being retired, I can think of enough questions for several lifetime careers," he explained.

Arditti also finds orchids fascinating because of their shapes, varieties, diversity and way of life. In addition to their importance as the major ingredient in vanilla ice cream, orchids are a major cut flower and more recently popular as house plants in several countries. According to Arditti, breeding and selling orchids to hobby growers and as cut flowers may yield higher profits than vanilla production.

Dusting off a number of his beloved orchid tomes, Arditti introduces each book as if an old friend. "There are 600 to 800 genera of orchids depending on who you are talking with, 30,000 to 40,000 species and hundreds of thousands of hybrids," he said.

Arditti prizes the British watercolor-plated volumes above all others in his orchid book collection. "They are simply beautiful. Not just the colors, but the details are not equaled," he said.

He notes that 10 to 12 percent of all flowering plants are orchids. "Just like in fashion, there are hybrids being created as we speak," he added. "They last several years and then new ones emerge on the scene, make some people a lot of money and fade away."

Even though orchids have been studied since ancient times, their popularity emerged in the late 1700s and early 1800s when British gentry began growing them. Approximately 15 to 20 years ago, their popularity as potted house plants sold in supermarkets and hardware stores exploded. They are propagated — germinated and cloned — in bottles by the millions. By contrast, in nature orchid seeds do not germinate unless infected by a fungus.

Arditti has authored and edited voluminous and scholarly books on orchids. "I employed a cookbook approach in one book about cloning orchids that got out of hand. I am admittedly incapable of writing a simple book. Of course it was the cookbook style that sold more copies. It is my Ravel's Boléro," he sighed.

Admired in our homes and responsible for vanilla ice cream — the secrets of these mystical and useful plants are revealed by one of the world's top orchid experts, Dr. Joseph Arditti '65.

The Dendrobium nobile orchid as illustrated by John Nugent Fitch in The Orchid Album (1886)
1. Vanilla is an orchid that produces long capsules called beans. Without vanilla, we would not have one of our most delicious desserts of all time — vanilla ice cream! 2. Orchid shows spring up everywhere and some of the best are in Singapore (above), Taiwan, Seoul, Tokyo, New York, Miami, and Chicago. 3. Singapore, like a second home to Joseph and Jonathan Arditti, is also home to one of Joseph’s favorite orchids: Vanda Miss Joaquim, a natural hybrid and the national flower of Singapore. 4. In nature, orchid are of all imaginable and some hard-to-imagine colors. Under cultivation, orchids are bred in every color including black, like Coelogyne pandurata. 5. It has been debated whether orchids are mentioned in the Bible. According to Arditti, they are not. 6. As one of his detailed demonstrations of the power of natural selection, Charles Darwin wrote Fertilisation of Orchids. 7. Orchids such as Arachnis Maggie Oei can grow to 6 feet in height. 8. Dendrobium crumenatum flowers eight days after a rain and smells similar to a rose, attracting bees that are eaten by spiders, which spin webs in front of some flowers. NOTE: The “8 Fascinating Facts” title above features a Singapore jewelry specialty: an orchid encased in hard material and gold plated.
The U.S. Department of Energy has selected the University of Southern California as the site of an Energy Frontier Research Center (EFRC), and plans a five-year grant totaling $12.5 million. Researchers of the EFRC will explore new phenomena possible in organic materials, thin-layer semiconductor nanostructures, and hybrid structures utilizing both types of materials to improve the efficiency of solar cells and light sources.

P. Daniel Dapkus of the USC Viterbi School of Engineering, an established pioneer in novel designs for light-emitting devices, will direct the EFRC for Emerging Materials for Solar Energy Conversion and Solid State Lighting. Mark Thompson, professor of chemistry in USC College, will serve as the associate director of the newly created Center for Energy Nanoscience and Technology.

“USC is an excellent choice for such a center and Viterbi and College faculty will make an extraordinary collaborative team on this important energy initiative,” said College Dean Howard Gillman. “Mark Thompson’s leadership within the College was central to our joint success in winning this grant to establish an Energy Frontier Research Center at USC.”

Both Thompson and Dapkus have appointments in the Viterbi School’s Mork Family Department of Chemical Engineering and Materials Science. “Mark was instrumental in attaining this award,” said Dapkus, noting the range of expertise the project will require.

“I am very excited about the team we have put together in this EFRC. It represents some of the strongest researchers in alternate energies in both the College and Viterbi,” Thompson said.

To accomplish this, the EFRC program brings together materials scientists, chemists, electrical engineers and physicists to design and synthesize new materials and to design new device structures in configurations that will dramatically reduce the cost of high efficiency solar cells and LEDs.

“Energy generation from advanced solar cells and energy savings from solid state light sources (LEDs) are both being developed in our EFRC,” Thompson said. “They will have a tremendous impact on our energy balance in the U.S., helping to shift us away from our reliance on fossil fuels.”

Other USC researchers in the center’s team include: Richard Brutchey, Barry Thompson and Stephen Bradforth of the College Department of Chemistry; John O’Brien of the Viterbi School Ming Hsieh Department of Electrical Engineering; Stephen Cronin and Chongwu Zhou, with joint appointments in chemistry and in the Ming Hsieh Department; Jia Grace Lu, with joint appointments in the College Department of Physics and Astronomy and the Ming Hsieh Department; and Priya Vashishtha, Rajiv Kalia and Aiichiro Nakano, with appointments in astronomy and physics and in the Viterbi School Department of Computer Science.

Researchers from the University of Illinois, the University of Virginia and the University of Michigan will also join the team.

The Emerging Materials EFRC is one of 46 nationwide selected from a pool of some 260 applications, based on a rigorous merit review process utilizing outside panels composed of scientific experts. It is one of 16 that will be funded by President Barack Obama’s American Recovery and Reinvestment Act.

The EFRC represents a projected total national investment of $777 million.

“As global energy demand grows over this century, there is an urgent need to reduce our dependence on fossil fuels and imported oil and curtail greenhouse gas emissions,” said Secretary of Energy Steven Chu.

“Meeting this challenge will require significant scientific advances. These centers will mobilize the enormous talents and skills of our nation’s scientific workforce in pursuit of the breakthroughs that are essential to make alternative and renewable energy truly viable as large-scale replacements for fossil fuels.”
Close your eyes. Extend your arms and let your fingertips explore your surroundings. What textures and shapes do you feel? What can you infer about your immediate environment simply through touch?

Just as your hands glide over surfaces, animals’ whiskers collect sensory information from the world around them. When an animal twitches its whiskers, it not only gathers input but also adjusts its whiskers as a function of that data.

Humans like other animals behave in a dynamic way to survive. We are constantly modulating our behavior based on changing stimuli so we can act appropriately.

Fascinated by how animals construct internal pictures of their environments, Tansu Celikel, assistant professor of biological sciences, and his fellow researchers in USC College are investigating how sensory interactions occur and are encoded in the brain.

Celikel’s lab focuses on the sensory cortex or the region of the brain that receives information from touch receptors. By mapping the neural activity induced by rodent whisker behavior, they hope to understand how the brain collects and organizes sensory input.

While others in the field of neurobiology have studied how neurons function individually, Celikel is elevating the research to a new level by examining how groups of neurons in the sensory cortex talk to each other and ultimately adapt. Using an electrode array, Celikel is able to simultaneously record many neurons and better capture what an entire population is doing rather than going from one neuron to the next and making inferences about behavior.

“Studying a single neuron’s activity to understand how the brain functions is similar to looking at a single shopper in a grocery store and trying to understand the state of the U.S. economy based on how much a single person spends on a given shopping trip,” Celikel explained. “Although we can study the plasticity or adaptability of individual neurons, studying neural activity one neuron at a time results in lost information about how the brain functions.”

By identifying which cellular processes and regions are affected when neurons reorganize in the face of a changing environment, Celikel’s research has many practical applications. For example, the nervous systems of amputees undergo dramatic changes such as phantom limb pain and the inability to integrate artificial limbs with the rest of the body. Celikel believes scientists could control these reactions and thereby allow for artificial limb integration, among other benefits, by finding which regions and mechanisms are involved in the brain’s reorganization.

The opportunity to have such an impact is exactly what attracted second-year neuroscience doctoral student David Herman to USC College.

“Working in Tansu’s lab is cool because we are trying to answer a very important question: ‘How does a brain change?’” Herman said. “This complex question requires a variety of approaches, so we develop skills in a number of fields, including cellular biology, robotics and computational modeling,” he continued. “By combining knowledge from multiple fields we hope to understand how sensory information is represented in the cortex and how this information changes as the environment and/or the body changes such as with amputation. Ultimately, we hope to understand the neurobiology behind disease states and injury so that we can better treat these conditions.”

Many USC College undergraduates are equally intrigued by the intricacies of the brain. Since its inception as a major four years ago, neuroscience has become the College’s fastest growing major.

According to Celikel, understanding the human brain is one of science’s last frontiers, so it’s no surprise students are drawn to the field.

“We are living in the neuroscience era,” Celikel said. “Without an understanding of the human brain, we will never understand how we exist as people and as social animals. With so many unknowns, neuroscience is a very exciting field because whatever you do, whatever novel approach you take, every novel question you ask will contribute to the overall knowledge about how humanity exists.”

Celikel and his group find they thrive in the field because it integrates so many different branches of the sciences. With neurobiologists, molecular biologists, experimental psychologists and physicists among their ranks, they all strive to understand how the brain processes sensory input — how humans become human.

View the online video at college.usc.edu/neurons
A hushed gallery watches as the defense attorney, dapper in a navy pants suit and rectangular glasses, gestures dramatically with her hands.

“Events will show that the two exchanged heated words,” says Lisa Cui, pacing the courtroom.

“Two shots were heard,” she whispers before raising her voice. “Lane Hamilton fell to the ground.”

Behind Cui, the California State Seal hangs on a wall. A stern-looking bailiff with a loaded gun stands at the door.

The only giveaway inside the Rancho Cucamonga Courthouse that the defamation trial taking place is not real is a student sitting silently in the jury box, holding up a cue card indicating that Cui has two minutes to wrap up her opening statement.

The USC College freshman calmly quickens her pace.

She explains that a witness had rushed to the scene and observed a man, Drew Walton, crouched over Hamilton’s body.

“Drew Walton jumped up,” Cui says, before finally shouting: “Drew Walton’s hands were covered in blood! Lane Hamilton’s blood!”

Cui’s dramatic performance as a member of the USC Mock Trial Team helped the group win a top place in the American Mock Trial Association’s California regional tournament Feb. 20-21. Of 26 teams, USC placed fourth and sixth. The win advanced the team to the first round of the national championship tournament. USC tied for sixth place.

The USC Mock Trial Team ranks among the nation’s best. In 2001, the year the program was launched, the team placed first in the American Mock Trial Association intercollegiate tournament’s western region division. For the next five years, members placed in the top five of the nation’s 564 teams. Last year, many seniors and the group’s most seasoned members graduated, yet the team remained in the top 20.

Olu Orange, an adjunct assistant professor of political science in the College, founded and runs the program, which began as a one-credit course, but beginning in the fall will be increased to four credits.

Orange was a founding member and coach of an award-winning mock trial team at Howard University, where he earned his law degree. After arriving in Los Angeles, he opened Orange Law Offices, a criminal defense and civil rights firm.

Students who participate in the Mock Trial team gain a tremendous head start in law school, Orange said.

Graduating team members attend major law schools such as Harvard, NYU, Georgetown, Cornell, and Howard, he said. Since 2006, every law school-bound team member has been offered a scholarship. Members number about 30 a year.

But there is more to the program than the trial competitions. Students also work with public interest law firms on actual cases.

For example, students may work for the General Relief Advocacy Project (GRAP), part of the Public Counsel Law Center, the world’s largest pro bono law firm fighting for the rights of the underprivileged. Participation in GRAP is usually reserved for law students, but the agency was impressed with USC undergrads, who helped its attorneys on cases involving terminations of public assistance.

“I believe students come to college as basically open books,” Orange said. “And they’re willing to fill those pages with whatever experiences they have. So my objective is to simply offer them an opportunity to experience doing good things for people. I have yet to have a student who did not enjoy doing this.”

Orange observes a distinct transformation in students after they have argued on behalf of a homeless person.

THE POWER OF attorney

BY PAMELA J. JOHNSON

The USC Mock Trial Team — composed of mostly USC College undergrads — ranks among the nation’s best. Civil rights attorney Olu Orange founded and runs the program. In the Rancho Cucamonga Courthouse, student Lisa Cui argues passionately as plaintiff attorney: “Drew Walton’s hands were covered in blood! Lane Hamilton’s blood!”
“They can take in the theory, do the research and get good grades, and at the same time provide the underserved access to justice,” Orange said. “They realize, ‘I can do something today to help a family put a roof over their heads and food in their stomachs. I can do that right now.’

“They come out of the experience with a true feeling for helping people, with an appreciation of advocacy.”

For some, the experience is so powerful it changes their life paths. Hooman Kazemi, a 2004 College graduate with a bachelor’s in international relations, joined the mock trial team as a junior to hone his public speaking skills.

But after one year, he decided to become an advocacy lawyer, something he previously had not considered.

“I can say with 100 percent absolute certainty that the only reason I went to law school and the only reason I decided to argue on behalf of the underprivileged is Olu Orange and the USC Mock Trial Team,” Kazemi said. “Through them I found my calling.”

Now an L.A. County deputy public defender, Kazemi is a senior assistant coach for the USC Mock Trial Team.

“I can only hope that the students get as much out of it as I did,” Kazemi said.

Many students agree that their participation has been life-altering.

Robson Hauser, a sophomore in the USC Marshall School of Business, had sought to become a sports attorney, but decided to study criminal law after his experiences on the team.

“I realized that criminal law does a lot more good in the world than working to sign a professional baseball player’s contract,” Hauser said.

MiRi Song, a College senior with a triple major in philosophy, sociology and East Asian studies, plans to practice international human rights law.

She is among several team members who aided attorneys in a highly publicized lawsuit alleging L.A. Police Department misconduct during a peaceful May Day immigration demonstration at MacArthur Park in 2007. Orange was a plaintiff attorney on the case that ended with a nearly $13 million settlement to demonstrators and bystanders.

Song and other students interviewed the victims to determine what kind of case could be made.

“It was an honor to be able to help them; they were so distraught,” Song said, adding that one of her clients was a 6-year-old who suffered a broken arm. “That kind of first hand experience is invaluable.”

She attributes her scholarship plus stipend from University of California, Berkeley’s School of Law to her involvement with the team.

“When you can convey to a school that you have this kind of deep understanding of clients’ rights, it makes you stand out,” she said.

Back at the Rancho Cucamonga Courthouse, Cui looks like a natural arguing in court. It is hard to believe she had been so nervous.

“The mock trial team has taught me to remain calm no matter what,” Cui said. “And to let my nerves go and do what I have to do.”

After competing and working with homelessness advocates, she is certain she will go to law school and study international law.

“My goal is to help people globally,” she said. “There are other ways I can do that, but despite my nerves, nothing is as comfortable to me than standing up in that courtroom.”

**VIEW THE ONLINE VIDEO**

at college.usc.edu/mock-trial
Facing a dismal job market unmatched since the Great Depression? Such discouragement put this alumnus on his mettle to think big. He’s giving career mobility a whole new meaning — landing jobs from California to the New York Island, from the redwood forest to the gulf stream waters.

DID YOU KNOW that the moment a raindrop hits surface water, the chemistry of the surface water changes?

Or that hosting a rodeo is so pricey, just the dirt can set you back $8,000?

When farmers converse, did you know they’re more than likely leaning on something, anything — a tractor tire, the hood of a truck, a gatepost?

Daniel Seddiqui ’05 is privy to these insights. The 26-year-old USC College alumnus has been a hydrologist, a rodeo announcer and a corn farmer — and that’s just in three weeks.
In fall 2008, Seddiqui embarked on an unusual career path—working 50 jobs, each for one week, in 50 states. He’s experiencing 50 first days on the job. And he’s doing this on purpose.

Seddiqui graduated in 2005, a few years before the job market began to collapse. With a bachelor’s in economics, he monitored the looming recession with expert eyes and didn’t like what he saw. He decided to put to the test the Trojan slogan “Fight On.”

He would not find one job, by Tommy, he’d find 50 — and he did. Seddiqui is seeking that castle in the sky — the perfect job that will motivate him to spring out of bed each morning. He also wants to travel the country and experience different lifestyles. Blogging about his one-week careers, he believes, will teach others about the diversity of America’s people and environments.

“Instead of blindly and selfishly traveling around the country, I’m bringing everyone along with me,” he said. “I’m educating people about different careers.”

From his parent’s home in Los Altos, Calif., he lined up the 50 one-week positions and took off in his white Jeep with nothing save a few cases of bottled water.

“Today, I started my first day — again,” Seddiqui blogged on Sept. 29, while a medical device manufacturer in Elk River, Minn.

Working on your feet all day, assembling surgery drills and spinal cord braces, he admitted, could get monotonous. But it’s not only the job that motivates Seddiqui. He’s exploring the uniqueness of each state and learning what makes America tick.

In seven short days, he learned why Minnesota is called the “Land of 10,000 Lakes” and the true meaning of “Minnesota nice.”

Wanting to emulate the locals, he obtained a fishing license during a lunch break.

“I’d never been fishing before because I thought it would be boring,” he blogged. “I was so wrong.”
He caught nine northern pike in one hour, 40 minutes.

Maybe I’ll try hunting this weekend,” he enthused.

He was left speechless when his temporary co-workers threw him a surprise farewell party, dug into their own pockets and presented him with a one-week paycheck.

“That’s ‘Minnesota nice,’ ” he blogged.
Most employers paid him and/or provided lodging for a week, but a few did not.

In Iowa, for example, where he worked as an agronomist, he slept in his Jeep, rain pounding on the roof, before someone responded to his co-worker’s e-mail request to take him in. Then in North Dakota, working as a cartographer, he stayed in a mansion owned by one of his bosses.

Fresh off his stint as a border patrol agent in Arizona and en route to New Mexico for a new albeit brief career as a landscape architect, Seddiqui spoke by phone about the origins of his enterprise. Perhaps more salient during an economic crisis unmatched since the Great Depression, he dished about how in the world he persuaded so many businesses to buy into his plan.

After graduation he couldn’t find office work, but his experience as a track and field athlete at USC helped him secure an assistant football coach internship at the University of Virginia.

“It was not easy when they played against USC,” he said. “I didn’t want these [UV] guys to win.”

After that internship, he landed a similar one at the University of Georgia. In Atlanta, he sold kitchens at Home Depot to make ends meet.

“How did I end up at Home Depot?” he asked himself. “I know nothing about kitchens.”

The idea came to him in the middle of the night.

“I woke up and typed up a mock résumé showing work in each state and duties for each job,” he recounted. “Some came to me right away. A park ranger in Wyoming. A logger in Oregon. In Florida, work in an amusement park. Then I got to North Dakota and I had no idea what people did. So I did some research.”

He sent his mock résumé to his parents and told them, “This is what I’m going to do.” They weren’t amused.

“Yeah, whatever,” came the frosty response.

He confided his dream to a friend in Georgia. As they say, it takes just one person to believe in you.

“She inspired me to make it happen,” he said.

The friend helped him create his web site, livingthemap.com. The domain name and logo — a silhouette of Seddiqui running across a map of the U.S. barefooted in a suit and tie, swinging a suitcase — came to him that same epiphanic night.

“Nothing was going to stop me,” he said.

Except one not-so-minor detail.

“I had no money at all; not one cent,” he said, adding, “I was going to
save that story for Oprah.”

Seddiqui wasn’t being flippant about the possibility of appearing on The Oprah Winfrey Show. Since the first story about him appeared in the Palo Alto Daily News in July 2008, he’s become a media darling, with segments on NBC’s Today Show, CNN, The Bonnie Hunt Show, and National Public Radio, and stories in the Detroit Free Press, The Des Moines Register and Daily Trojan, to name a few news outlets. Foreign press can’t get enough of him. He’s been featured in stories throughout Europe and parts of Asia.

A documentary-programming channel offered to chronicle his journey, but producers wanted to script his every move and he preferred letting life unfold organically. He turned them down.

“I’m grateful I’m keeping my own path and sticking to my project,” he said.

But in the beginning things were very different.

Even his parents thought “Living the Map” was a cockamamie scheme and begged him to set up at least 10 jobs before he left. A dutiful son, he made inquiries again and again. And he was rejected again and again.

When his plan finally hit the front page of his local newspaper, he hopped on his scooter (he didn’t have a car) and visited the business zone of Los Altos, a Bay Area town, with a population of 27,693.

“Will you sponsor me?” he implored business owners, waving the newspaper. The answer was always the same: no.

A second article in a bigger newspaper impressed prospective week-long employers enough to hire him. He set up 10 jobs. His parents were still dubious.

“I’m someone who does not give up,” he said. “No matter what it takes.”

He turned to his banker brother, who advised him to set up a $5,000 line of credit and purchase a vehicle to put the plan into motion. He found a Jeep for $5,000. His parents kicked in two cases of water and he was off.

His first stop was Salt Lake City, where he worked for The Church of Jesus Christ of Latter Day Saints’ humanitarian services division.

“Even though Utah is known for skiing and Arches National Park, I am not alone when I say that Utah and Mormons go hand in hand,” he blogged, explaining the job choice. “Mormons make up 58 percent of Utah’s population. That is a staggering number.”

The 150 employees in the church’s humanitarian division were packaging hygiene kits for Hurricane Gustav victims in Louisiana. Most employees were refugees from throughout the world, part of a two-year “developing self-reliance” program, which teaches English and essential job skills, and eventually provides job placement.

“Not only did I learn about the life of Mormons, but also about the life of refugees,” he blogged.

In Denver, three days into his newest gig, he figured he had the hydrologist thing all figured out.

“I’ve discovered what a hydrologist does all day: They hike with bottles of water to keep hydrated and by the time they’ve reached the peak of the mountain, their water bottles are empty and ready to be filled with surface water and tested in the laboratory,” he blogged, adding: “OK, I’m just joking, but they do hike a lot.”

Outdoor exercise is huge in Denver, he noted, with people biking, walking and running in large groups at parks after work.

“No wonder so many Olympians train here,” he mused.

Then more hiking as a park ranger in Wyoming, where his jaw-dropping “office window” view was a 1,267-foot-high volcanic neck called Devil’s Tower rising above the forest.

On his first day, he awoke at 7 a.m. and didn’t eat breakfast because “I wasn’t sure what the park rangers were going to have me do.” Big mistake.

“I ended up going on a six-hour hike around the perimeter of Devil’s Tower National Park,” he blogged.

The ranger and he scaled the boundary fence, checking for abnormalities.

“Sometimes Ranger Joe spots deer caught in the fence that are dangling to their death,” he blogged, adding that Ranger Joe will free them. “We also were checking for any unlawful break-ins and whether any animals had torn the fence.”

He claims driving in Wyoming — as well as other states such as Montana — is as perilous as driving in Los Angeles. But it has nothing to do with cars.

“It felt like driving in a parade with deer spectators,” he blogged about Wyoming roads. “A line of deer would be roaming on the shoulder of the road. You never know if one will jump into your parade.”

Scarier still was performing weddings in Las Vegas. He said it took him a few minutes over the Internet to become an ordained minister, a role he took seriously.

“I didn’t want to mess up the bride’s big day,” he said of his jitters.

But in each case, he was more nervous than the brides. Some were so nonchalant they asked him, “What day is it again?”

So far, his border patrol agent stint was among his most dangerous jobs. During his last day, he witnessed the detention of two possible illegal immigrants from Guatemala, a 1,775-mile distance from Tucson, Ariz.

Agents found them hitchhiking near the border, dubbed “the line.”

“It was eye-opening to see,” Seddiqui said. “It’s crazy that they come so far just to be arrested at the border.”

In the agency’s “dope room,” where confiscated drugs are stored, Seddiqui tried on a 40-pound pack filled with marijuana.

“I can’t even imagine people carrying those backpacks during the summer for miles,” he said. “It’s not surprising that border patrol agents also act as rescue team members.”

The adventure provides more than observation and teaching. Only weeks in, Seddiqui had made at least one notable personality shift.

At the start, the moment he hit states where radio stations fluctuated between hillbilly boogie and the Nashville sound, he would shut off the radio in disgust. By week 10, his tastes had changed.

“Now that I’m in Idaho, I blast it,” he blogged. “Funny how that worked.”

He’ll end his odyssey in September in the Golden State, where it all began. His final job will be in L.A. as a — what else? — movie director. He won’t be directing just any film; he’ll be working on his own. Studios have already approached him about a possible movie deal. But he may remain independent. Although many businesses along his trek are offering him full-time work, he’s refusing to commit to any one at this time.

He’s come a long way from that graduate anxious about finding work in a dismal economy. “Right now,” he said, “I’m keeping my options open.”
Going once, going twice, sold! Economist Simon Wilkie uses his expertise in game theory to devise a method for eliminating the country’s stockpile of toxic assets. This is one auction we can’t afford to miss.
FROM ECONOMISTS AND POLITICIANS to our next-door neighbors, everyone seems to have a theory about what has driven our soaring economy into the ground. Solutions to the problem, however, seem harder to find than a loan on a three-bedroom condo. Simon Wilkie, professor and chair of economics in USC College, has a threefold explanation for how we got ourselves into this quandary — but most importantly he offers a way to help the country out of this mess (more on that later).

“One contributing factor is that we had a long period with very little economic growth in the ‘70s and ‘80s,” he said. “So what started to happen in the ’90s was that, all of a sudden, the gains from investment in information technology appeared and this growth came along.” According to Wilkie, who joined the College’s Department of Economics in 2008, people mistakenly thought this growth was sustainable and would continue unaided.

The second factor he believes led to the downturn is what popular media has dubbed the “moral hazard problem,” which resulted when the financial sector in the United States went through a period of reform and created new financial instruments such as mortgage-backed securities.

“Essentially, the bundling of loans into tradable assets meant that interest rates fell as loans became more liquid. But as a result, those writing the loans could pass the default risk on to someone else,” Wilkie said. “So we had an increase in the demand for housing because more people could afford it, but a decline in underwriting standards.”

And the third factor, Wilkie asserts, was the rapid growth of China. “In order to fuel their growth, China kept their currency low, and by doing this, they accumulated more than 1 trillion U.S. dollars,” he said. This money was then reinvested in U.S. Treasury Bills. The massive supply of funds kept American interest rates low but, in the long term, it was an unsustainable source of income.

“This is the general consensus,” he noted, regarding his version of events. “The disagreement is what to do about it.”

For his part, Wilkie has chosen to focus on toxic assets as one way to begin repairing the U.S. economy.

“Pulling from his expertise in game theory as it applies to business strategy, Wilkie has formulated a toxic asset auction proposal that he will submit to Washington, D.C.’s economics experts. Game theory, an interdisciplinary type of applied mathematics, focuses on how the interaction of individuals influences the choices each person makes.

Auction design is just one example of game theory, and the most relevant to Wilkie’s plan. In an auction, the ultimate price paid for an item is a result of ascending bids, each of which is determined by previous bids. Bidders, therefore, create their own market and value for an item based on what other bidders are willing to pay. Wilkie’s plan utilizes applied game theory to create a market for toxic assets and to auction them off successfully.

Wilkie’s experience as chief economist at the Federal Communications Commission (FCC) proved to be essential in devising this proposal. In 1994, the FCC consulted game theorists such as Wilkie to design an auction for electromagnetic spectrum licenses — permits for the use of radio airwaves.

In this type of auction, the bidding is conducted online, and all available licenses are auctioned off in rounds to anonymous bidders. After each round is completed, the results are opened so that all bidders can see the prices, and therefore have a better idea of the value that other bidders place on the licenses. The bidders can then use this information to determine their future auction decisions and purchases.

“That was before eBay,” Wilkie said. “It was the first electronic, ascending-bids simultaneous auction, where lots of things were auctioned off at once. The idea of auction theory is that if each of us has a little piece of information, together we actually know quite a bit.”

Governments have since used this revolutionary auction design to sell over $100 billion in spectrum licenses worldwide. In the case of toxic assets, their value is unknown because the initial trades were not observed by the public or by a third party. “Part of the reason that the market for these assets has fallen apart is that it was all done with bilateral trades. It was not an open market,” Wilkie said.

Value can be defined as the price someone is willing to pay for an item. But if one person bidding on an item doesn’t know the price other buyers have paid for similar items, it becomes difficult to determine worth. Since the assets changed hands between sellers and buyers
with no observers, there is less information available to future buyers, and less information means a questionable value and more risk.

Wilkie’s toxic asset proposal utilizes a model similar to the FCC auction. His idea is to open the market and involve a third party — in this case, the government — so that the rate and price at which all assets are bought and sold can be seen by everyone involved.

Before the start of the recession, “there were trillions of dollars of these trades being done privately,” Wilkie said. “If we made this an open, transparent market, we would get better price discovery and then the market might start working again. The financial system would recover.”

What separates Wilkie’s plan from the FCC auction is his goal to ensure that the buyer can purchase assets at an informed price, and that both the seller and the government will make money from the sale.

To do this, he proposes to set the market so that buyers pay a competitive price in the way they would at a standard auction. With the information open to all buyers, they will find it easier to assign a value to the assets. This method also ensures that the assets are purchased by the buyers who value them the most.

In addition to buyer competition, the price the sellers receive would also be set by competition among the sellers.

“Then we run a double auction, raising the price for sellers from a low start and lowering the price for buyers from a high start,” he said. “When demand just falls short of supply, we stop.” This way, the price buyers pay is slightly higher than the price the sellers receive. The market maker, in this case the government, will be paid the difference.

In spring 2009, the U.S. Treasury Department unveiled their own proposed market design — the Public-Private Investment Program. Wilkie sees snags in this proposal. In particular, he considers, it is reminiscent of the FCC’s failed 1996 C-Block spectrum auction in which the government gave bidders credit so that they could pay for their purchases over time.

“These auctions are plagued by the winner’s curse,” Wilkie said. “A winning bidder needs to account for the fact that he or she has bid the most and so may have an overly optimistic estimate of the value.”

Suppose, Wilkie theorizes, a person can purchase an item on credit and default later. If it turns out the buyer bid too much, and cannot pay, he or she can declare bankruptcy and walk away. This diminishes any incentive to account for the winner’s curse and results in overbidding.

In the case of the ’96 FCC C-Block auction, Wilkie notes that he cautioned the FCC about this problem two years prior, but unfortunately the advice went unheeded. As a result, auction participants overbid by 100 percent, and most went bankrupt. “It was a $10 billion debacle then — unfortunately this time, there are a few more zeros at stake,” he said.

Even if the government adopts various economic solutions such as Wilkie’s toxic asset relief proposal, he concurs with many economists’ views on a timeline for recovery. “It’s probably going to be two to three years,” he said.

An improved housing market will be one benefit of resolving the toxic asset predicament. Once housing prices stabilize,
Economists Caroline Betts and Robert Dekle share their insights into the nuances of the economy.

**Q & A**

**Economists Caroline Betts and Robert Dekle share their insights into the nuances of the economy.**

**Are there some basic economic principles that both individual savers and corporations share?**

**CAROLINE BETTS, ASSOCIATE PROFESSOR OF ECONOMICS**

Economic theory suggests that individual savers and corporations have rather different objectives. Individuals allocate their income across current consumption spending vs. savings for future consumption spending to maximize their lifetime well-being. Corporations allocate labor and machinery, and spending to build new machinery, to maximize lifetime profits. Nonetheless, savers and corporations — not to mention governments and the American economy as a whole — all share a common restriction in pursuing their diverse objectives: they must respect their lifetime budget constraints. Respecting one’s lifetime budget constraint — being “fiscally responsible” — involves some simple, if harsh, realities:

1. If you spend more than you earn, you will incur debt, which has to be repaid with interest.
2. If you incur debt, repayment is facilitated if you invest the borrowed funds in a project or asset that has a positive real return; further, your ability to repay is guaranteed only if that real return is a sure thing.
3. If you are relying on “capital gains,” increases in the price of an asset over time, to assure repayment of your debt, know that capital gains are not a sure thing.
4. If your creditor isn’t monitoring the outcome of your borrowing, your creditor is contributing to a large potential mess — for you — and is probably damaging aggregate economic efficiency.
5. If the culmination of individual, corporate and government borrowing decisions is a large external U.S. debt, be aware that your country’s largest foreign creditor may be its future enemy.
6. Unfortunately, among all economic agents, only a government can force others to repay the debt it has incurred, and that is a sure thing; for a highly indebted government has a single source of income — tax revenue.

**How does an economic recession factor into a country’s progress? Is a recession necessary for an economy’s survival?**

**ROBERT DEKLE, PROFESSOR OF ECONOMICS**

Economic recessions inevitably occur once in a while. Some economists believe in the “cleansing effect” of recessions. The idea is that periods of prosperity create irrational exuberance, over-investment, and land and stock market bubbles. Resources such as capital and managerial talent are inefficiently allocated to activities that may not be in the nation’s best interest.

For example, during our last period of prosperity starting in the early 2000s, many talented young people with quantitative skills were attracted to the finance industry. Our country may have been better off if these young people had gone into the sciences or engineering. Recessions, especially one as deep as the current one, brings an abrupt stop in the growth of the sectors characterized by over-exuberance, and may help bring incentives back in line.

Opportunities in finance today are not nearly as plentiful or well paying as before, and talented young people appear to be moving away from finance careers. Thus, by cleaning out waste and by aligning incentives, recessions can be good for a country’s progress, especially if the recessions are short-lived.

If recessions are long-lived, however, they can be quite damaging. Of course, high levels of unemployment are economically devastating to individuals affected and entire communities. Prolonged low growth rates sap a country’s optimism, leading to an overcautious populace. Investment in entrepreneurial and risky ventures declines, resulting in low levels of technical progress and economic growth.

Take Japan, a country that was growing very rapidly in the 1980s, poised for global economic dominance. After its stock and land market bubbles collapsed in the early ’90s, the country went into prolonged recession, with average economic growth rates dropping to less than 1 percent for almost the next 20 years. There is no doubt that prolonged low growth rates have sapped Japan’s entrepreneurial energy, and this lack of energy has made the recovery of growth very difficult.

It is thus very important that a country use all resources at its disposal to escape from a recession as quickly as possible, so that the expectations of the entrepreneurs and the general population can remain optimistic. Once pessimism sets in, and people become over-cautious, it becomes very difficult for economic growth rates to resume. Fortunately, in the United States, fiscal and monetary authorities have been very aggressive in trying to stimulate the economy, so I am confident that the U.S. recession will end soon, and that the country will thus escape the fate of Japan.
Payments, fees, interest, statements — what does it all stack up to? Kelly McNamara Corley ’82 provides a peek into the credit industry’s legal landscape.

Q&A PROFILE BY EMILY CAVALCANTI

CANDID on CREDIT

KELLY McNAMARA CORLEY ’82 is a problem solver. She believes barriers — legal, cultural, financial — can be overcome with persistence, discipline, fearlessness and humility. And she is exactly the type of leader the credit card industry needs today.

“As an extension of my company, I work to be vigilant and responsible about how we extend credit in this climate. I counsel with transparency about the issues facing our industry. I’m committed to finding equitable solutions and I’m sensitive to the fact that people get into financial trouble through no fault of their own sometimes, and we have an obligation to help them,” she said.

As a political science major in USC College, she learned to respect opposing perspectives and think analytically under pressure. The wider sphere of experience provided by her liberal arts education also prepared her to better understand the intricacies of law such as ethics and social responsibility.

Beginning her career as a lobbyist with Sears Roebuck & Co.’s government affairs office in Washington, D.C., McNamara Corley worked full-time while earning her law degree at George Mason University. After Sears was purchased by Dean Witter, Coldwell Banker and Allstate, she ran Dean Witter’s government affairs department before it merged with Morgan Stanley and she became head of global government affairs.

As general counsel for Discover Financial Services since 1999, she and her team are responsible for the company’s legal and regulatory matters, including litigation, bank regulation and intellectual property, to name a few. Each day she is challenged to be a leader who is fair, committed and compassionate.

Fascinated by the dynamic nature of law, she is also motivated by concerns about her daughter’s future. McNamara Corley strives to open more doors in the legal and business worlds for her and future generations of women.
How would you respond to those who blame the credit card industry for our culture of overspending?

That’s like suggesting that the auto industry is responsible for speeding. I also question whether it is a true cultural phenomenon or merely a perception. I think most Americans work hard to provide for their families, pay their bills on time and live responsible lives. Credit and lending is part of the backbone of our economy; it’s how we buy houses, open businesses and improve the quality of our daily lives. It all boils down to responsibility: responsible lending, responsible borrowing and allowing for contingencies.

As a result of the current economic downturn, how is the industry under greater scrutiny and what specific changes have been enacted? What new challenges are you facing?

New rules governing the credit card industry were announced in December 2008 by the Federal Reserve Board. They make the most far-reaching and comprehensive changes in the regulation of the credit card industry in more than 30 years. The rules enhance disclosures, highlight risks associated with use of the card and eliminate certain longstanding industry practices.

Many of these rules are consistent with our current practices. Discover is committed to fully complying with the new requirements; however, part of the industry’s challenge is to implement the changes by the Fed’s deadline of July 2010. With more than 1,600 pages of new rules, each issuer must change the products, processes, procedures, customer communications, job responsibilities, and technologies that support these changes.

We have begun putting new measures in place to enhance disclosures and to show the costs associated with credit and the risks that come with the misuse of credit. These entail highlighting borrowing costs — interest rates, fees, etc.: the consequences of only making minimum payments. We also provide consumers with a 45-day advance notice of change in terms of the account and a limitation on changing interest rates for existing balances.

In addition, Congress has taken an interest in the industry and is proposing its own changes to consumer protection and lending laws. It’s in our best interest — and that of most consumers who use credit responsibly — to make sure the legislation is fair and doesn’t create the effect of punishing all credit users because of the mistakes of a few.

How might regulation changes affect college students’ ability to obtain credit? Any advice?

Some of the proposed regulatory changes may make it more difficult for individuals with no credit history or a bad credit history to obtain credit. Lawmakers, universities, parents, students and the industry have an interest in ensuring that young adults use credit wisely and develop good credit histories. Credit availability is important in our economy and a good credit record is critically important to ensure you have credit when you need it and on good terms. College students should take advantage of the tremendous amount of consumer education out there. They also need to take the time to read the disclosure terms of their accounts and to ensure they comply with the terms of the account and avoid fees and charges. I also would advise them to talk to their parents about the subject and to ensure they use credit in conjunction with a sound budget plan.

Why is it important for consumers to understand their terms and disclosure statements?

It’s important for consumers to remember that costs and benefits of credit card usage depend on how each individual uses the card, and that credit cards are not all the same. Consumers who pay the full balance on time each month aren’t affected by the interest rate or late fees, so they can focus on other features, like rewards programs, annual fees, online payment and bill notification features, and customer service. Consumers who carry a balance on their cards need to be aware of the interest rate and the minimum payment. All of this information is disclosed in solicitation materials and account-opening disclosures, and on monthly statements. The Fed has just issued new regulations that should help to make the most important information even more readable and understandable.

What is the best way for consumers to understand their rights and the industry’s rights?

The most important information — fees, interest, when payments are due and how to dispute charges — is disclosed on each monthly statement, so consumers need to read these over rather than just mailing in minimum payments. Those who want detailed information about their accounts can find it in the account agreement that came with the card. This is the fine print everyone refers to, but you need to know it. If someone doesn’t understand any part of this agreement, he or she should call the credit card company and ask for an explanation. General information and advice about using credit cards is available online on at discover.com and from government sources such as the Fed and the FDIC as well as sites providing financial advice.

Where do you see industry regulations and laws headed?

Comprehensive new regulations that will further enhance disclosures and increase protections for consumers of financial services have been adopted and it is possible we may even see more changes. The industry does a lot to help consumers and I think much more can be done to communicate that value to policy makers. I believe it is essential that the industry, regulators and consumers maintain a strong working dialogue to ensure positive outcomes during this challenging time.

For example, Discover joined with other industry leaders last summer to develop Help With My Credit, a resource designed to increase awareness among consumers of the assistance available to them from credit card issuers. We did that not just in response to the economic environment, but because it’s our mission to help people spend smarter, manage debt better and save more.
For geologist Jeffrey Wilson ’76, it takes more than just a pick and shovel to strike it rich. These days, gold exploration is as much about satellite imaging, computers, graduate degrees and, oddly enough, a good dose of international diplomacy.
WHEN ASKED ABOUT his profession, Jeffrey Wilson ’76 describes himself medicinally:

“What I do is like that of a doctor when he looks in the ears, nose and throat. We both explore.”

Explore. This is what Jeffrey Wilson does. He explores for signs, patterns and symptoms. But beyond the fact that Wilson is an exploration geologist and not an exploratory doctor, it is easily understood his concentration involves the Earth. Not to find what ails it, but more what the Earth can yield, which in this case is gold.

Whereas gold was once found via a crude map and even cruder manual labor, these days a modern gold explorer such as Wilson employs the assistance of GPS and 3-D terrain modeling computer software. Gone are the days when gold explorers were transported via mule or some other unsophisticated form of mobility. Today they get from one site to the next via plane, helicopter or at its least plush, a quad runner.

But what has truly changed in modern gold exploration, and Wilson can attest to this with much aplomb of his worldly adventures, is that gold has gone international.

The American gold explorer’s efforts are no longer confined to local rivers and deserts. In Wilson’s case, he is more likely to be on a plane to Russia to check out a supposedly used-up mine, and after that, on another plane to South America to seek out rock formations and what precious metal they might yield.

Undoubtedly, this brings gold to a higher standard as geological exploration has not only technically evolved, it has also become an industry where one must be an ambassador.

Simply put, when the worst obstacles an old-time prospector faced were irate locals and yokes, Wilson is often in conciliatory with entire governments and social structures. In a multi-billion dollar multi-nation industry, a person has to do more than just dig in the dirt. They have to negotiate first.

A Risky Business

Wilson, who earned a master’s in geological science from USC College in 1976, became quickly acclimated to the conditions of mineral exploration and its rigors.

While it can be hot, claustrophobic and dangerous work depending on the conditions in a given area, any fears were tamed in Wilson as a graduate student. His geology professor, Richard Stone, gave Wilson his first geological assignment. Being sent off to Death Valley in search of borate minerals tested the young student’s mettle for rock, stone and heat.

Wilson already possessed the basics for reading rock formations and understanding how gold can reveal itself. The question, however, was whether he had the strength and stamina to endure the near unworldly conditions. He did, and despite the overall oppressiveness of the Death Valley terrain, Wilson came away hooked. He also came away with enough profit to pay for the rest of his USC education.

Thirty-two years later, as vice president of exploration for Lincoln Gold Corporation of Vancouver, Canada, Wilson’s stories possess the stuff of modern-day legends.

He recounts the time a helicopter dropped him in the Sierra Madre, where, after stepping off the chopper’s landing skid, he found himself amidst a pile of spent AK-47 shells from an earlier shootout, most likely with Mexican federales.

On another occasion, while hammering on rock to obtain mineral samples, Wilson and his crew had to straddle bales of drying marijuana bound presumably for the United States.

In his career, Wilson has encountered purveyors in the illegal drug trade, dubious military and political representatives, as well as any number of unsavory characters attracted to gold and the fortune the mineral yields.

At times, Wilson has even had to enlist the help of translators and guides, understanding these individuals might be indirectly or directly connected with some form of suspicious social and political activities. But after many years spent in the pits, veins and deep caverns of the Earth, Wilson has found that heavily armed soldiers, shifty-eyed cops and gun-toting drug lords have become somewhat of an afterthought.

Rod Work

Wilson attests that once an explorer makes it past the marauders, pirates, corrupt cops, duplicitous workers and dubious translators, in more cases than not, mineral rich deposits will be found. And if all goes well, those deposits will eventually be mined, hopefully to fruition.
When searching for gold, Wilson drills core holes into rock to see how much, if any, of the commodity can be located there. But first, he thoroughly researches the surrounding area. When on a site, Wilson’s main concern is whether gold has been previously found there. If so, a crude theory can take root — if a previous strike has occurred in the vicinity, there stands a good chance more gold can be found.

The abandoned Pine Grove mine near Yerington, Nev., one of Lincoln Gold Corporation’s latest holdings, is a perfect example of Wilson’s belief that gold usually exists near other gold. Where past mining efforts in Pine Grove have yielded more than 240,000 ounces of gold, Wilson is all but certain more exists there.


While history may not be on Wilson’s side, the seasoned explorer holds additional hesitation toward historical maps as well as the latest space-borne technology. Nothing in this business is entirely accurate.

“Terror in the Trove

When the maps are read, the geotechnical detective work complete, and the 3-D modeling supports what the geotechnical parameters suggest is the deepest one can dig, a scurilous greed can brew, particularly, Wilson suggests, in Third World countries.

That greed arrives by way of threats, and in some cases, promises from local bandits and government officials.

Kidnappings and occasional murders are not uncommon in Wilson’s business, nor is being ripped off by a foreign political system.

Wilson, who has manned offices in Central and South America, Mexico, China, Russia, and Canada, suggests China and Russia are the most unabashedly unfair countries in which to operate a mining project.

“What we’ve done in Russia and China,” Wilson said, “is give a property owner or the government our money with a written and signed agreement that we have an ownership interest in a mine. But then they turn around and sell it to someone else.”

Wilson considers this a rather helpless situation that also occurs in Venezuela, Honduras and Indonesia, where mining laws change often and dramatically in an effort to expropriate mineral properties.

In Wilson’s view, Australia, Mexico, Chile and Canada are better at observing mining laws and rights.

In fact, when based simply on its geological and mining history which stretches far and long into the Yukon, Canada is the unequivocal hub of mining today.

But there are smaller players in this game, too.

As opposed to the few larger companies such as Wilson’s, junior mining companies exist by the hundreds. These companies continually seek financing as they embark on their next big discoveries. Those junior companies that make significant finds are often gobbled up by the larger mining companies. This generally leads to a win-win; the junior is well rewarded and the major company controls a new source of gold production.

“When times are good,” Wilson explained, “there are lots of junior explorers and renegades. When they’re tough, the companies seek safe harbor, and many disappear.”

Calling All Geologists

Wilson’s work fills him. He feeds off of the exotic locales, the anticipation of finding a value-rich vein, and the impending social challenges he might face on any foreign soil.

But beyond that excitement and elation, Wilson is also fearful for the stability of his profession.

“Geologists 35 and younger are in high demand as are senior geologists 45 and younger,” he said.

Wilson believes this deficit in geologists is also due to low gold prices decimating the industry, thereby causing many to leave the profession.

“Of course there is also the long-standing belief that whoever hits the vein first, wins the yield, which does tend to even the playing field. In short, it’s anyone’s game out there.”

David Dorion is a 1994 graduate of the Master of Professional Writing program.

This illustration includes 1899 field notes on the Yerington, Nev., site where Jeffrey Wilson is confident more gold still exists.
Jason Thomas certainly has a knack for crunching numbers. An alumnus of USC College, he graduated with both a bachelor’s and master’s degree in economics in four years. He went on to earn his doctorate in political economy and public policy — also in the College — before completing an MBA at the Stanford University Graduate School of Business.

After nearly two decades in finance, Thomas has worked his way up in both the public and private sectors. As a regional economist at the Federal Reserve Bank of San Francisco, he built economic models and contributed to monetary policy recommendations. He later moved into private investment management and consulting, first with Goldman Sachs, then with Wilshire Associates, an institutional investment-consulting firm.

In 2005, Thomas joined independent wealth management firm Aspiriant, where he serves as chief investment officer.

Thomas believes a good investment adviser should keep clients focused on their personal financial goals. Every investor is different, he notes, so no single investment plan will work for everyone.

While maintaining focus may seem impossible in this climate of uncertainty, most investors should re-examine their financial goals and tactics. Thomas is showing them how.

Know What You Want
Concrete objectives are crucial to a financial plan. “The right portfolio, which determines the risk and opportunity for return, depends on an investor’s goals, current wealth and ability to bear risk,” Thomas said.

Once goals are set, whether looking to provide for the family’s or company’s future, stick to them. “The only reason to have wealth is to spend it — be clear about the purpose of your investments,” he said.

Even when markets are down, Thomas stresses the importance of financial goals. An adviser should put goals into context and help investors “maintain a focus on the achievement of those goals over the long term, rather than allowing themselves to be whipsawed by movements in the economy or financial markets.”

Be Realistic (But Don’t Panic)
Investment involves risk, and some amount of loss is to be expected. Thomas states that financial loss causes an emotional effect similar to grieving; but he adds that long-term investors with clear goals need not despair.

“Though the portfolio value goes up and down, the goals themselves should be more constant,” he said. “An investor may feel poor after a difficult year in the equity market, but the value of the vacation home she wanted to purchase has also fallen.”

Strategic and tactical adjustments may be necessary in order to maximize future returns. When considering a course of action, be sure to evaluate your ability to take risks and suffer temporary losses for long-term gain. Be wary of “no risk” opportunities, because if something sounds too good to be true, it probably is.

Diversification is an important tool. While behavioral finance experts note investors’ tendency to “swing for the fences” by taking more concentrated risk to make up for losses, a portfolio with many kinds of investments allows investors to withstand short-term concerns.

Time Is on Your Side
In a recession like this, Thomas acknowledges, “The short answer is that there is no short answer.” Yet, he predicts that the long-range economic outlook is not so bleak as it may appear.

The equity markets set all-time highs in 2007, suggesting that all of the negative performance in the history of the equity markets (including the Great Depression) were eventually turned around … in aggregate. “Individual clients may not have the timeframe to wait for the eventual recovery and an important part of our job is to help clients evaluate their ability to take risk and suffer (temporary) losses,” Thomas said.

Economies worldwide are adjusting to the present circumstances, and capital is flowing to new opportunities. “The monetary and fiscal stimulus should act as a catalyst, accelerating the process of adjustment inherent to capitalist systems and markets,” he said.

The analysis is optimistic: “Even clients who invested all of their portfolios at the very peak of the market in 2007 have a high likelihood of reaching their original financial goals during the next 20 years,” Thomas said. So while there may be no quick fix, investors can still reach their goals through planning, focus and patience — and a little sound advice doesn’t hurt, either.
FACULTY BOOKPLATE

Landscape with Two Saints
How Genovefa of Paris and Brigit of Kildare Built Christianity in Barbarian Europe
BY LISA BITEL
OXFORD UNIVERSITY PRESS / By examining the ruins of their cities and churches, the workings of their cults, and generations of their devotees, Lisa Bitel, professor of history and gender studies, shows how Brigit of Kildare and Genovefa of Paris helped northern Europeans adapt to religious change at the beginning of the Middle Ages.

Mathematics of Physics and Engineering
BY EDWARD BLUM AND SERGEY LOTOTSKY
WORLD SCIENTIFIC / Edward Blum, professor emeritus of mathematics and biomedical engineering, and Sergey Lototsky, professor of mathematics, take readers on a journey through the mathematical worlds of Euclid, Newton, Maxwell, Einstein, and Schrodinger-Dirac.

Moscow & St. Petersburg 1900–1920
Art, Life & Culture of the Russian Silver Age
BY JOHN BOWLT
VENDOME PRESS / In this survey, John Bowlt, professor of Slavic languages and literatures, sheds new light on Russia’s Silver Age including the period’s best known artists and lesser known movements.

The Women
BY T.C. BOYLE
VIKING / The triumphs and defeats of architect Frank Lloyd Wright were always tied to the women he loved: an exotic Montenegrin beauty; an ill-tempered Southern belle with a morphine addiction; the strong-willed wife of a neighbor who later was tragically murdered; and his first wife, with whom he had six children. In his latest novel, T.C. Boyle, Distinguished Professor of English, tells the story of Wright’s life through the eyes of a young man who in 1932 sought an apprenticeship with the architect at his Wisconsin estate.

Making Transcendents
Asetics and Social Memory in Early Medieval China
BY ROBERT CAMPANY
UNIVERSITY OF HAWAI‘I PRESS / Both xian or transcendents — godlike beings endowed with supernormal powers — and those who aspired to this status in the centuries leading up to 350 C.E. have traditionally been portrayed as hermit-like figures. This study by Robert Campany, professor of religion, and East Asian languages and cultures, offers a very different view of xian-seekers in late classical and early medieval China.

Where Memory Dwells
Culture and State Violence in Chile
BY MACARENA GÓMEZ-BARRIS
UNIVERSITY OF CALIFORNIA PRESS / In this ethnography, Macarena Gómez-Barris, assistant professor of sociology, and American studies and ethnicity, examines cultural sites and representations in Chile to uncover the lasting impact of state-sponsored violence.

Tall If
BY MARK IRWIN
WESTERN MICHIGAN UNIVERSITY PRESS / Mark Irwin, assistant professor of English, has completed his sixth collection of poetry. The American Book Review praises his work, saying, “Irwin is a poet who looks into the world and sees more questions than answers … big questions, inquiries that explore the nature of existence, meaning and reality.”

The Street Gangs of Euroburg
A Story of Research
BY MALCOLM KLEIN
UNIVERSE / Placed in a fictional but typical European city, a research team responds to reports of street gang violence by adapting the widely used research procedures developed in the Eurogang Program in a dozen countries since 1997. Malcolm Klein, professor emeritus of sociology, follows the development of the research team and its relationships with community leaders, the press, and several different street gangs.

Global California
Rising to the Cosmopolitan Challenge
BY ABRAHAM LOWENTHAL
STANFORD UNIVERSITY PRESS / Abraham Lowenthal, Robert F. Erbun Professor of Ethics, Globalization and Development, and professor of international relations, addresses how California citizens are affected by international trends, and what they can do to identify and promote their own interests in a rapidly changing world.

Margaret Mead
The Making of an American Icon
BY NANCY LUTKEHAUS
PRINCETON UNIVERSITY PRESS / Nancy Lutkehaus, professor of anthropology, gender studies and political science, explores the life and ideas of Margaret Mead, and how she became an American cultural heroine who represented new ideas about women, non-Western peoples, culture and America’s role in the 20th century.

Fatal Journey
The Final Expedition of Henry Hudson
BY PETER MANCALL
BASIC BOOKS / Peter Mancall, professor of history and anthropology, chronicles English explorer Henry Hudson’s final expedition and his undoing at the hands of his own men.

Genealogical Fictions
Limpiezade Sangre, Religion and Gender in Colonial Mexico
BY MARÍA ELENA MARTÍNEZ
Stanford University Press /
María Elena Martínez, associate professor of Latin American history, provides the first in-depth study of the relationship between the Spanish concept of limpieza de sangre (purity of blood) and colonial Mexico’s sistema de castas, a hierarchical system of social classification based on ancestry.

It’s All for the Kids
Gender, Families, and Youth Sports
by Michael Messner
University of California Press /
Weaving together first-person interviews with his own experiences with his sons’ teams, Michael Messner, professor of sociology and gender studies, probes the richly complex gender dynamics of youth sports.

This Could Be the Start of Something Big
How Social Movements for Regional Equity Are Reshaping Metropolitan America
by Manuel Pastor, Chris Benner, and Martha Matsuoka
Cornell University Press /
Manuel Pastor, professor of geography, and American studies and ethnicity, and his coauthors evaluate what has and has not worked in various campaigns to achieve regional equity. What they term “social movement regionalism” might offer an important contribution to the revitalization of progressive politics in America.

The Clothing of the Renaissance World
by Margaret Rosenthal and Ann Rosalind Jones
Thames & Hudson /
Margaret Rosenthal, associate professor of Italian, and her coauthor offer the first English translation of Italian artist Cesare Vecelli’s definitive guide to the world’s dress and customs in the late 16th century.

The Politics of Exclusion
The Failure of Race-Neutral Policies in Urban America
by Leland Saito
Stanford University Press /
Focusing on economic redevelopment, historic preservation and redistricting in San Diego, New York City and Los Angeles, Leland Saito, associate professor of sociology, and American studies and ethnicity, illustrates the enduring presence of racial considerations and inequality in public policy.

Fighting for Foreigners
Immigration and Its Impact on Japanese Democracy
by Apichai W. Shipper
Cornell University Press /
Apichai W. Shipper, assistant professor of political science and international relations, shows how Japanese citizens have responded to a shift in demographics by establishing a variety of local advocacy groups to help immigrants secure access to social services, economic equality and political rights.

The Key of Green
Passion and Perception in Renaissance Culture
by Bruce Smith
University of Chicago Press /
Bruce Smith, the Dean’s Professor of English, studies the color green, considering its significance in the literature, visual arts and popular culture of early modern England.

Natural Language
What It Means & How We Use It
by Scott Soames
Princeton University Press /
This first volume of Philosophical Essays, 15 essays by Scott Soames, director of the School of Philosophy, spans 28 years of thinking about linguistic meaning — what it is, how we use it and what questions should be answered by empirical theories dealing with it.

The Wandering Signifier
Rhetoric of Jewishness in the Latin American Imaginary
by Erin Graff Zivin
Duke University Press /
Erin Graff Zivin, associate professor of Spanish and Portuguese, traces the symbolic presence of Jews and Jewishness in late 19th- through late 20th-century aesthetic works from Argentina, Brazil, Peru, Mexico, Colombia, and Nicaragua.

The Civic Life of American Religion
by Paul Lichterman, professor of political science, and his co-editors bring together pow- erful examples of the cultural defense in many countries in Western Europe, North America and elsewhere.
Fellowship. aUSCEarlyModernStudiesFaculty ofarthistoryandhistory,hasreceived anditsImpacts.”

“SexinAmericaOnline:AnExplo- rationofSex,MaritalStatus,andSex-

workingonawidearrayofprojects.

Statesandfourforeigncountries frominstitutionsacrosstheUnited

join32otherdistinguishedscholars 2009–10academicyear.Boonewill NationalHumanitiesCenterforthe
genderstudiesandcomparativelitera-

MARSHALL COHEN, University Professor

LYNNE CASPER, professor of sociology has won the AssociationofPopulationCenters.

ALFRED FISCHER, professor emeritus of earth sciences, has been awarded the National Academy of Sciences’ Mary Clark Thompson Medal. He is honored for leadership and research in the discovery of the cyclical and period nature of the sedimentary record in the geologic past and its connections with earth-system change, including biodiversity.

MARGARET GATZ, professor of psychology, gerontology and preventive medicine, has won the American Psychological Association’s 2009 Developmental Health Award. This award recognizes Gatz’s research contributions to the fields of health and aging.

KO HONDA, professor of mathematics, has been appointed Simons Visiting Professor at the Mathematical Sciences Research Institute for the program in Symplectic and Contact Geometry and Topology.

PIERRETT HONDAU-SOTOLO, professor of sociology and director of graduate studies in the Department of Sociology, received ¡Adelante! California’s ¡Adelante! Award at the group’s March 2009 awards dinner. ¡Adelante! California is a nonprofit organization dedicated to improving the quality of life in communities throughout the state and nurturing youth through educational programs that promote advocacy.

PATTERN JAMES, professor of international relations and director of the USC Center for International Studies, and Politics and International Relations Ph.D. program doctoral student Abigail
Ruane received the Deborah “Misty” Germer Innovative Teaching in International Studies Award from the International Studies Association for developing effective new approaches to teaching in the discipline. Recognized for their creation of the course, "The International Relations of Middle-earth, James and Ruane incorporate J.R.R. Tolkien’s The Lord of the Rings series to illustrate theoretical approaches in international relations. In November 2008, they published an article in International Studies Perspectives detailing the course’s creation.

DAVID KANG, director of the Korean Studies Institute and professor of international relations and business, was interviewed for a CNN segment that aired internationally titled “Remembering Roh Moo-hyun.” The report focused on the rise and fall of the former South Korean president who committed suicide in May. Kang was also featured on NPR’s Talk of the Nation and was quoted in The Christian Science Monitor and other media outlets about North Korea’s testing of nuclear weapons.

ROBIN D.C. KELLEY, professor of American studies and ethnicity, and history, has been appointed the Harold Vyvyan Harmsworth Professor of American History at Oxford University for the 2009–10 academic year.

SONYA LEE, assistant professor of art history, and East Asian languages and cultures, received a grant from the Metropolitan Center for Far Eastern Art Studies for the publication of her book Surviving Nirvana: Death of the Buddha in Chinese Visual Culture.

DANIEL LIDAR, associate professor of chemistry and electrical engineering systems, has been named an Outstanding Referee of the Physical Review and Physical Review Letters.

CHI MAK, professor of chemistry, received the 2009 USC Associates Award for Excellence in Teaching in April for his inspired teaching and enduring contributions to undergraduate and graduate education. This is the highest honor the university faculty bestows on its members for outstanding teaching.

PETER MANCALL, professor of history and anthropology, director of the USC-Huntington Early Modern Studies Institute, and associate vice provost for research advancement, has been elected a member of the American Antiquarian Society. He also published an article in the spring 2009 issue of American Heritage.

JILL MCNITT-GRAY, professor of kinesiology, biological sciences and biomedical engineering, was a featured expert in ABC’s Dancing with the Stars episode eight results show that aired on Nov. 11. “To be a professional dancer you need a perfect combination of strength, speed and grace,” she said. “If anyone out there thinks that these professional dancers aren’t athletes, then think again. They’re some of the toughest athletes in the world.”

MICHAEL MESSNER, professor of sociology and gender studies, received a 2008 CHOICE Outstanding Academic Title for his book Out of Play: Critical Essays on Gender and Sport (State University of New York Press, 2007).

RICHARD MEYER, associate professor of art history and fine arts, and director of The Contemporary Project at USC, has been selected for the College Art Association’s 2009 Art Journal Award for his essay titled “Artists sometimes have feelings."

SERGEY NUZHDIN, professor of molecular biology, and his fellow researchers have received USC’s first-ever Plant Genome Research Grant from the National Science Foundation. The $3.2 million grant will fund a three-year study on adaptation to saline soil in the legume Medicago truncatula (Mt). By focusing on this small plant that can improve soil fertility naturally even under saline conditions, they hope to improve the world food shortage problem.

MANUEL PASTOR, professor of geography, and American studies and ethnicity, participated in a panel discussion titled “High-Wage America” as part of “Thinking Big, Thinking Forward,” a conference convened by The American Prospect, Institute for America’s Future, Demos, and the Economic Policy Institute in Washington, D.C., this February.

MARY ELISE SAROTTE, associate professor of international relations, has received the American Academy in Berlin’s 2009–10 Berlin Prize.

CARMEN SILVA-CORVALÁN, professor of Spanish and Portuguese, and linguistics, has been appointed a research associate at the United Kingdom’s Economic and Social Research Council’s Centre for Research on Bilingualism, Bangor University and has been awarded a grant to be a visiting researcher there.

KEVIN STARR, University Professor and professor of history, was presented with the Distinguished Leadership Award by the American Ireland Fund at the California chapter’s annual fundraising gala in March.

PAMELA STARR of international relations was invited to Washington, D.C., in March to have dinner with Secretary of State Hillary Clinton and help brief her in advance of her trip to Mexico.

WILLIAM THALMANN, professor of classics and comparative literature, has been selected as a member of the Institute for Advanced Study to pursue his book The Production of Space in the Argonautica of Apollonius of Rhodes.

ANN TICKNER, professor of international relations, was honored at the seventh annual Remarkable Women Awards sponsored by the Office of Campus Activities and the Women’s Student Assembly. Nominated by peers and students, the recipients were chosen based on achievements in their respective fields, contributions to USC, commitment to students and women’s issues, community involvement and other accomplishments.

KAREN TONGSON, assistant professor of English and gender studies, has been appointed visiting assistant professor of performance studies and distinguished guest faculty in New York University’s Tisch School of the Arts.

JOHN TOWER, associate professor of biological sciences, has received a grant from the National Institute on Aging to study the effects of aging on Drosophila melanogaster, a laboratory fruit fly. The $1.5 million, five-year grant titled “Aging-Specific Gene Expression” will focus on how gene expression changes as fruit flies age.

RACHEL WALKER, associate professor of linguistics, joined the Executive Committee of the Linguistic Society of America (LSA) for a three-year term beginning in January 2009. The LSA Executive Committee serves as the...
Blogging from the North Pond and El Salvador

KATRINA EDWARDS, associate professor of biological sciences and earth sciences, and other marine scientists led by Heiner Villinger of the University of Bremen took a three-week cruise in February to the middle of nowhere — specifically, a point about 20 degrees north and three miles above a sediment-filled hollow on the sea floor known as North Pond. There, they drilled into the sea floor and Edwards explains why on her blog at northpondexpedition.usc.edu.

PAYTON PHILIPS, lecturer in the Department of Spanish and Portuguese, blogged from El Salvador in March detailing her experience as an independent non-partisan election observer, both during and after the March 15 presidential election. Philips participated as a member of the Los Angeles contingency that is sponsored by the Salvadoran American Leadership and Educational Fund. Visit her blog at paytonphilippogarcia.wordpress.com.

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principal governing board for the society.

MICHAEL S. WATERMAN, University Professor, holder of the USC Associates Chair in Natural Sciences, and professor of biological sciences, computer science and mathematics, has been named a 2009 fellow of the Society for Industrial and Applied Mathematics. This fellowship is an honorific designation conferred on members distinguished for their outstanding contributions to the fields of applied mathematics and computational science.

RUTH WILSON GILMORE, associate professor of American studies and ethnicity, and geography, has been elected president of the American Studies Association. She will serve a three-year term starting July 2009 and is the fourth USC faculty member to hold the title. She also lectured at the University of Lisbon on “Regime-Change in the United States: What’s New and What’s Old in the Age of Obama?” before the U.S. presidential inaugural address and participated in a question and answer period.

GIDEON YAFFE, associate professor of philosophy and law, has been awarded a New Directions Fellowship from the Andrew W. Mellon Foundation.

Monastic Matrix has been awarded an Honorable Mention in the American Library Association and ARC-CLIJO’s bi-annual competition for web-based projects. Directed by Professor of History and Gender Studies LISA BITEL, the project is currently housed within USC as part of its digital archives and is supported by USC College, the Center for Religion and Civic Culture and USC Libraries.

It’s a First for David Kang and USC

The Strategic Initiative for Korean Studies (SIKS) at the Academy of Korean Studies has awarded funding for new projects in 2009 and has selected DAVID KANG, director of the KOREAN STUDIES INSTITUTE (KSI) and professor of international relations and business, to receive a $600,000, five-year grant. This is the first grant SIKS has awarded to Kang and USC. The grant will provide the KSI with two annual postdoctoral fellowships that focus on contemporary issues, as well as fund an administrative position.

American Association for the Advancement of Science Fellows

MICHAEL ARBB, SARAH BOTTIER and MYRON GOODMAN were named fellows of the American Association for the Advancement of Science in recognition of their outstanding contributions in science and engineering. Arbib is University Professor, holder of the Fletcher Jones Chair in Computer Science, and professor of computer science, biological sciences and psychology. Bottier is professor of biological sciences and psychology as well as neurobiology section head. Goodman is professor of biological sciences and chemistry.

Alfred P. Sloan Research Fellows

FRANK ALBER and TANUS CELIKEL of biological sciences have been named 2009 Alfred P. Sloan Research Fellows. The Sloan Research Fellowships support the work of young researchers early in their academic careers in the fields of physics, chemistry, computational and evolutionary molecular biology, computer science, economics, mathematics, and neuroscience.

USC-Mellon Mentoring Awards

Supported by a grant from the Andrew W. Mellon Foundation and administered by the USC Center for Excellence in Teaching, the USC-Mellon Mentoring Awards honor individual faculty for helping build a supportive academic environment at USC through faculty-to-faculty and faculty-to-student mentoring.

SARAH BOTTIER of biological sciences and psychology received an award for faculty-to-faculty mentoring; EUGENE COOPER of anthropology; MARK IRWIN of English, and VANESSA SCHWARTZ of history won USC-Mellon Mentoring Awards for mentoring graduate students.

FRANK MANIS of psychology and JOHN ODELL of international relations won USC-Mellon Mentoring Awards for mentoring undergraduates.

2008 Holiday Reception and Awards Ceremony

Faculty members were honored at the 2008 Holiday Reception and Awards Ceremony held in December. General Education Teaching Awards were presented to DANIELA BLEICHMAR of art history and history; JUDITH HALBERSTAM of English and gender studies; DANA JOHNSON of English; SHARON LLOYD of philosophy; WILLIAM MCCURIE of biological sciences; and JOHN PLATT of earth sciences. Advanced Writing Teaching Awards went to JOHN MURRAY and RON SCHEER of the Writing Program. MACARENA GÓMEZ-BARRIS of sociology was selected for the Albert S. Raubenheimer Outstanding Junior Faculty Award, and PETER MANGALL of history and CHARLES McKENNA of chemistry for the Albert S. Raubenheimer Outstanding Faculty Awards.

The Levan Institute Establishes New Partnership

The LEVAN INSTITUTE FOR HUMANITIES AND ETHICS has established a partnership with the Carnegie Council for Ethics in International Affairs to help create a global, interactive network with educational institutions around the world. Carnegie Ethics Studio partners contribute original content to share with the network, and host interactive discussions across continents. In the process, a cross-cultural dialogue develops and educational activities take on deeper, richer dimensions. USC College Technology Services will act as the technical center for the network.
USC College’s Fulbright Scholars

USC has 13 finalists for Fulbright scholarships this year, and seven students already have received acceptance letters. Three USC College students are headed to Mexico, Laos and Thailand.

JEANETTE ACOSTA ’08 of Pasadena, Calif., earned a B.A. in political science with a minor in psychology. She will spend a year in Mexico examining how scholarships influence students’ decisions to pursue education or migration. She is particularly interested in exploring students’ attitudes and behaviors toward continuing their education, employment and migration in Zacatecas, Mexico.

VANESSA HONGSATHAVI ’09 of Pasadena, Calif., earned a B.A. in American studies and ethnicity, East Asian area studies and political science with a minor in Southeast Asia and its people. She will spend a year in Laos studying how the International Union for Conservation of Nature addresses the interests of three ethnic groups — the Lao, Yoahe and Brao — and how the union’s development plan relates to the Biodiversity Conservation Corridors Initiative.

CHELSEA LAUN ’09 of Columbia, Mo., received her B.A. in English and communication in May. She will spend a year as an English teaching assistant in Thailand. Laun also plans to conduct volunteer work focusing on the Burmese refugee crisis in Thailand and study how urban and rural settings impact their ability to resettle.

University Honors

BRENDA NUYEN, who majored in biological sciences and minored in psychology, was named SALUTATORIAN of the Class of 2009. A student in the prestigious Baccalaureate/M.D. Program through USC College and the Keck School of Medicine of USC, she will enter medical school at University of California, San Diego.

All ten USC RENAISSANCE SCHOLAR PRIZE winners recognized at the university’s 126th commencement exercises majored or minored in disciplines within USC College. The prize, which provides $10,000 for post-baccalaureate study, recognizes graduating seniors who excel academically while pursuing two or more majors, or a major and minor, widely separated across the academic spectrum.

The College’s 2009 Renaissance Scholar Prize winners were: ROBIN ACHEN (English and neuroscience major); KEVIN CHANG (biological sciences major with a minor in medical anthropology); MARIE ANNE CUEVAS (chemistry and religion major with minor in ancient religion and classic languages); ALEXANDER ELIAS (philosophy and economics major with a minor in mathematical finance); NATHANIEL GO (writing for screen and television, political science, linguistics, and East Asian languages and cultures major); ANDREW GOLDMAN (performing arts, piano, and neuroscience major); KEVIN IKUTA (chemistry, biological sciences and philosophy major); KATHERINE PLEMMONS (theatre and English major with a minor in education in a pluralistic society); ANDREW POUW (comparative literature and biological sciences major); and ROBYN STRUMPF (political science and mechanical engineering major).

The Discovery Scholars program honors students who excel in the classroom while demonstrating the ability to create exceptional new scholarship or artistic works. Each year, an exemplary group of students is selected to receive $10,000 DISCOVERY SCHOLAR PRIZES and this year four were graduates of the College: NATASHA AZAD (international relations/economics); >> continued on page 44

Ford Foundation Diversity Fellows

The total number of Ford Foundation Diversity Fellows currently in the American Studies and Ethnicity (ASE) Ph.D. program has increased to 10 students, a record number for any Ph.D. program in any field in the nation.

TERRION WILLIAMSON has been awarded a Ford Foundation Diversity Dissertation Fellowship for 2009–10. KIANA GREEN and ANALENA HASSBERG have received Ford Foundation Diversity Predoctoral Fellowships (three years of fellowship funding).

The fellowships are awarded across all academic disciplines, and are the nation’s most prestigious and competitive fellowships intended to promote diversity in the academic profession.

The other Ford Fellows in the ASE program are GENEVIEVE CARPIO, MICHELLE COMMANDER, CHRISSHONNA GRANT NIEVA, IMANI JOHNSON, ANTHONY RODRIGUEZ, ABIGAIL ROSAS and ORLANDO SERRANO.

Genevieve Carpio (left), Terrion Williamson, Abigail Rosas, Kiana Green, Chrisshonna Grant Nieva, Orlando Serrano, and Imani Johnson
Ronald E. McNair Scholars

Established in 1986 by the U.S. Department of Education and named for astronaut and Challenger space shuttle crew member Ronald E. McNair, the program encourages low-income and first-generation college students, and students from historically underrepresented ethnic groups to expand their educational opportunities by enrolling in Ph.D. programs and ultimately pursue academic careers.

McNair Scholars in the Class of 2009 were: ENUOLI S.H. ALEXANDER (political science/international relations); ARTHUR FIDEL ARGOMANIZ (sociology); MIGUEL EDUARDO DEL MUNDO (political science/policy, planning and development); APOLLO DELANO EMEKA (sociology/theatre arts); NABILA FARHIN JAHAN (physics); Aissa Llontop (psychology); RAY M. MARTIN (history); NICOLE MOODY (psychology/American pop culture); BRIAN NGUYEN (biological sciences/kinesiology); ERIN KATHLEEN O’DONNELL (neuroscience/psychology); JAZMINNE NICOLE OROZCO (psychology/English); ABISOLA OSENI (psychology); REGINA PRITCHETT (neuroscience/policy, planning and development); JOSE RIOS (psychology); BENJAMIN RODRIGUEZ (classics/theatre/business entrepreneurship); MARNI SULLIVAN (neuroscience/anthropology); and DIONE M. SURDEZ (creative writing/anthropology).

Coro Fellow

The Coro Fellows Program in Public Affairs is a full-time, nine month, graduate-level experiential leadership training program that prepares diverse, intelligent and committed individuals for effective and ethical leadership in the public affairs arena.

Sixty-eight fellows are chosen nationally annually through a highly competitive selection process, and this year USC College political science major MAX SLAVKIN ’09 was selected.
Celebrating their 60th anniversary, the Half Century Trojans have held the torch of USC history and tradition for generations. Each has traveled a unique path in life, but all have remained devoted to the cardinal and gold.

The cadre of USC alumni who had earned their bachelor’s degrees at least 50 years earlier met for the first time the morning of June 11, 1949.

Clarence W. Pierce, 1898 alumnus and founder of Los Angeles Pierce College, presided. The first topic was what to call the new group. They considered Trojans Emeritus, Emeritus and Yesteryear before voting on Half Century Club, USC. Pierce became the club’s first president.

Sixty years later, now called USC Half Century Trojans and on its 55th president, the group’s mission remains the same: to strengthen the bonds connecting USC alumni across generations and to perpetuate interest, spirit and a sense of belonging among the Trojan Family’s most senior and faithful members.

Some signature events include the annual Half Century Trojans Luncheon, Homecoming and new for 2009 Going Back to College Day. Members’ direct descendants who are incoming freshmen, transfer students or continuing USC students may apply for Half Century Trojans Scholarships.

Under the auspices of the USC Alumni Association, Half Century Trojans number 20,000 — about one-fifteenth of USC’s total living alumni population of roughly 300,000.

USC College alumni represent the overwhelming majority of members. Here are the tales of six College Half Century Trojans. An emeritus professor recalls his days as a student on the G.I. Bill; another recounts becoming the first woman captain of USC’s debate team; and another talks about enrolling in college as an African American woman before the Civil Rights Movement.

All are continuing the legacy of exemplary accomplishments as USC Half Century Trojans. >>

VIEW THE ONLINE VIDEO
at college.usc.edu/half-century
Even as a youngster, Fred Keenan ‘37 was a consummate businessman. His boyhood neighborhood became a treasure chest of job opportunities: He mowed lawns, delivered newspapers, and raised and sold chickens and rabbits.

Growing up during the Great Depression, he took nothing for granted. Each dollar he earned was a source of pride.

Naturally, Keenan was drawn to economics when he entered USC College in 1933. Working for his father’s plumbing supply company on Saturdays and during summers, he was eager to learn how all types of industries operated. He quickly decided business law was his niche.

A member of USC Legislative Council, Trojan Knights and several honorary societies, it was during one of his Sigma Chi fraternity’s events that Keenan met Blythe Rae Hawley, a Phi Beta Phi. The two married in 1938.

A year earlier, in the fall of 1937, Keenan entered law school. But three months later, his career path changed when his father’s plumbing company secured a lucrative contract with Camp Callan Army artillery replacement training center in San Diego. Keenan returned to his father’s company and never looked back.

Beginning in Keenan Pipe & Supply’s purchasing department, he ultimately rose to president in 1962. It took 25 years of hard, dedicated work to reach the top.

“Don’t give up, stick with it,” Keenan advised. “People nowadays change jobs too easily. I would urge them to stay where they are and work their way up.”

Keenan and his wife made their home in Glendale, Calif., and had two daughters Susan and Kathy. Susan also attended USC as did her daughters Noelle and Molly.

At 94, Keenan still runs Keenan Investment Company in Burbank, which he established in 1963 to construct modern warehouses with leasable office space.

With a penchant for saving since his youth, Keenan enjoys giving back to USC. His generous contributions have helped construct buildings, endow professorships and fund scholarships.

Half Century Trojans founder, the late Arnold Eddy ’24, first encouraged Keenan to attend USC and it was Eddy who recruited him to the Half Century Trojans Board. Keenan went on to serve as the group’s president and was recognized with its Distinguished Service Award in 2003. He is also a former member of the USC Board of Governors.

“There’s nothing like the Trojan Family,” Keenan said. “We love USC when we’re going to school and it never gets out of our systems.”

—EC

“Organizing the blood drives was also very memorable — seeing students lined up to give blood to the boys overseas.”

Mary Kay Damson Arbuthnot ’46

Mary Kay Damson Arbuthnot ’46

Mary Kay Damson Noted as Sterling ‘Character’ the Southern California Trojan headline reads.

A Colorado native, Arbuthnot arrived on campus in 1943 ready to make her mark.

Arbuthnot, a speech major, was active in the Delta Delta Delta sorority, Trojan Amazons and Phi Beta, the music and speech honorary society. She also judged and produced “Something for the Girls,” a variety show for women’s organizations campus-wide. For her efforts, she was chosen as one of El Rodeo’s Helens of Troy and recognized with the Senior Scroll of Honor.

Serving as vice-chairman and then chairman, Arbuthnot led the university’s American Red Cross college unit, which in the summer of 1943 was the first established on a Pacific Coast campus. For Arbuthnot, what began with assembling Christmas stockings for the men overseas blossomed into a steadfast dedication for supporting U.S. troops.

“We would take several station wagons out to the hospitals and just chat with the veterans,”

—FRED KEENAN ’37

a wise investment

Yellowed newspaper clippings, matchbooks from her favorite haunts, black and white photos capturing an afternoon at the beach and elegant invites to dances at the Westside Tennis Club. All these items and more adorn the pages of Mary Kay Damson Arbuthnot’s meticulously assembled scrapbook.

The 1946 USC College alumna points to her favorite item. “M.K. Damson Noted as Sterling ‘Character’” the Southern Californi a Trojan headline reads.

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Mary Kay Damson Arbuthnot ‘46

a sterling character still shines

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a wise investment

Mary Kay Damson Arbuthnot ‘46

a sterling character still shines
she recalled. “Organizing the blood drives was also very memorable — seeing students lined up to give blood to the boys overseas.”

Following graduation, Arbuthnot became a service director for the American Red Cross’ Los Angeles chapter, overseeing 17 college campuses for three years. She later married USC trustee Ray Arbuthnot ’33 and the couple resided in Rancho Cucamonga, Calif.

Throughout the years, Arbuthnot has remained an active Trojan.

“I can’t say ‘no’!” she said with a laugh.

She was involved with the Trojan Junior Auxiliary and Town and Gown, then held numerous leadership positions with USC organizations including president of Half Century Trojans, president of the Association of Trojan Leagues and chairman of the Alumnae Coordinating Council. Honored with the Half Century Trojans Distinguished Service Award in 2004, she also helped create the USC University Hospital Guild and found the Trojan League of the Foothills.

Arbuthnot, who now resides in Indian Wells, Calif., has been recognized with the Alumni Service Award and the Skull and Dagger Arnold Eddy Service Award, which she received with her husband. Yet, for this natural volunteer, it’s always been about the connections.

“I think the friendships were the No. 1 reason I chose to get involved as an alumna,” she said. “Those bonds continue on and on through life.” —EC

Before Matt Leinart or Mark Sanchez, there was Gordon Gray.

Dubbed “Greyhound,” the All-City end on his high school football team was sent to USC in 1943 under the Naval officer-training program.

“That was my first lucky break,” said Gray, a 1948 graduate with a bachelor’s in history. “I’ve been lucky all my life.”

But it was talent that made him a Trojan star player. During the 1944 Rose Bowl, the freshman playing at left end caught two touchdown passes in USC’s 29-0 upset victory over Washington. The Rose Bowl title capped an impressive 8-2 season.

The local media began a love affair with Gray, calling him a “speedboy halfback” and gushing that Gray “snagged passes as if he were a magnet attracting the traveling balls.”

Looking like a young Kirk Douglas and wearing a “33” jersey, his image sprinting and clutching the ball was splashed on front pages. An editorial cartoon depicted a floppy haired Gray reaching for the ball, stating: “Gordon Gray! Trojan’s rugged halfback — a rare combination of speed and power!”

After one winning game, then-head coach Jeff Cravath praised his players, ending with, “and please, Lord, don’t let anything happen to Gordon Gray.”

Then duty called. Gray was deployed to serve on a U.S. Navy destroyer in the Pacific. After World War II ended, he picked up where he left off, grabbing a team-best 13 passes and leading the Trojans to a 6-2 record in the 1946 season.

He met and married USC student Miriam Franz. “Prettiest girl on campus,” Gray said.

After Gray graduated with academic honors, the couple had Gordon Jr. Although drafted by the then-L.A. Rams and the San Francisco 49ers, Gray, now a family man, opted for a career in insurance.

“Another wonderful thing about being a Trojan: great contacts,” Gray said.

The couple settled in Glendale, Calif., and had a second son, Richard. Gray eventually retired as supervisor of the world’s leading insurance firm Marsh & McLennan Companies. He worked in the firm’s L.A. office.

After 55 years of marriage, Miriam died. Now married to Patricia, the 84-year-old Gray has remained a steadfast supporter of USC. A member of the University Convocation Committee, he has served on the Alumni Association’s Board of Governors. He is past president of the Half Century Trojans and received its Distinguished Service Award.

With a full life, there’s no time to dwell on the glory days.

“Time marches on,” Gray said. “Good things are happening now.” —PJJ

GORDON GRAY ’48

a man for all seasons

“Gordon Gray! Trojan’s rugged halfback — a rare combination of speed and power!”
A MIDDLE CHILD raised by her father, Katherine Mosley Moore somehow felt that she was her family’s proverbial ugly duckling.

“We dressed exactly alike, but my sister got all the attention,” Moore said. “And my brother was the ‘handsome’ one.”

At a young age, she decided to be the smart one.

Moore’s father owned a dry cleaning business and neither of her siblings was interested in school. Yet, in grade school the youngster set a goal of graduating from college.

“I really don’t know where all of that determination came from,” she said. “I guess I was mature beyond my years.”

Although an honors student, success did not come easy. Attending high school in the late 1940s, before the Civil Rights Movement, counselors advised her not to bother applying to colleges.

“They advised my white friends to consider enrolling in the local colleges,” she recalled. “They said I wasn’t smart enough.”

She ignored the advice. She sought to become a registered nurse, which required a college degree.

“What one person said didn’t matter to me one bit,” she said. “I was so determined to achieve my goals that I wouldn’t let anything interfere.”

Growing up in South Los Angeles, she was accepted to USC’s nursing school, then-housed in USC College. After graduating in 1955, she worked at the L.A. County General Hospital and became head nurse in its communicable diseases unit.

Throughout the years, she was an L.A. County Health Department and L.A. Unified School District nurse, a nurse practitioner and occupational nurse. While employed full time, she earned a master’s in mental health from UCLA.

In 1957, she married Jerome Moore, a city inspector. They had son Timothy before divorcing in 1964.

“What one person said didn’t matter to me one bit. I was so determined to achieve my goals that I wouldn’t let anything interfere.”

When Moore became a Half Century Trojan, her life became fuller, she said. As a single, working mother, she had no time for extracurricular activities. Now actively involved in USC campus life, she’s making up for lost time. She has dedicated a room in her home to all things Trojan.

“I truly feel the spirit of the Trojan Family,” Moore, 77, said. “I love being on campus for any reason.”

Each time she stops by Tommy Trojan and reads the statue’s inscription describing the ideal Trojan as faithful, scholarly, skillful, courageous, and ambitious, she smiles.

They are the same traits belonging to that young, determined girl who got her to where she is today. —PJH

SITTING IN HIS Palos Verdes living room, overlooking the backyard tennis court where the 81-year-old still can deliver a crushing backhand, Bernard “Barney” Pipkin studies a photograph of his younger self.

The baby-faced man in Marine Corps dress blues with a high collar and shining brass buttons had been directed to attend college under the G.I. Bill. While at USC, he was called to serve in the Korean War.

“The military decided I needed a degree to be shot at so they sent me to college,” said the USC College alumnus and professor emeritus with a broad Johnny Carson-esque smile.

A native Angeleno who grew up in the Mid-Wilshire District and graduated from Los Angeles High School, Pipkin chose nearby USC. Planning for a lucrative career in the oil business, he earned his 1953 bachelor’s and 1956 master’s degrees in geological science.

But USC faculty members — including Bill Easton, Thomas Clements and Richard Stone — inspired him to take a different path. His road to professorship wasn’t a direct one.

He earned his Ph.D. at the University of Arizona, worked with the U.S. Army Corps of Engineers, became a consulting engineer with his former professor, Clements, then started his own company, B.W. Pipkin & Associates.

Returning to USC in 1969, he rose through the ranks and became a professor of geological sciences, earning several teaching awards before his retirement in 1993.

Over the years, he has written many books on oceanography and environmental geology. USC is also where he met his wife of 51 years, Faye, who in 1956 earned her bachelor’s from the USC Rossier School of Education.

“The summer I graduated, I was taking a class with a friend and we were downstairs at The Grill,” Faye Pipkin reminisced of the day they met. “Barney came over with a cup of coffee and that was it.”

The couple has three children — all USC
The G.I. Bill gave us an opportunity we never would have had otherwise. Maybe that’s what gives us such loyalty as Trojans.”

In recognition of a cherished mentor, the Pipkins created the Faye Taylor and Bernard W. Pipkin Charitable Remainder Trust at USC to benefit the Richard O. Stone Scholarship in Earth Sciences.

Now, peering at the photo of the rosy-cheeked young man in uniform, the Half Century Trojan recalls the days when the corridors at USC were filled with student war veterans, some disfigured from their battle wounds, grateful to be given the chance for a USC education.

“The G.I. Bill gave us an opportunity we never would have had otherwise,” Pipkin said. “Maybe that’s what gives us such loyalty as Trojans.” —PJP

MILDRED CARMAN FARNSWORTH ’46

a woman ahead of her time

“Without question being the first woman captain of the USC Trojan Debate Squad was my maiden voyage for women’s liberation,” Mildred “Millie” Carman Farnsworth said.

At 17, Farnsworth entered USC in the fall of 1942 and became involved in numerous campus activities, including serving as president of the women’s service organization Trojan Amazons. But debate is where she found her calling.

“There’s no way I can truly express my appreciation for what debating gave me in terms of my own development — my ability to see both sides of a question, to make decisions based on evidence not on emotional overtones,” she said. “All of those things helped me to emerge as someone willing to take responsibility for her own actions.”

Farnsworth credits her faculty adviser, Dean Pearl Aiken Smith, with encouraging her to chart new academic ground and pursue an interdisciplinary degree in “The Arts,” which was similar to today’s USC Renaissance Scholars program. As Farnsworth recalls, she was the only graduate in the Class of 1946 who earned this distinction.

After graduating Phi Beta Kappa and being named one of El Rodeo’s Helens of Troy for her outstanding record of student leadership, Farnsworth returned to her high school alma mater, Mark Keppel High School in Alhambra, Calif., to coach debate.

She took a break from coaching after her marriage to Virgil and the birth of their daughters Dana and Lisa, but later returned to the classroom at West Covina High School. There, she rose from substitute teacher to head of the school’s English department.

In later years when diagnosed with cancer, anything I can think of, and get through it with a positive outlook.”

Active in many USC alumni organizations including Town and Gown, Farnsworth is a member and past president of the Half Century Trojans, the Trojan League Associates of the Foothills and the USC University Hospital Guild. She was honored with the Widney Alumni House Award in 1997 and the Alumni Service Award in 2008.

“I gained tremendously from my experience here,” she said. “Gratitude, not in the sense of a burden, but gratitude as an expansion of the person that you are important for everyone to think about.” —EC
SHARE YOUR ACCOMPLISHMENTS AND MILESTONES WITH USC COLLEGE ALUMNI BY SENDING YOUR CLASS NOTE TO: USC COLLEGE MAGAZINE, C/O LETITIA FRANKLIN, 1050 CHILDS WAY, RRI 308, LOS ANGELES, CALIFORNIA 90089-2910 OR COMMUNICATION@COLLEGE.USC.EDU. PLEASE MAKE SURE TO INCLUDE YOUR FULL NAME (INCLUDING MAIDEN NAME) AND CLASS YEAR ALONG WITH YOUR UPDATES, ANNOUNCEMENTS AND PHOTOS. YOUR CLASS NOTE WILL BE EDITED FOR CONTENT AND LENGTH.

1950s

THOMAS C. BRUICE (B.S., chemistry, ’50; Ph.D., chemistry, ’54), professor in the Department of Chemistry and Biochemistry at the University of California, Santa Barbara, has been awarded the 2008 Linus Pauling Medal. The Linus Pauling Medal is given annually by the Oregon, Portland and Puget Sound sections of the American Chemical Society. The award recognizes outstanding accomplishments in chemistry in the spirit of and in honor of Linus Pauling, a native of the Pacific Northwest.

1960s

DENNIS GERTMENIAN (B.A., political science, ’68) received an honorary membership to the La Mirada, Calif.-based Fresh Produce & Floral Council in Jan. 2009. Gertmenian, is founder, chairman and chief executive officer of Ready Pac Produce Inc.

ALICEMARIE STOTLER (B.A., ’64; J.D., ’67), Chief U.S. District Judge, took senior status in Jan. 2009. Rather than retire outright, senior judges hear partial caseloads. Stotler served as chief judge since 2005 and spent more than 24 years on the bench.

1970s

DR. JOSEPH AGUERREBERE (B.A., political science, ’72; M.A., education, ’86; Ph.D., education, ’75), president and chief executive officer of the National Board for Professional Teaching Standards, spoke at a national symposium held in Canberra, Australia, in October 2008 on using standards to recognize advanced teaching and school leadership.

CELIA AYALA (B.A., Spanish and sociology, ’76) has been appointed by California Governor Arnold Schwarzenegger to the Early Learning Quality Improvement System Advisory Committee. Since 2007, she has served as the chief operating officer of Los Angeles Universal Preschool.

HELIA CORRAL (Ph.D., Spanish, ’75), professor of modern languages and literatures, has received the 2008–09 Faculty Leadership and Service Award from California State University, Bakersfield.

DAVID S. CUNNINGHAM III (B.A., ethnic studies, ’77) has been appointed by California Governor Arnold Schwarzenegger to a judgeship in the Los Angeles County Superior Court.

GEOFFREY A. GOODMAN (B.A., political science and speech communication, ’73) has been appointed by California Governor Arnold Schwarzenegger to a judgeship with the Sacramento County Superior Court.

CLASS NOTABLE

CHRIS ABANI (Ph.D., literature and creative writing, ’06) has been named a 2009 Guggenheim Fellow in Fiction. The fellowship will allow him to travel in pursuit of his next novel.

Abani, an award-winning poet, novelist and playwright, is professor of creative writing at University of California, Riverside. He has published five novels, three plays and four collections of poetry.

“The Guggenheim is such a prestigious honor that I am a little lost for words,” he said. “It is always humbling when your work as a writer gets recognized, but when it is by an institution that has given the same award to artists, photographers, intellectuals and writers who I have been in awe of, it is a double honor.”

NANCY JONES (B.A., economics, ’70, M.A.; economics, ’72) left her position as chief executive at the Community Foundation of Abilene in March 2009 to become president of the Community Foundation of North Texas, based in Fort Worth.

JEFF MARSEE (B.A., economics, ’71) was appointed president of College of the Redwoods on July 1, 2008. Most recently, he held the position of vice president of administrative services at El Camino College in Torrance, Calif. For 21 years, Marsee was vice president and vice chancellor of academic affairs and fiscal services at community colleges in Texas, New York and California.

MICHAEL ORMAN (B.S., biology, ’77) has joined County Commerce Bank as executive vice president and chief operating officer. He also serves on the boards of the Ventura Marina Rotary Club and the Tri-Counties Chapter of the Risk Management Association.

JONATHAN PELL (B.A., East Asian language and cultures, ’71), long-time director of artistic administration for The Dallas Opera has been promoted to artistic director. Pell joined The Dallas Opera 24 years ago and in his new position he will work with the opera’s music director in preparing to launch its inaugural season in the Margot and Bill Winspear Opera House at the Dallas Center for the Performing Arts.

JOHN F. PILGER (B.S., biology, ’71 and Ph.D., biology, ’78) was inducted into the Fullerton Union High School Wall of Fame in October 2008. Through the years, Pilger has been an educator and a member of many honorary and professional societies, including the board of education in Decatur, Ga.

MICHAEL F. STEPHEN (M.S., geological sciences, ’73) has been appointed to the Greater Naples Chamber of Commerce board of directors. Stephen, president and CEO of Coastal Engineering Consultants Inc., chaired the board of the Naples Area Chamber of Commerce in 1990. He will be the liaison to the past chairman’s council,
NIEN-LING WACKER (M.S., chemistry, ’73), president and CEO of Laserfiche, a leading provider of enterprise content management (ECM) software, was presented with the Distinguished Alumni Award from the College’s Department of Chemistry in April for her entrepreneurial career. Wacker founded Laserfiche in 1987. Under her leadership the company has undergone perpetual transformation, becoming an innovative, independent software company serving more than 25,000 organizations.

“I am deeply honored by this award. My graduate work at USC taught me the value of communication, and provided me with the opportunity to grow in a challenging yet flexible environment,” Wacker said. “This carried over to the Laserfiche philosophy of establishing a balance between flexibility and control via software that allows organizations to digitize paper archives and manage documents, records and workflow.”

which consists of all those who have served as chamber leaders.

DORA SUMMERS-EWING (B.A., political science and broadcast journalism, ’77) has been named chief science and broadcast journalism, ’84), who recently served as chief cabinet secretary and deputy chief of staff for California Governor Arnold Schwarzenegger, has accepted a national, executive position as head of State Legislative and Regulatory Affairs for Farmers Insurance and Zurich Financial Services in the United States.

GUY R. GRUPPIE (B.A., political science and journalism, ’88) has been named a 2009 Southern California Super Lawyer in a vote of his peers conducted by Law & Politics Magazine. Fewer than 5 percent of California lawyers are so honored each year. Gruppie, who specializes in civil trial work with an emphasis on general liability and product liability defense work, was honored in special sections of recent editions of The New York Times and Los Angeles Magazine.

ROBERT HOBBS (M.S., geology, ’89) has been appointed chief executive officer of TGS-Nopec Geophysical Company effective June 4. He joined TGS in January 2008 as the chief operating officer.

JIM JIMENEZ (B.S., accounting, ’83) has been appointed partner in Windes & McGlaughry Accountancy Corporation’s Internal Audit and Business Advisory Services Practice.

PAUL W. JONES (B.A., psychology, ’81; M.P.A., health services administration, ’84), a physician/anesthesiologist, recently concluded his term as president of the American Osteopathic College of Anesthesiologists (AOCA) for 2008. He was installed as the immediate past president of the AOCA for 2009 in September 2008. Jones serves as chairman of the Department of Anesthesiology and director of anesthesia services at Robinson Memorial Hospital in Ravenna, Ohio.

OMAR M. KADER (Ph.D., international relations, ’81) delivered the keynote speech titled “The National Interest of the U.S. in the Middle East” as part of Southern Illinois University Carbondale’s Asian American Heritage Month activities in April.

JIM MAHONEY (M.A., marine affairs, ’80) has been appointed chief executive officer of Novomer Inc., a materials company pioneering a family of high-performance, biodegradable plastics, polymers and other chemicals from renewable substances.

GRAEME WILSON (M.A., international relations, ’81) has been appointed as special coordinator of the Regional Assistance Mission to Solomon Islands (RAMSI). As special coordinator, Wilson is responsible for the overall coordination and strategic direction of RAMSI’s assistance to Solomon Islands. RAMSI’s arrival in July 2003, at the invitation of the Solomon Islands government and under the auspices of the Pacific Islands Forum, has seen the return of peace and economic stability to Solomon Islands.

Everyone has a story 1-2-3-4-5-6

Share yours in six words. Submit your six-word memoir to be considered for inclusion in the next issue of USC College Magazine.

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>> continued on page 52
study by naturalized citizens, resident aliens or the children of naturalized citizens.

A native of Bucharest, Romania, Iftimie came to the United States when he was 12 and is now a naturalized citizen. While growing up in Romania and listening to Radio Free Europe’s “Youth Reports,” he became convinced of the importance of debate to civil society. In high school and college in the U.S., he participated on and captained debate teams, and served as a debate coach and judge.

Currently a student at Yale Law School, he plans to pursue a career in international law and public interest.

JO JAVIER (B.A., international relations, ’86) and NORM KATNIK (B.A., social science (economics), ’03) have joined Sendio, Inc., an e-mail security company. Javier serves as vice president of sales and Katnik has joined his sales team. Together, they will spearhead the sales team’s expansion throughout the Southern California region.

1990s

MILLICENT BORGES ACCARDI (MPW, ’93) recently had her poetry published in the following literary journals: Salt River Review, Folio, Poetry Midwest, Room of One’s Own, and Wordgathering, a Journal of Disability Poetry. In September 2008, she was a poet-in-residence at Fundación Valparaíso, an international arts residency organization located on the Mediterranean coast of Andalucía, Spain, in the old Moorish hill town of Mojácar.

JULI BERWALD (Ph.D., ocean science, ’98) blogged for Wired Scientist about her testimony before the Texas State Board of Education in their final public hearing regarding revisions to the state science education standards. She is a freelance science writer living in Austin, Texas.

EMILE CUBEISY (B.A., political science and economics, ’91) joined Content Syndicate’s Board of Directors. He is currently a director of IV Holdings, Jeeter, Conservative, ShooFeeTV, Arab Media Holding and NetCorps.

JONATHAN HIMBEAUCH (B.A., creative writing, ’97) joined the Montréal Alouettes as offensive line coach. He is a former offensive lineman and long snapper who played in the CFL and NFL. He began his professional coaching career in 2003 with Calgary, where he was the offensive line coach.

KYLE MATHEWS (B.A., philosophy/ethics, ’98; J.D., ’01) was elevated from attorney to partner at the firm of Sheppard, Mullin, Richter & Hampton LLP. Mathews, in the firm’s Finance and Bankruptcy practice group in the Los Angeles office, specializes in the area of workouts, restructuring and commercial lending, mainly representing financial institutions.

EDWARD J. MCCAFFERY (M.A., economics, ’94) has joined Seyfarth Shaw LLP in the law firm’s Los Angeles office. He practices in the areas of trusts and estates, taxation and intellectual property. McCaffery also holds the Robert C. Packard Trustee Chair in Law and is professor of law, economics and political science at the USC Gould School of Law.

KEVIN O’CONNOR (Ph.D., English, ’95), who serves as dean of Saddleback College’s Liberal Arts and Learning Resources, has been named Administrator of the Year of the South Orange County Community College District. O’Connor has worked at the Mission Viejo, Calif., college for nine years.
Marriages & Engagements

CHRISTINE ABBOU (B.A., international relations and political science, ’05) is engaged to Eric Alegria (M.A., public administration, ’05). She is a management analyst in Long Beach, Calif.

KAVITA AMIN (B.A., psychology, ’03) will marry Scott Davenport in summer 2009. She is currently a registered nurse in the Surgical and Trauma ICU at UC Irvine Medical Center.

JONATHAN LYNN (B.A., international relations, ’05) and Mallory Shipman were married on April 25, 2009. He is a public defender at the Palm Beach County Public Defender’s Office in West Palm Beach, Fla.

ALYSSA MICHELLE PIFFERO (B.A., psychology, ’02) and Matthew Scott Bell were married September 20, 2008, at Peachwood’s in Santa Cruz, Calif. She works as the director of operations/human resources for the Greater Irving-Las Colinas Chamber of Commerce in Irving, Texas.

CHRISTIE JADE RIZZO (M.A., psychology, ’02; Ph.D., psychology, ’05) and John Gregory Martin Jr. were married on October 19, 2008, at Wedgewood Pines Country Club in Stow, Mass. She is assistant professor (research) at Warren Alpert Medical School of Brown University.

LAURETTA MINH-LEE TEOH-LIM (B.A., psychology, ’97) and Michael John Boulton were married on June 13, 2009. She works for Idaho’s Meridian School District.

NOTE: Listings for the “Class Notes” and “In Memoriam” sections were compiled based on submissions from alumni and College departments as well as published notices from various media outlets. To share your news, write to USC College Magazine, c/o Letitia Franklin, 1050 Childs Way, RRI 308, Los Angeles, California 90089-2910 or communication@college.usc.edu.

2000s

CHRISTINA ALMEIDA (B.A., political science and print journalism, ’01), who oversees news coverage in Montana and Wyoming for The Associated Press, has been named AP’s news editor in Atlanta.

MICHAEL KHANDELWAL (MPW, ’07) held a poetry reading at the Phoebus Art Gallery in Hampton, Va., in October 2008. He has contributed features and profiles to Hampton Roads Magazine and is the poetry editor for Port Folio Weekly. Khandelwal also teaches poetry and fiction for The Muse Writers Center in Norfolk, Va.

CATIE MIHALOPOULOS (Ph.D., art history, ’01) traveled to St. Catherine’s on Mount Sinai, one of the oldest Christian monasteries in the world, in December 2008 to lecture on the assumption of the Virgin Mary and study the monastery’s icons. She is assistant professor of art history at California State University, Channel Islands.

MICHAEL RASALAN ODOCA (B.A., political science and sociology, ’05) was sworn in on Dec. 5, 2008, after passing the July 2008 California Bar Exam. Odoca received his juris doctor degree from the University of San Francisco School of Law. He is currently employed with the U.S. Department of Labor in Pasadena, Calif., as a federal investigator for the Employee Benefits Security Administration.

TIM WOODWARD (B.A., creative writing, ’01) was a contestant on the game show Who Wants to be a Millionaire in March. He develops trivia questions for an African television show, The Zain Africa Challenge, based in Nairobi, Kenya. He recently completed his first novel about coming out as a gay teenager in small-town America. Woodward said during the taping that he wants to use his winnings to publish his book.

CLASS NOTABLE

ANTHONY ONG (Ph.D., psychology, ’02) has been awarded the 2008 Springer Early Career Achievement Award in Research on Adult Development and Aging from the American Psychological Association’s (APA) Division of Adult Development and Aging. He has also received the 2008 Margret M. and Paul B. Baltes Early Career Award in Social and Behavioral Gerontology from the Gerontological Society of America.

The Springer award, which was presented at the APA’s annual convention last August, is given to “an individual whose work has made significant early career contributions to understanding critical issues in the psychology of adult development and aging.”

The Baltes award recognizes outstanding early career contributions in behavioral and social gerontology and is funded by the Margret M. and Paul B. Baltes Foundation.

Ong, who is assistant professor of human development in Cornell University’s College of Human Ecology, studies the socio-emotional, cognitive and cultural resources that people draw upon to adapt to stressful life circumstances as they age. A central goal of his work is to understand how certain individuals show maintenance, recovery or even improvements in adaptive outcomes despite the presence of challenge and adversity.
Robert Bau

THE PROFESSOR OF CHEMISTRY WAS A TOP SCHOLAR AND BELOVED MENTOR.

Robert Bau, award-winning researcher in the field of X-ray and neutron diffraction crystallography, has died. He was 64.

A faculty member in the College’s Department of Chemistry for nearly 40 years, Bau was the recipient of fellowships from the American Association for the Advancement of Science and the Alfred P. Sloan Foundation. He also earned Alexander van Humboldt Foundation U.S. Senior Scientist and NIH Research Career Development awards.

In 2006, he was president of the American Crystallographic Association. Diagnosed with pancreatic cancer in September, he died Dec. 28.

“Professor Bau was an outstanding scholar, gifted teacher and wonderful colleague,” said Charles McKenna, professor of chemistry and department chair. “His untimely passing is a great loss.”

An inspiring instructor, Bau received USC Associate Awards for Excellence in Research and Excellence in Teaching.

Raymond Stevens ’88, professor of chemistry and molecular biology at The Scripps Research Institute in La Jolla, studied under Bau as a Ph.D. student.

“Bob Bau was an incredible adviser and mentor,” Stevens said. “If we could take one lesson away from Bob, it would be the balance of mentoring strong independence with gentle guidance.”

Judith Carr Arend

JUDITH CARR AREND (B.A., English, ’60), Los Angeles, CA (10/02/2008) at age 70; was a member of the Pi Beta Phi sorority at USC; raised her family in Chicago; returned to L.A. to work with her father who was the founder and chairman of Multi-Media Services; a devout Catholic; an accomplished tennis player; played golf; an adventurous traveler and cook.

Dr. Donald E. Crocker

DR. DONALD E. CROCKER (B.A., ’43), Orange, CA (09/08/2008) at age 75; served in the Navy during World War II; served as a lieutenant in the Air Force in the Korean War; worked more than 50 years as a family practitioner and general practitioner in Lynnwood and Yorba Linda, Calif.; delivered thousands of babies; practiced countless pro bono hours in his medical practice; taught at USC and the University of California, Irvine medical schools; and established himself as a historian of ideas; at his death, he had nearly completed a book on the theologian Reinhold Niebuhr.

Marie Babare Edwards

MARIE BABARE EDWARDS (B.A., psychology, ’46), Hollywood, CA (12/31/2008) at age 89; a psychologist who helped pioneer a “singles pride” movement in the 1970s through her book, The Challenge of Being Single; taught workshops at USC; inherited her father’s Texas-based oil business.

Dr. Richard Exner

DR. RICHARD EXNER (Ph.D., German literature, ’58), Berlin, Germany (07/16/2008) at age 78; a poet, prose author, translator, and scholar of German literature; joined the Department of Germanic, Slavic and Semitic Studies at the University of California, Santa Barbara in 1965; prior, he taught at USC, the University of Rochester, Princeton University and Oberlin College; authored numerous scholarly books and articles on German literature and translated English poetry into German and German poetry into English.

Sister Aline Marie Gerber

SISTER ALINE MARIE GERBER (B.A., French, ’46), Hollywood, CA (12/31/2008) at age 89; a psychologist who helped pioneer a “singles pride” movement in the 1970s through her book, The Challenge of Being Single; taught workshops at USC; inherited her father’s Texas-based oil business.

Dr. John Diggins

JOAN CULVER

Dr. John Diggins (Ph.D., history, ’64), Manhattan, NY (01/28/2009) at age 73; the intellectual historian taught at the Graduate Center of the City University of New York; prior, he taught intellectual history at San Francisco State College and the University of California, Irvine; wrote books about Mussolini, fascism, communism, and the American left and established himself as a historian of ideas; at his death, he had nearly completed a book on the theologian Reinhold Niebuhr.

JAMES HASTINGS

JAMES HASTINGS (B.A., political science, ’40; J.D., ’48), Rancho Palos Verdes, CA (03/24/2009) at age 91; a retired justice of the 2nd District Court of Appeal; upon graduating from the USC School of Law in 1948, joined his father, a lawyer, at the firm Hastings, Blanchard and Hastings; became a Los Angeles Superior Court judge in 1972 and was appointed by former Gov. Ronald Reagan to the appellate court; prior, served as an officer in the U.S. Navy during WWII; retired from the Navy Reserve at the rank of captain after 20 years of service; taught at USC Law and Southwestern University.

Dr. Philip Guthrie Hoffman

ARTHUR HEMINGWAY

George O. Totten III

ARTUH HEMINGWAY (B.A., English, ’96; M.A., education, ’98), Oceanside, CA (02/26/2009) at age 49; a promising fullback who was paralyzed at age 18 after a speeding car struck him; returned to USC on a scholarship from the university’s Swim With Mike program for physically challenged athletes; helped coach football teams at Oceanside High School and Ranch Buena Vista High School in Vista.

Dr. Philip Guthrie Hoffman (M.A., history, ’42), Houston, TX (10/29/2009) at age 93; president emeritus of the University of Houston; former president of the Texas Medical Center; earned B.A. degree in business administration from Pacific Union College in 1938; earned Ph.D. in history from The Ohio State University in 1948; professional experience included faculty teaching posts and established himself as a scholar and teacher, and a kind and gracious colleague,” said USC College Dean Howard Gillman, professor of political science and Totten’s friend of 20 years. “His loss is deeply felt by all who knew him.”

George Oakley Totten III, Distinguished Professor Emeritus of Political Science, whose research promoted peace in the Pacific Rim and worldwide, has died. He was 86.

Totten died of heart failure March 2 at his daughter Vicken Totten’s home in Shaker Heights, Ohio. “My father loved people, and sharing his passion for world peace,” said daughter Linea Totten-Day.

Director of the USC Korea Project and founding director of the USC-UCLA Joint East Asian Language and Area Studies Center, Totten was former director of the USC East Asian Studies Center and Department of Political Science chair.

Fluent in Japanese, Swedish, Chinese, French and German, he authored, edited or translated 35 books and 80 articles related to East Asian politics.

Joining the College in 1965, he retired in 1992. He earned a USC Faculty Lifetime Achievement Award in 1996 and a year later delivered the Albert and Elaine Borchard Lecture: “What Can Be Done to Establish Peace and Stability in Northeast Asia?” “George was a wonderful scholar and teacher, and...” said USC College Dean Howard Gillman, professor of political science and Totten’s friend of 20 years. “His loss is deeply felt by all who knew him.”
C. Sylvester Whitaker Jr.

THE PROFESSOR EMERITUS AND FORMER DEAN OF SOCIAL SCIENCES WAS AN EXPERT IN THE POLITICAL DEVELOPMENT OF AFRICA.

C. Sylvester Whitaker Jr., professor emeritus of political science and former dean of social sciences, died in Waterville, Maine, on Nov. 29 following a struggle with cancer. He was 73.

Whitaker was an expert in the political development of Africa and throughout his career he made regular visits to Africa and wrote scholarly papers on its post-colonial conflicts. A noted analyst of comparative and international politics, he held appointments as dean of social sciences and director of the Center for Multiethnic and Transnational Studies in USC College.

“Dean Whitaker was a superb scholar and an exceptional administrator,” said Michael Preston, vice provost for strategic initiatives and professor of political science. “As a scholar he wrote one of the best books on political developments in Nigeria, *The Politics of Tradition*. Published in 1970, it has stood the test of time. Dean Whitaker served USC well, and I am delighted to have been able to call him my dean, as well as a very good friend.”

James C. Warf

THE DISTINGUISHED PROFESSOR EMERITUS WAS AN EXPERT ON NUCLEAR CHEMISTRY AND A PEACE ACTIVIST.

James C. Warf, a professor emeritus of nuclear chemistry considered a “citizen scientist” because of his work toward world peace, died Nov. 7. He was 91.

Warf, who joined USC College in 1948 and retired 40 years later, remained an active scholar until shortly before his diagnosis of metastatic cancer in June.

He died at his home in Franklin Hills, surrounded by his family, said son Curren Warf, associate professor of clinical pediatrics at the Keck School of Medicine of USC. In 2001, Warf earned a USC Faculty Lifetime Achievement Award and USC Distinguished Emeriti Award.

“My father was a very gentle, intelligent man who was concerned about poverty and human suffering,” his son said.

A Ph.D. student in the mid 1940s, Warf was a leader of analytical and inorganic chemistry on the Manhattan Project, which developed the first nuclear weapons during World War II.

After the United States’ atomic bombings of Hiroshima and Nagasaki in 1945, he helped found the Federation of American Scientists, created to warn people of the dangers of nuclear proliferation.

The College’s Larry Singer of chemistry added: “I think of James Warf as a citizen scientist.”
Couch Surfing
TURN BREAKING POINTS INTO TIPPING POINTS.

Some of our most beloved CEOs were once just couch-surfing college drop-outs, which is a ray of hope for anyone stuck in a rut or just tired of the ramen diet.

It was while Steve Jobs, CEO and co-founder of Apple, was bumming beds in his friends’ dorm rooms that he crashed a college calligraphy course, which inspired Apple’s font styles. It was during my house-sharing days — as a struggling single mother — that I launched my financial news company.

Don’t get me wrong. Having my USC diploma, an exceptional alumni network and the wisdom of the classes I took were all assets that helped me become a published author and No. 1 stock picker, but you feel more like an **a** than an asset when you are counting pennies to afford a fast-food burger.

And yet, these ridiculous, embarrassing, humbling moments of hardship are often the fuel of our most important, lasting and positive change. As an English literature graduate, I would have never dreamed of entering the world of personal finance, if I did not have to find a better way of budgeting and investing for myself after my divorce.

So “tough times” are the opportunity to reinvent ourselves, if we’re willing to reach out for help. Lend a hand; pull together. Think partner, not competitor. And couch surf.

Armed with these ideals, you too, might become the next USC VIP to use a breaking point as the “tipping point” of your life.

Couch Surf. According to Jobs, the seeds of Apple were quite humble. In a commencement address he delivered in 2005, he said, “It wasn’t all romantic. I didn’t have a dorm room, so I slept on the floor in friends’ rooms. I returned Coke bottles for the 5-cent deposits to buy food with, and I would walk the seven miles across town every Sunday night to get one good meal a week at the Hare Krishna temple. I loved it. And much of what I stumbled into by following my curiosity and intuition turned out to be priceless later on.”

Even if you don’t invent the iPhone, and your couch-surfing period returns little more than drool on a pillow, let Steve’s story give you the inspiration (and humor) you need to move forward.

INVEST FOR LIFETIME WEALTH. Buy and hold doesn’t work. Mutual funds don’t work. The Blue Chip Index has become the Bailout Index. If you’re freaked out about your losses (and who isn’t these days), understand that fear and loathing only create more problems. Turn instead to a winning game plan. What does work? Modern portfolio theory. Exchange traded funds. Rebalancing twice a year. Avoiding dying companies. Investing in products and services of tomorrow. Reach out for wisdom instead of blind faith when you are deciding which companies you will take ownership in through your Buy My Own Island Fund (formerly known as your IRA or 401(k)).

FIND ANOTHER ALTERNATIVE. One investment analyst has decided to volunteer her time at a local nonprofit organization. She is going to keep her skills sharp and learn some new chops, so that when she does get a job, she can enter one rung up the career ladder!

TAKE ONE FOR THE TEAM. There is a city in Connecticut where the staff has volunteered to take one day off every two weeks to cut costs. This has reduced expenses across the board and prevented layoffs.

REMEMBER THE CURRENCY OF A SMILE. Don’t underestimate the value of your positive energy and willingness to give. Mario, a waiter at a restaurant that I frequent, gets free L.A. Lakers seats, avocados and hands to move because he is so ready and willing with his time and energy.

Every cent you own and every moment you spend is always an investment, so be generous with your smiles, your charity, your creative solutions and even your couch-surfing, knowing that you are always walking toward a better life. ■

NATALIE PACE ’94, author of Put Your Money Where Your Heart Is (Vanguard Press, 2008), is featured in the movie, Spiritual Liberation and is CEO of a highly respected, independently owned financial news company. She has been ranked a No. 1 stock picker by TipsTraders.com and has been featured on CNBC, Forbes.com, Good Morning America, Fox News, and more. Check out her forensic, investigative financial reporting at NataliePace.com. Sign up for 30 days free at the Join Now link.

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Tommy Trojan, age 75, plans to donate a maturing $100,000 certificate of deposit to USC College. Because he would like to continue receiving income, he decides to fund a one-life USC Charitable Gift Annuity. The annuity will pay him a rate of 6.3%, or $6,300 per year. And there are further advantages!

For his $100,000 donation to establish the annuity, Tommy receives a charitable income tax deduction of $45,433. Because Tommy itemizes his tax deductions on his income tax return, he can use this deduction to reduce his current year’s income tax obligation. With Tommy’s 35 percent federal income tax rate, his tax savings is $15,902. In addition, for 13.4 years, the first $4,404 of his annual payments of $6,300 will be tax-free.

The gift annuity will therefore yield an effective rate of return of 10.3%. Plus, his gift may be designated to support any USC College department or program of his choosing.

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