Celebrate.

ON MARCH 23, 2011, the heart of the University of Southern California and the oldest, largest and most diverse academic unit within the university was named the USC Dana and David Dornsife College of Letters, Arts and Sciences. David and his wife Dana, longtime supporters of the university and international philanthropists, have given $200 million, the largest single gift in USC's history to name its college of letters, arts and sciences. PHOTO BY PHIL CHANNING

READ THE FULL STORY ON PAGE 18
WATCH VIDEOS FROM THE CELEBRATION AT DORNSIFE.USC.EDU/DORNSIFE.

A Gift that Gives
AND GIVES
BACK TO YOU

For guaranteed fixed income, you may want to consider a USC Charitable Gift Annuity.

Learn How...To create income for yourself while giving to USC Dornsife.

Tommy Trojan, age 75, plans to donate a maturing $100,000 certificate of deposit to USC Dornsife. 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 6.4%, or $6,400 per year. And there are further advantages!

For his $100,000 donation to establish the annuity, Tommy receives a charitable income tax deduction of $42,521. 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 $14,882. In addition, for 13.4 years, the first $4,825 of his annual payments of $6,400 will be tax-free.

The gift annuity will therefore have a taxable equivalent yield of 10.5%.

Plus, his gift may be designated to support any USC Dornsife department or program of his choosing.

Please contact Susan Wilcox, Associate Dean for USC Dornsife Advancement, by phone or e-mail swilcox@dornsife.usc.edu to discuss gift options and to obtain a copy of the university’s Suggested Bequest/Distribution Language. Deferred gift annuities for individuals under age 60 are also available for your consideration.

Good for You, Good for USC Dornsife

(213) 740-4994 dornsife.usc.edu/giving
One of the great pleasures of being Dean has been getting to know Dana and David Dornsife. During the past four years we have enjoyed many special moments together. We have shared our passions, talked about our travels (they have better stories!), and discussed the exciting world of letters, arts and sciences. Our friendship has meant a great deal to me and my wife Ellen.

Dana and David are incredibly smart, friendly, funny, genuine and gracious. When you first meet them, you are struck by their sincerity. You won’t immediately realize that you are in the presence of two of the greatest humanitarians and philanthropists of our time. Only when you learn about their world-changing projects will you realize they can also be extraordinarily determined, at least when it comes to the hard but essential work of making the world a better place.

We are so very grateful for their historic gift—the largest single gift in USC’s history and the largest naming gift in the history of higher education for a college of letters, arts and sciences. This rare gift of unrestricted endowment support for the heart of the university will expand core support for outstanding undergraduate education, distinguished Ph.D. programs, and world-class scholarly and creative research throughout the humanities, social sciences and sciences.

But we are just as grateful for the gift of their names. Their names will serve as an enduring inspiration to all faculty, students and staff who are part of the USC Dana and David Dornsife College of Letters, Arts and Sciences.

Their commitment represents an unprecedented show of confidence in the community of letters, arts and sciences. It reflects an abiding appreciation of the fact that research and teaching in our core disciplines are central to the cultivation and enrichment of the human mind and spirit and to the advancement of our community and our world.

Our task now is to do justice to their faith in our world of inquiry and discovery.

We begin by creating a new Dornsife Scholars Program to recognize outstanding graduating seniors from USC Dornsife whose academic achievements across all spheres of knowledge address basic questions of human value and vital social challenges facing our nation and the world.

We will remain vigilant to ensure that our scholarship addresses important questions and pushes the frontiers of knowledge in a way that has a lasting impact on our disciplines and our world. We will all work together to ensure that undergraduate education prepares our students to thrive in a rapidly changing world and inspires them to make a difference. Through our Ph.D. programs we will train new generations of scholars, who in turn will extend the endless cycle of inquiry, discovery and education.

All of us have a role to play—faculty, students, parents, staff, alumni, friends, and supporters. We are grateful inheritors of a great legacy, but we are also uniquely privileged to be part of this very special moment in USC’s history and in the history of higher education.

Let’s all commit to working together to do justice to this moment, so that we might build on this opportunity to achieve enduring distinction.

The Latin phrase scientia gratia hominis translates as “knowledge for the sake of humankind.” I think it is a wonderful sentiment. I believe it captures the importance and value of the world of letters, arts and sciences.

Now this world is graced with an inspirational name, which will be synonymous with scholarly inquiry in service of human enlightenment and progress: the USC Dana and David Dornsife College of Letters, Arts and Sciences.

HOWARD GILLMAN
DEAN OF USC DANA AND DAVID DORNSIFE COLLEGE OF LETTERS, ARTS AND SCIENCES
ANNA H. BING DEAN’S CHAIR
SPECIAL FOCUS:

Go Anywhere

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Heather Rosen ’97 forged a nontraditional path into the medical profession and came out a better doctor. BY LAURIE MOORE

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Jerry Buss, a 2010 inductee into the Basketball Hall of Fame, pays it forward by supporting his alma mater in the name of his mentors. BY SUSAN ANDREWS

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Steward of an island wilderness, Ann Muscat ’83 strives to find a balance between people and nature. BY LAURIE MOORE

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The daughter of self-educated immigrants, Celia C. Ayala ’76 ensures that Los Angeles County’s children receive a quality preschool education. BY AMBROSIA VIRAMONTES-BRODY

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Personal finance expert and best-selling author David Bach ’90 is on a mission to empower millions of Americans to live and finish rich. BY EMILY CAVALCANTI

dornsife.usc.edu Explore USC Dornsife’s Web site and video gallery for exciting new content.
Global Alliances
Joe Cerrell ‘01 rallies government and industry leaders to increase funding for international development. BY LAURIE MOORE

A Passion for Fashion
Mandana Dayani ‘03, on the runway track to success, projects glamour in front of and behind the camera. BY SUSAN ANDREWS

Pillar of Empowerment
Mark Ridley-Thomas ‘89 is a foremost advocate of neighborhood participation in government decision-making. Lucky for us his neighborhood includes USC. BY PAMELA J. JOHNSON

The Morale Booster
Sonia Narang ‘99 builds trust with employees. A furry critter gave her a lesson on that. BY PAMELA J. JOHNSON

Silver Screen Storyteller
Matthew Michael Carnahan ’95 scripts tales of politics, drama and international intrigue. BY MICHELLE SALZMAN

Firm Ambition
Lindsay Harrison ’00 was a rookie when she made her appellate debut at the highest court. She also changed the rules and saved a man’s life. BY PAMELA J. JOHNSON

Beam of Hope
Wayne Wu ’92 invests in the mechanics of medicine. BY MICHELLE SALZMAN

An (Air) Force of Nature
Born on a U.S. Air Force base, 59 years later Michael Donley ’77, ’78 is the Air Force’s top civilian leader. BY PAMELA J. JOHNSON

In Love, Will Travel
As a couple, Alex Peterson ’05 and Jennifer McCord ’06 are making careers out of service to the U.S. and the environment, around the world. BY MICHELLE SALZMAN

Winds of Fortune
Through their two companies, Alisa Rogers ’79 and her husband Philip have forever changed the wind energy industry. BY PAMELA J. JOHNSON

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The Road Much Traveled
As The Associated Press’ news editor for Georgia, Christina Almeida ’01 has seen it all.
The Stories of USC Dornsife Alumni

Each alumna or alumnus of USC Dana and David Dornsife College of Letters, Arts and Sciences leaves our community filled with special dreams and an inner hope for a fulfilling and beautiful life.

Great faculty, extraordinary research and study abroad opportunities, and a Trojan Family network are a formidable foundation paving a path for USC Dornsife students. As alumni, they pursue a variety of interesting and meaningful careers in which they make a difference in the world through intellect, compassion and initiative.

In this issue, you will read the stories of our alumni who, in various stages of their careers, have made a strong impact in their respective fields that include medicine, military, research, reporting, NBA franchise ownership, activism, environmentalism, law and fashion.

Graduates of USC Dornsife are prepared to meet the challenges of both the workplace and the biggest problems facing humankind today. Equipped with the tools of critical and original thinking, exceptional oral and written communication skills, problem-solving abilities and a capacity for lifelong learning, our graduates tackle anything and everything.

Our alumni have brought pride and economy to Los Angeles, honorably served our country, empowered others, enhanced quality of life and brought aesthetics and beauty to a world much in need.

No matter the wealth gained or personal recognition garnered for their high-impact careers, our alumni continue to pursue excellence and seek new and greater milestones. Each would define success differently, but in each individual definition you would find a true desire to give back and leave the world a better place than he or she found it.

The world of USC Dornsife has made a world of difference to our alumni and those fortunate to cross their paths.

SUSAN ANDREWS AND EMILY CAVALCANTI, OFFICE OF COMMUNICATION

On the Cover

In appreciation for their historic $200 million gift, Dana and David Dornsife (center) received the University Medallion, which has been presented only once before in USC’s history. USC Dornsife Dean Howard Gillman (left) and USC President C. L. Max Nikias (right) celebrated this momentous occasion with the Dornsifes. Read more on page 10.

COVER PHOTO BY PHIL CHANNING
STARS AND SUPPORTERS of the USC Shoah Foundation Institute for Visual History and Education came together Dec. 9 in Hollywood’s Kodak Theatre to honor film producer, CEO of DreamWorks Animation, philanthropist and humanitarian Jeffrey Katzenberg.

Steven Spielberg, founder of the USC Shoah Foundation Institute and honorary chair of the institute, compared Katzenberg to Jimmy Stewart’s character George Bailey in Frank Capra’s classic film *It’s a Wonderful Life*.

“Without Jeffrey as a part of our collective lifetimes,” Spielberg said, “I shudder to think of what Hollywood would be like today.”

Spielberg called Katzenberg a true visionary, who along with his family, is a firm believer in the word “yes,” citing a long list of his philanthropic leadership roles in the United States and around the world, where he has been a champion of charitable movements.

Receiving the Ambassador for Humanity Award, Katzenberg spoke of Spielberg’s seminal film *Schindler’s List* and its wonderful after-effects, including the establishment of the Shoah Foundation.

Calling the 52,000 testimonials in the institute’s archive a powerful, profound and permanent shout of never again, Katzenberg said that along with the cry “never again,” in his mind it is “ever again.”

“Ever again in large and small ways, people rise to the challenge and push back the darkness that happened in camps, battlegrounds, in attics and hiding places,” he said.

“Ever again good people do what is right and the world inches forward. Ever again we see it around us today in soup kitchens, the Haiti relief effort and the fight against AIDS.”

Katzenberg said that he was both inspired by stories in the institute’s archive and by the story of the institute itself.

Stephen Smith, executive director of the institute, gave a moving presentation interspersed with video segments featuring survivors. Singer and Oscar-winner Jennifer Hudson provided the evening’s entertainment and comedian Craig Ferguson hosted the gala.

“Our broad and diverse community of students and scholars is dedicated to honoring the hopes and aspirations of every single person who shared his or her testimony,” Dean Howard Gillman said. “We are all deeply grateful to the countless individuals, including Steven Spielberg and Jeffrey Katzenberg and organizations that have come together to support this invaluable education resource.”

Watch a video of the student-run polls at dornsife.usc.edu/uvote.
New USC Dornsife Appointments

PROFESSORS DONAL MANAHAN AND STEPHAN HAAS JOIN DEAN GILLMAN’S LEADERSHIP TEAM.

DEAN HOWARD GILLMAN has appointed Donal Manahan, professor of biological sciences, as the first vice dean for students in USC Dornsife and Stephan Haas, professor of physics and astronomy, as vice dean for research.

In his new role, Manahan oversees, expands and ensures the quality of student activities in USC Dornsife, including student advisement, the new USC Dornsife-Keck School of Medicine Academic and Advising Program, USC Dornsife Freshman Seminars (First-Year Investigations), supplemental instruction, USC Dornsife admission, and USC Dornsife’s signature speaker series The College Commons.

Manahan is working closely with Vice Dean for Academic Programs Steven Lamy to coordinate funding for USC Dornsife’s hallmark student research programs, SOAR (Student Opportunities for Academic Research) and SURF (Student Undergraduate Research Fund).

“I have taught in USC Dornsife for more than 25 years. I love teaching and collaborating with our amazing students,” Manahan said. “I look forward to expanding the wide array of opportunities that we currently offer in USC Dornsife to dramatically enhance the educational and co-curricular experiences of our students.”

In his new role, Haas is working with Vice Dean for Faculty Dani Byrd to develop and lead USC Dornsife-wide research initiatives, facilitate interdepartmental and cross-school research partnerships, oversee USC Dornsife research administration, and advise Gillman on allocation of research space and resources.

“I am glad to be part of a new era of exciting opportunities to serve the research community in USC Dornsife,” Haas said. —SA

New USCDornsife Appointments

“Our conversations this year have revolved around ‘Rethinking the Human’ — the enduring aspects of our humanity and those that change as our culture and knowledge change.”

William Thalmann, professor of classics and comparative literature and director of The College Commons, on the series’ 2010–11 theme. “Rethinking the Human” brought the USC community together for events including a conversation with The English Patient author Michael Ondaatje, a film screening with documentary filmmaker Jørgen Flindt Pedersen, and a discussion with USC Dornsife faculty and guests on robots and warfare.

For more information on The College Commons, visit dornsife.usc.edu/tcc.

New Director Named for the Wrigley Institute

ROBERTA MARINELLI SELECTED TO LEAD THE USC WRIGLEY INSTITUTE FOR ENVIRONMENTAL STUDIES.

Dean Howard Gillman has appointed Dr. Roberta Marinelli the new director of the USC Wrigley Institute for Environmental Studies, beginning in June 2011.

Marinelli will lead the institute’s research, education and outreach missions on the main USC campus in Los Angeles and its Santa Catalina Island facility, the Philip K. Wrigley Marine Science Center. She also will play a leadership role in planning and implementing an expansion of academic and research programs in environmental studies at USC.

Marinelli, since 2005, has served as the program director of the Antarctic Organisms and Ecosystems Program at the National Science Foundation, station representative at the Palmer and McMurdo stations in Antarctica, and as associate professor at the University of Maryland Center for Environmental Science. —SA

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The Dart Aphrodite

A RARE SCULPTURE IS DONATED TO THE ARCHAEOLOGICAL RESEARCH CENTER AND DISPLAYED IN THE RONALD TUTOR CAMPUS CENTER.

WHAT DOES THE RONALD Tutor Campus Center have in common with the Musée du Louvre? More than you might think.

Stephen Dart, G. Michael Dart and Jane Dart Tucker have donated the “Dart Aphrodite” — a Greco-Roman marble sculpture of the goddess’s head that dates between 100 B.C. and 100 A.D. — to the Archaeological Research Center at USC. The center in turn is sharing the sculpture with the campus community. Those walking down a hallway on the second floor of the Tutor Campus Center can view the “Dart Aphrodite,” a close cousin of a sculpture in the world’s most famous museum.

John Pollini, professor of art history and history, inspired the donation by writing a paper on the “Dart Aphrodite” a decade ago. When Jane O’Brien Dart, wife of former USC trustee Justin W. Dart and the owner of the sculpture, passed away in 2009, her son Stephen remembered Pollini’s essay and said they would like to give it to USC.

“Apart doing preliminary research on this previously unknown head of Aphrodite, I called Jane to tell her what I had discovered,” Pollini recalled. “Needless to say, she was delighted to learn about my findings.”

The “Dart Aphrodite” is considered an Arles-type depiction of the goddess because of its proportions, rounded features, chignon with hair band and graceful turn of the head.

The Louvre’s similar full-bodied Aphrodite statue was discovered in Arles, France, in 1651. Aside from the statue in the Louvre, the “Dart Aphrodite” — although missing its body — is the only known Arles-type marble head in existence.

“The appearance of this previously unknown head of the Arles Aphrodite type is an important addition to scholarship and the study of a sculptural type prized by both ancient Greek and Roman society,” Pollini said.

The Archaeological Research Center housed in USC Dornsife permanently loaned the rare piece through the Ronald Tutor Campus Center Art and Trojan Traditions program, which supports exhibitions and commissions for the new building. The “Dart Aphrodite” is displayed at the top of the Trojan Family Room staircase.

“Dart Aphrodite,” a Greco-Roman marble sculpture, dates between 100 B.C. and 100 A.D.

A Decade of Law, History and Culture

THE CENTER FOR LAW, HISTORY AND CULTURE CELEBRATES 10 YEARS OF SCHOLARSHIP.

Since 2001, the Center for Law, History and Culture, based in USC Gould School of Law and USC Dornsife, has worked to cultivate the interdisciplinary field of law and the humanities. The center has stood at the cusp of a relatively new academic discipline that studies law as a historical and cultural institution.

Through seminars, conferences and junior scholars programs, the center explores law’s position at the nexus of society from a variety of theoretical perspectives.

In honor of 10 years of scholarship, the center hosted a two-day conference in February to examine how law and memory intertwine to record the past. The event included a series of panel discussions featuring experts in legal theory, history, psychology, literature, communications and cultural studies who looked at law and memory in the context of war, legal trials, slavery, property and trauma.

Bringing together this community of scholars was exhilarating, according to Hilary Schor, professor of English, comparative literature, gender studies, and law.

“The joy of interdisciplinary work is that it’s often the most brilliant people who are most eager to take chances.”

For more information on the Center for Law, History and Culture, visit weblaw.usc.edu/centers/clhc.
“In a workshop, fellow writers can identify weaknesses in a story, often without reducing its writer to suicidal mush. Yet such civility is not always beneficial. In my experience, being reduced to mush provided a strong incentive not to repeat mistakes.”

MG LORD of the Master of Professional Writing (MPW) Program on the ingredients of a good writing workshop. Advice from Lord as well as her fellow MPW colleagues, Program Director Brighde Mullins and Madelyn Cain, was featured in the Los Angeles Times on Feb. 21.

“The question was whether that section had locked — accumulating strain — or was it slipping slowly. We now know that this is a plate boundary that was locked.”

THOMAS JORDAN, University Professor, W.M. Keck Foundation Chair in Geological Sciences, and director of the Southern California Earthquake Center, in a March 12 report in the Los Angeles Times on the massive 9.0-magnitude earthquake that hit off the east coast of Japan on March 11. Jordan said seismologists had been debating the fault’s potential to break, but they had little data to go on since the last earthquake of this magnitude along this plate boundary occurred more than 1,100 years ago.

“[He] wants to make sure they don’t cut the funding for Merida, in their zeal to cut.”

PAMELA STARR of international relations in a March 2 Washington Post article on Mexican President Felipe Calderon’s visit to the United States. According to Starr, Calderon’s most important meeting may have been with U.S. House Speaker John Boehner as this offered Mexico’s best opportunity to defend the next phase of the $1.4 billion U.S. Merida Initiative anti-drug aid plan.

“[N]o matter how modern and rational we like to think we are, we still need a little bit of magic in our lives. We still want to believe that there’s more to the world than meets our eyes.”

DEBORAH HARKNESS of history in a March 4 interview for National Public Radio affiliate WBUR Boston’s “On Point” about her best-selling novel A Discovery of Witches. (See page 50 for more information.)
THE ILLUSION OF THE CURVEBALL

Is the breaking curveball too good to be true?
Zhong-Lin Lu and his fellow researchers investigate.

BY CARL MARZIALI

URVEBALLS CURVE AND fast-balls go really fast, but new re- search suggests that no pitcher can make a curveball “break” or a fastball “rise.” Led by Zhong-Lin Lu of USC Dornsife and Arthur Shapiro of American University, the researchers reveal the illusion of the curveball’s break in a study in the journal PLoS ONE.

The study comes a year after the same group won the prize for best illusion at the Vision Sciences annual meeting with a demonstration of how an object falling in a straight line can seem to change direction.

That demonstration led to debates among baseball fans over the existence of the break in curveballs, breaking balls and sliders. There is no debate in the researchers’ minds.

“The curveball does curve, but the curve has been measured and shown to be gradual,” Shapiro said. “It’s always going to follow a parabolic path. But from a hitter’s point of view, an approaching ball can appear to break, drop or do a whole range of unusual behaviors.”

A little terminology: to many batters and pitchers, a break is a deviation from the fairly straight path of a fastball. In that sense, all curveballs break.

The authors of the study use the term to describe an apparent sudden drop or other change in trajectory as the ball nears home plate. That, they say, is an illusion.

The PLoS ONE study explains the illusion and relates the perceived size of the break to the shifting of the batter’s eye between central and peripheral vision.

“If the batter takes his eye off the ball by 10 degrees, the size of the break is about one foot,” said Lu, William M. Keck Chair in Cognitive Neuroscience and professor of psychology and biomedical engineering in USC Dornsife.

He explained that batters tend to switch from central to peripheral vision when the ball is about 20 feet away, or two-thirds of the way to home plate.

The eye’s peripheral vision lacks the ability to separate the motions of the spinning ball, Lu said. In particular, it gets confused by the combination of the ball’s velocity and spin.

The result is a gap between the ball’s trajec-
tory and the path as perceived by the batter.

The gap is small when the batter switches to peripheral vision, but gets larger as the ball travels the last 20 feet to home plate.

As the ball arrives at the plate, the batter switches back to central vision and sees it in a different spot than expected.

That perception of an abrupt change is the “break” in the curveball that frustrates batters.

“Depending on how much and when the batter’s eyes shift while tracking the ball, you can actually get a sizable break,” Lu said. “The difference between central and peripheral vision is key to understanding the break of the curveball.”

A similar illusion explains the “rising fastball,” Lu added.

The obvious remedy for a batter, repeated by parents and coaches everywhere, is to “keep your eye on the ball.”

That is easier said than done, according to the authors. As the ball nears home plate, its size in the batter’s field of view spills out of the eye’s central vision.

Lu noted that the spin of the ball tends to draw the eye to the side, making it even harder for the batter to keep the ball in central vision.

His advice to hitters: “Don’t trust your eyes. Know the limitations of your visual system. This is something that can be trained, probably.”

Responding to comments from baseball fans, Lu agreed that on television, pitches filmed from behind home plate appear to break. He called it a “geometric illusion” based on the fact that for the first part of a pitch, the viewer sees little or no vertical drop.

The ball is falling at the same rate throughout the pitch, Lu said, but because the pitcher tosses the ball at a slight upward angle, the first part of the pitch appears more or less flat. As a result, the drop of the ball near home plate surprises the eye.

For Shapiro and Lu, who have studied visual perception for many years, the PLoS ONE results go beyond baseball.

“Humans constantly shift objects between central and peripheral vision and may encounter effects like the curveball’s break regularly,” the authors wrote. “Peripheral vision’s inability to separate different visual signals may have far-reaching implications in understanding human visual perception and functional vision in daily life.”

Watch a video on the mechanics of pitching at dornsife.usc.edu/pitch.
Given the importance of the College of Letters, Arts and Sciences and given the diversity of its disciplines, I’m not exaggerating when I say that the naming of the College is like naming a university. Dana and David Dornsife have in essence named the core of our entire university.” —PRESIDENT C. L. MAX NIKIAS
On March 23, 2011, USC Board of Trustees Chair Edward P. Roski Jr., President C. L. Max Nikias and Dean Howard Gillman presided over a spectacular ceremony including a stage set representing the archetypal USC classical building. With the majestic notes of the USC Trojan Marching Band ringing loud and proud as it played the "Reign of Troy," the heart of the university became officially known as the USC Dana and David Dornsife College of Letters, Arts and Sciences.

During the Bovard Auditorium ceremony, Nikias presented Dana and David Dornsife with the University Medallion, the highest honor given to those who have made major contributions to the university. The award has only been given once before, in 1994, to the late Walter Annenberg.

As the words — USC Dana and David Dornsife College of Letters, Arts and Sciences — fired across the stage in a dramatic lighting display, the full-capacity crowd ignited in excitement and pride.

All who spoke sang the praises of Dana and David, longtime supporters of the university and international philanthropists. They have given the largest single gift in USC’s history — $200 million — to name its college of letters, arts and sciences.

“I spent a good deal of time when I was a USC student in Mudd Hall’s Hoose Library because it is interesting, beautiful and inspiring,” David said. “Today the library is exactly the same as it was when I was a student. But never once did I think when I was walking its floors that it would one day be part of USC Dornsife.”

>>
David is a USC Presidential Associate, a USC trustee, vice president of the Hedco Foundation, and chairman of the board of the USC Brain and Creativity Institute.

“The innovation and quest for excellence that I see in USC’s faculty and students has impressed me,” Dana said. “They are fine stewards of the funds we have provided and bold visionaries who will bring forward ideas and innovation that others might not.”

Dana earned her bachelor’s degree in business from Drexel University. She is a board member of the USC Brain and Creativity Institute and the USC-Huntington Institutes, and is president and founder of Lazarex Cancer Foundation.

“This historic investment by Dana and David in USC’s humanities, social sciences and sciences — the largest naming gift in the history of higher education for a college of letters, arts and sciences — is both transformational and inspirational,” Nikias said.

The unprecedented gift will expand core support for world-class scholarly research, outstanding Ph.D. training, and distinguished undergraduate programs throughout USC Dornsife.

“The Dornsifes’ commitment to improving our world will be a permanent source of inspiration for our faculty, students, staff and alumni,” said Gillman.

David, the president of the Herrick Corporation, the largest steel fabricator on the West Coast, provides the steel for many of the buildings forming the Los Angeles, San Francisco and other city skylines. He said his ability to run his company and oversee multiple outreach projects is due in large part to having a wonderful partner in Dana.

Dana said that she and David understand gratitude. “I think the two of us together are one plus one equals 10,” she explained. “We have a common desire to use our blessings in a way that makes the world a better place.”

The Dornsifes believe higher education is the best hope for solving the biggest problems facing the world today. “Dana and I gave this gift because we firmly believe the College is the best place to creatively address these significant challenges.”

Dana and David have carried on a legacy of giving to the university begun by his parents Ester and Harold. With only 18 cents in his pocket, Harold followed his compass westward in 1934. Harold’s long over-the-road journey to USC in a Studebaker turned into a real-life tale of the quintessential Trojan Family. Gaining entry to USC by way of a basketball scholarship, he used his enterprising nature to finance his trip from rural Indiana to Southern California by dropping off a factory-minted car to its new owner. Harold later earned a bachelor’s degree in 1938 and a master’s of science in 1942.

Harold, an engineering major, met his future wife Ester, a pre-med student in the College, on the steps of Bridge Hall.

David said that his parents actually met a few days earlier at a USC-Cal football game after-party dance. They both pretended to be from Cal, temporarily suspending their Trojan allegiance, as a result of USC’s defeat.

“They had enjoyed each other’s company and were pleased to find the other at USC,” David continued.

Ester and Harold married and had a son, David, and a daughter, Dody Jernstedt. David, accepted at both the University of California, Berkeley and the University of Oregon, chose USC where he studied business and graduated in 1965. Originally intending to play football, David opted for the shot-put and was a member of USC’s two-time national championship track and field team.

Ester and Harold were the lead donors for the Hedco Neurosciences
Building, the Hedco Auditorium, and the Hedco Petroleum and Chemical Molecular Biology Laboratories.

Ester was keenly interested in following the neurosciences. After she became wheelchair-bound, she asked David to attend the annual conferences in the neuroscience buildings on behalf of the family. “While attending these events, I got to know several of the professors very well, finding their research fascinating and my association with them enjoyable,” David said.

Along with David’s sister Dody, the next big step in their alliance with USC was the naming of two professorships in the neurosciences in memory of their parents: the Ester P. Dornsife Chair in Biological Sciences, held by Norman Arnheim, and the Harold W. Dornsife Chair in Neurosciences, held by Irving Biederman.

“In getting to know Norm and Irv, I soon realized that their work would greatly benefit from the addition of an imaging center on campus,” David said. In 2003, Dana and David provided the lead gift to establish the state-of-the-art Dana and David Dornsife Cognitive Neuroscience Imaging Center in USC Dornsife that houses a powerful brain-imaging scanner.

The center also was pivotal to USC Dornsife’s successful recruitment of pioneering neuroscientists Antonio Damasio and Hanna Damasio. The Dornsifes provided funding to endow chairs for the Damasisos: Antonio holds the David Dornsife Chair in Neuroscience and Hanna the Dana Dornsife Chair in Neuroscience.

In 2008, Dana and David were the guest speakers at a Visions and Voices signature event: “Safari of the Soul: The Quest for Water in Africa.” “After the lecture we were inundated by students who wanted to help others and asked us how to take the next steps. Dana and I are amazed and excited about what’s happening with this generation,” David said.

The Dornsifes marvel at how today’s students want to make a difference in the world at such an early age. David recalled that he was 38 or 39 when he first traveled to Africa. “I have been to Africa about 30 times since and we have helped to bring water to hundreds of thousands of people through World Vision,” he said. “This is part of what it means to be a citizen of the world.”

When visiting their home, it is abundantly clear that Dana and David appreciate and embrace world cultures.

As diverse and worldly as the Dornsife home is, so is the gamut of their philanthropic leadership, which extends beyond water-drilling in Africa and includes research associated with Alzheimer’s Disease, the Yosemite Conservancy, and support for those with end-stage cancer seeking medical breakthroughs through FDA clinical trials.

Recently the Dornsifes completed a world tour through the Smithsonian that they liken to a bird’s-eye tour of USC Dornsife. “We were guided or lectured on anthropology, art history, biological sciences, classics, earth sciences, East Asian studies and cultures, environmental studies, history, international relations, philosophy, political science, religion and while we were in Peru, we spoke Spanish — all disciplines of USC Dornsife,” David said.

Traveling the world, the Dornsifes know firsthand the significance of having access to the wide range of academic disciplines of USC Dornsife. “History is critical,” David said. “Understanding the arts and how the Earth formed is essential. Gaining knowledge of the political implications of different societies and how it informs political and economic systems is of great consequence. Learning about the lost civilizations in Cambodia and observing Angkor Wat and what happened there — all of this is vitally important to our global community and helps our students be better citizens and world changers.”

USC will also create a new Dornsife Scholars Program to recognize outstanding graduating seniors from USC Dornsife who pursue scholarly inquiry and progress on pressing social challenges for the nation and the world. The new Dornsife Scholar designation joins the university’s current undergraduate recognition programs, including: Renaissance Scholars, Discovery Scholars and Global Scholars.

“The more that we do, the more that we get involved, the more that we are enriched by others and new experiences,” Dana said. “The Dornsifes wholly subscribe to the philosophy of the more you give the more you get back.”

“We think this is a tremendous opportunity and we are excited about the energy that we see and feel. We believe in our hearts that what is going to happen here at USC in the years to come will be nothing short of phenomenal.”

—DAVID DORNSIFE

“We think this is a tremendous opportunity and we are excited about the energy that we see and feel. We believe in our hearts that what is going to happen here at USC in the years to come will be nothing short of phenomenal.”

To learn more about Dana and David Dornsife and to watch videos of the historic celebration, visit dornsife.usc.edu/dornsife.
STHE USC TROJANS prepared to play the California Bears at the Los Angeles Memorial Coliseum last fall, there was another face-off scheduled on campus: Weston Rowland vs. Ronald Dworkin. As part of his “Philosophy of Law” midterm, Rowland, a USC Dornsife junior, was asked to go head-to-head with Dworkin, a pre-eminent scholar in constitutional law. The arena was chapter six of Dworkin’s *Law’s Empire*.

For Rowland, identifying the successes and failures of Dworkin’s argument regarding an associative obligation to obey the law because of a shared set of responsibilities between family or neighbors, was exhilarating.

“And, besides generally being a lot of fun,” Rowland said, “the skill of critical reading — the use of reasoning to find problems and solutions within a written work — is a pivotal skill in the American legal system and beyond.”

This, as professor Andrei Marmor pointed out, is exactly the foundation for USC Dornsife’s new interdisciplinary major in philosophy, politics and law (PPL).

“Philosophy teaches you to read a text carefully and critically,” said Marmor, professor of philosophy in USC Dornsife and Maurice Jones Jr. Professor of Law in the USC Gould School of Law. “It teaches you to extract the argument from a text and to closely examine that argument’s premises and how these are related to the conclusion. When you learn to use the tools of philosophy, you can apply them to any subject.”

The PPL major, which is offered through USC Dornsife’s School of Philosophy, allows students to select from a range of courses in nine areas including logic; moral and political philosophy; constitutional politics; history of philosophy; and politics, law and public policy. “Concepts in American Law,” a course tailored specifically to PPL students, was offered for the first time through the USC Gould School of Law this spring.

Marmor, who is also the program’s faculty adviser and director of the USC Center for Law and Philosophy, noted that the initial inspiration behind creating the program was the philosophy, politics and economics major that Oxford University first offered in the 1920s.

Like Oxford’s design, USC Dornsife’s PPL program combines the skills and analytical rigor of philosophy with a broader background in politics and social issues. However, Marmor and his colleagues believe law rather than economics more closely matches the expertise required in the study of philosophy and politics. “USC has taken the lead in combining philosophy and politics with law and we believe it’s a better fit,” he said.

Last year, the School of Philosophy revised its undergraduate program. Due to the overlap with the new PPL major, the ethics, law and value theory emphasis is no longer being offered after the 2010–11 academic year. Students now have the option of earning a bachelor of arts in philosophy or philosophy, politics and law, and both may be taken with honors.

ForRowland, a transfer student from Tucson, Ariz., the PPL major was primarily what attracted him to USC.

“There aren’t many programs that offer a tri-focus on philosophy, politics and law,” he said. “It’s true the PPL program can teach you how to be a politician or a lawyer. But more so, through a comprehensive, interdisciplinary education, the major teaches you how to be a good politician or a good lawyer.”

Rowland joins more than 100 USC Dornsife students who have selected the PPL major since it debuted in Fall 2009.

Among them is first-year student Marissa Roy from Pasadena, Calif., who said she was drawn to USC Dornsife’s vibrant academic environment that supports unique programs.
“Philosophy teaches you to read a text carefully and critically. It teaches you to extract the argument from a text and to closely examine that argument’s premises and how these are related to the conclusion. When you learn to use the tools of philosophy, you can apply them to any subject.”

such as PPL.

“The world demands a more well-rounded education,” she said. “And having the ability to take a bunch of different classes in several areas that all relate and culminate in one college experience is amazing.”

While both Rowland and Roy plan to pursue careers in law, Marmor cautions that the objective of the PPL program was not exclusively to create a “mini law school.”

“It would be a mistake to regard PPL as just a pre-law type of undergraduate education,” he said. “I think it’s one of the best pre-law undergraduate programs out there, but we designed PPL with enough flexibility and with enough breadth so as not to constrain graduates in the major.”

In addition to law school, PPL graduates may go on, for example, to careers in public service or politics; or they may opt to attend graduate school in philosophy or political science.

“Law and politics involve so much more than applying fact; it’s about analyzing situations and trying to figure out how to deal with them,” Roy said. “Some might say that a strong grounding in philosophy is archaic, but I believe it is the key to understanding and overcoming modern crises whatever your chosen field might be.”

WRITING CLASS TAKES ON

CYBERBULLYING

In response to the devastating string of recent LGBT teen suicides, a group of students and advisers in one Writing 340 course have created a service project for victims of cyberbullying. The class, taught by Mark Marino, assistant professor of writing, focuses on writing in 21st-century contexts, including blogs, enriched by new media technology. Appropriately, their coinciding service project called “@Wall Watch” serves not only as a rewarding endeavor, but also as a practical application for their lessons.

Integrating contemporary media from all angles, @Wall Watch crosses many platforms smoothly: from a Facebook page (hence the “wall” in @Wall Watch) and home domain, to a YouTube channel and Twitter account, @Wall Watch has its bases covered. The main @Wall Watch homepage, wallwatch.sosclassroom.org, uses blogging software and provides helpful and comforting resources in an organized and accessible way, aggregating tools, tweets, videos, links, posts, and more as reference tools and consolation for victims of cyberbullying.

The members of @Wall Watch also petitioned Facebook directly and requested that the site allow the flagging of comments and status messages that may be considered offensive or insensitive. Marino and the students are in contact with a Facebook employee regarding the issue, but in the meantime, user-friendly privacy tutorials and tagging instructions can be found on the group’s homepage, along with many other LGBT bullying and general cyberbullying resources.

What sets @Wall Watch apart from similar projects is that — beyond its immediate conceptual goals — the project aims for user-friendliness and accessibility so victims of cyberbullying quickly find a safe, tolerant haven where they feel supported and cared for. Online discussions are encouraged and resources are abundant. On Facebook, victims and their friends are encouraged to tag the community page when they detect ill feeling and a tutorial on how to do so is available on the project’s Facebook page and YouTube channel. @Wall Watch administrators can then see the offense, and all offensive tags can be aggregated together to increase awareness and spread the word.

In developing the project, the class consulted experts in emerging media forms as well as the study of bullying as a social phenomenon. Additionally, students presented a lesson plan on bullying, both on and offline, to New Los Angeles Charter School. —SKYE McILVAINE-JONES ’12

For more information on the @WallWatch project, visit wallwatch.sosclassroom.org.
FACULTY IN USC Dornsife’s Department of Biological Sciences earned exceptionally high priority scores from the National Institutes of Health (NIH) during the past year, which will translate to generous funding for their diverse, cutting-edge research projects.

An unprecedented five professors in molecular and computational biology (MCB) will receive grants from the NIH: Myron Goodman, Susan Forsburg, Norman Arnheim, Sergey Nuzhdin and Frank Alber. All will be funded by NIH including several who have received specific dollar amounts and project timeframes for their proposals.

According to the NIH’s Website, each scored grant application is assigned a single, global priority score that reflects the proposed project’s scientific and technical merit based on consideration of the five review criteria: significance, approach, innovation, investigator and environment.

The proposals were enthusiastically received by NIH with four of the five receiving percentile rankings ranging from 2 to 7 percent.

The proposal submitted by Myron Goodman, professor of biological sciences and chemistry, resulted in a more than $2 million award for a biochemical study on error correction in DNA synthesis that focuses on the enzymes called polymerases.

Goodman explained that DNA polymerases replicate parental DNA so that when a cell divides, “It would seem prudent to regulate the access of such low fidelity polymerases to DNA to avoid generating a mutational catastrophe.”

—MYRON GOODMAN, PROFESSOR OF BIOLOGICAL SCIENCES AND CHEMISTRY
a duplicate and accurate copy of an organism’s genome passes on to the daughter cell. However, specialized DNA polymerases exist that are deliberately inaccurate, enabling these “sloppier copiers” to replicate damaged DNA and generate mutations that can enhance a cell’s fitness in times of stress.

“IT would seem prudent to regulate the access of such low fidelity polymerases to DNA to avoid generating a mutational catastrophe,” Goodman said.

The discovery in Goodman’s laboratory of an error-prone DNA polymerase in the bacteria *Escherichia coli* that can be activated, deactivated and reactivated offers a new way to regulate mutagenesis. This type of on-off-on switch has never been seen for any high or low fidelity DNA polymerase.

Susan Forsburg, professor of biological sciences, will investigate how cells in meiosis respond to DNA damage. Forsburg noted that a substantial fraction of birth defects result from chromosomal defects in meiosis, the process that produces eggs and sperm. Her team of researchers will use genetics and cell biology in simple yeast to study how chromosomes in meiosis are protected from DNA damage that may contribute to meiotic defects.

“Our goal is to identify conserved proteins that protect meiotic cells from defects that could contribute to birth defects,” Forsburg said.

Norman Arnheim, Distinguished Professor, Ester P. Dornsife Chair in Biological Sciences, and professor of biological sciences and biochemistry, and co-investigator Assistant Research Professor of Biological Sciences Peter Calabrese were awarded a more than $2 million grant to examine specific inherited human disease mutations causing thyroid cancer that arise with increasing frequency as men age.

“We found that cells of the testis that experience such a mutation form clusters that increase in size with the man’s age and produce sperm that carry an ever-increasing proportion of the disease mutation,” Arnheim said.

Arnheim’s current project aims to identify additional genetic diseases that have this property. The research duo are also interested in elucidating the molecular mechanisms that explain how normal testis cells acquire this unusual property when they become mutated.

Frank Alber, assistant professor of biological sciences, and his team of researchers will develop methods for studying how protein complexes distribute in the cell at different points in time.

According to Alber, knowing the spatial and temporal organization of the proteome at a cellular level is essential to understanding how these macromolecules perform their biological functions.

“The proposed methods will significantly contribute to knowledge in this area of research and will have strong relevance to public health,” Alber said. He noted that proteins need to appear in exact places at exact times to accomplish their roles — any discrepancies may lead to diseases.

Sergey Nuzhdin, a population genomicsist and professor of biological sciences, underscores that MCB’s success correlates to a high level of collaboration among faculty, citing his work with developmental biologist and co-investigator Michelle Arbeitman, Gabian Assistant Professor of Biological Sciences.

“If the technology she generated, there was zero success probability that I could have generated the questions for my proposed study,” Nuzhdin said.

Nuzhdin, who was funded for $1.6 million, will investigate how genetic differences cause alterations in neural functions that ultimately cause variability in social learning. “Although common across taxa, social learning requires the integration of associative learning, memory and social behavior (LMS), and these vary considerably among individuals within a species,” Nuzhdin said.

To address this question, genes and neural circuits must be identified that play a role in LMS. Nuzhdin’s team will analyze the molecular-genetic basis that underlies individual differences in LMS in the fruit fly *Drosophila melanogaster*. Flies, social animals that aggregate in large groups, are used extensively as a model to study the genetic basis of development, behavior and learning.

“We believe our inferences will illuminate through individual genotype synthesis of genetic, molecular and behavioral information, the range of LMS variation maintained in natural populations of flies,” Nuzhdin said. “This insight will ultimately help decipher aspects of the population genetics of social learning in humans and other social organisms.”

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Watch videos on MCB faculty at dornsife.usc.edu/videos.
HISSUMMER, when you sip on a tall glass of ice-cold lemonade and the tartness smacks your tongue, consider the power of sour.

Of the five taste sensations—sweet, bitter, sour, salty and umami—sour is arguably the strongest yet the least understood. Sour is the sensation evoked by substances that are acidic, such as lemons and pickles, and the more acidic the substance the more sour the taste. But how acids, and the protons they release, activate the taste system has been beyond comprehension.

Emily Liman, associate professor of neurobiology, and her team have discovered one way that cells responsive to sour tastes detect protons.

They expected to find sour protons binding on the outside of the cell opening a pore in the membrane that allowed sodium to enter the cell, producing an electrical response. That electrical response would be transmitted to the brain.

Instead, they found that the protons released by sour substances were not binding to the cell’s exterior but were entering the cell. Their research revealed that it is the entry of the protons into the cell that causes the electrical change. Liman’s research was published and highlighted on Nov. 24 in the Proceedings of the National Academy of Sciences (PNAS) journal.

The paper was co-written by neuroscience Ph.D. student Rui B. Chang and research specialist Hang Waters, the latter now at the National Institutes of Health.

“In order to understand how sour works, we need to understand how the sour-responsive cells detect the protons,” Liman said. “In the past, it’s been difficult to address this question because the taste buds on the tongue are heterogeneous. Among the 50 or so cells in each taste bud there are cells responding to each of the five tastes. But if we want to know how sour works, we need to measure activity specifically in the sour sensitive taste cells and determine what is special about them that allows them to respond to protons.”

Liman and her team created genetically modified mice and marked their sour cells with a yellow fluorescent protein. Then they recorded the electrical responses from just those cells to protons.

The ability to sense protons with a mechanism that does not rely on sodium entry has important implications for how different tastes interact, Liman speculates.

“This mechanism is very appropriate for the taste system because we can eat something that has a lot of protons and not much sodium or other ions, and the taste system will still be able to detect sour,” she said. “It makes sense that nature would have built a taste cell like this, so as not to confuse salty with sour.”

In the future, the research may have practical applications for cooks and the food industry. “We’re at the early stages of identifying the molecules that contribute to sour taste,” Liman said. “Once we’ve understood the nature of the molecules that sense sour, we can start thinking about how they might be modified and how that might change the way things taste. We may also find that the number or function of these molecules changes during the course of development or during aging.”

Emily Liman, associate professor of neurobiology, and neuroscience Ph.D. student Rui B. Chang’s research on how people taste sour appeared in the Proceedings of the National Academy of Sciences journal.

Watch a video on Emily Liman’s research at domsife.usc.edu/sour.
Matovu studied abroad in Kenya because the program there emphasized postcolonial and political history in East Africa, which aligned with her academic interests. When she arrived, Matovu was confronted with the harsh world of poverty and a generation of young people with great potential but few opportunities.

“I had always been active on campus with volunteering and other activities, but I didn’t have a global outlook until I went to Africa,” Matovu said.

After she graduated with a degree in political science and African American studies in May 2008, Matovu returned to volunteer with a nonprofit in Uganda. Within a few weeks, however, she realized she had her own vision: to create an organization for young people, managed by young people.

To make her dream a reality, Matovu, along with fellow volunteer and now-husband Abraham Matovu, co-founded AGYA in Kampala, Uganda. Together, they created a free community center where youth from the slums surrounding Kampala can gather in a nurturing and educational environment. There, Matovu, her husband and a team of Ugandan youth volunteers offer a free lunch program, an after-school program, and a girls program.

For the youth in the community, hunger is a very real problem — one that drives them to drastic measures. “One of the main issues here is drug abuse,” Matovu said. “Kids are sniffing glue and petrol to get high because it makes them not feel as hungry.”

Any youth who is active in the center’s programs is provided a free meal and clean drinking water, the latter of which has cut down on the impact of water-borne illnesses that often plague the community.

The organization’s after-school program offers innovative classes for youth, including textile design, art, computer skills, creative writing and dance. With support from the Clinton Global Initiative University, AGYA received funding for a recording studio where youth can learn how to record and produce their own music.

AGYA’s full name means “knowledge is power” in the Ugandan national language Luganda, and Matovu’s goal is to help the youth become empowered by their newfound skills and creativity.

“We want to let kids know that they don’t have to limit themselves,” Matovu said. “They can be entrepreneurs. They can come up with their own ideas and create their own market.”

The center partnered with the Century City Alumnae Chapter of the sorority Delta Sigma Theta to create the girls program, which provides academic scholarships to local high school girls to keep them in school and reduce the rate of early marriages and teen pregnancy.

Overall, Matovu estimates that about 800 children and young men and women participate in AGYA’s programs. In the next year, her goal is to expand her reach to more youth and open another community center in Gulu in northern Uganda.

“I would love if we had 15 community centers in the next 20 years,” Matovu said. “But the most immediate need is in Gulu.”

She also hopes to open a children’s village in the next few years, a place where Matovu and volunteers can care for kids who have been abandoned, or who have lost parents to illness.

“There are times when I feel like this is so difficult, and maybe I’m not the right person to do this,” she said. “Some of these tasks are so daunting, and all of these kids are looking at you as the person who’s going to help them escape the cycle of poverty.”

Matovu was honored at Glamour magazine’s 20th annual Women of the Year Ceremony at Carnegie Hall on Nov. 8. After meeting her fellow 19 honorees and seeing other powerful women including President of Liberia Ellen Johnson Sirleaf, Oprah Winfrey, and Queen Rania of Jordan, Matovu flew back to Uganda the following day with renewed energy.

“I wouldn’t be doing this if not for the experiences I had at USC,” Matovu said. “I’m trying to make USC proud with the work I do.”

To learn more about AGYA, visit amagezigemaanyi.blogspot.com.
THE LATIN NOUN ALUMNUS DERIVES FROM THE VERB ALERE “TO NOURISH.”

USC Dornsife nourishes critical thinking. Ours is a liberal arts community that nourishes ideals, nourishes a passion to live with integrity and meaning.

And our alumni go on to nourish the world.

In the pages that follow you’ll find the man behind the purple and gold — Jerry Buss ’57 who went from chemistry teacher to owner of the Los Angeles Lakers.

Celia C. Ayala ’76 grew up in Mexico and is now a CEO working on behalf of children. A construction worker’s son, Mark Ridley-Thomas ’89 has been an elected official on the local, state and county levels.

We think these 15 stories will nourish your sense of wonder — of all that is possible in the realm of letters, arts and sciences.

PROFILES BY SUSAN ANDREWS, EMILY CAVALCANTI, PAMELA J. JOHNSON, LAURIE MOORE, MICHELLE SALZMAN & AMBROSIA VIRAMONTES-BRODY
Unlike many of her peers, Heather Rosen didn’t always know she wanted to be a doctor.

Now a seventh-year general surgery resident, it’s hard to imagine Rosen as anything else. In her crisp white coat and blue scrubs, Rosen strides briskly down the hallways of the hospital, comfortable in her environment yet alert and on-call.

But when she came to USC Dornsife as an undergraduate, she was undecided. Very undecided.

To find her niche, Rosen explored courses from literature to ceramics and eventually declared a French major. Upon graduation, however, she realized a career in the field wasn’t the right fit for her.

Coming from a family of physicians, Rosen began to consider a career in medicine. She returned to USC Dornsife in 1997 and took an organic chemistry class taught by Larry Singer, professor of chemistry.

“Larry and I started a dialogue about how there weren’t any programs to help people like me get into medical school,” Rosen said.

As a result, Singer and Rosen founded the USC Post Baccalaureate Premedical Program to support graduates without formal science backgrounds who want to pursue medical careers.

Rosen graduated from the Keck School of Medicine of USC in 2004 and earned a master’s degree from the Harvard School of Public Health in 2008. She currently oversees patient care, performs surgeries and manages residents at the USC University Hospital and the LAC+USC Hospital. In July, she will begin a fellowship in plastic and reconstructive surgery at Vanderbilt University Medical Center.

Her background in writing and speaking extensively in French and English helps Rosen communicate with her patients more effectively. “People always ask me, ‘if you had to do it over again, would you be a science major?’ And I say, ‘No, I’m happy with the road I took. It made me better.’”

In late 2010, Rosen treated a young boy who entered the trauma ward with injuries so extensive he was unidentifiable. So, months later, when she was stopped outside the hospital by a woman who thanked Rosen for helping her son, it took Rosen a moment to recognize the same boy smiling up at her.

“He shook my hand,” Rosen said. “This is why I do my job. This boy is alive and well, and the family is a family again.”

Every one of her patients has made a mark on her life, Rosen said. “They’ve all been woven into the fabric of who I am as a physician.”
I n his best-selling book *Good to Great*, business consultant Jim Collins advises organizations to get the right people on the bus and the wrong people off. When it comes to Los Angeles, the Lakers and USC, Jerry Buss is either in the driver’s seat or sitting up front.

Born in Salt Lake City, Utah, in 1934, Gerald Hatten “Jerry” Buss worked his way through the University of Wyoming in two and a half years before beginning his lifelong journey at USC. By the age of 24, Buss, always on the fast track, had earned an M.S. and a Ph.D. in physical chemistry.

Studying chemistry in USC Dornsife prepared Buss for work as a government chemist and then as an aerospace chemist. An educator at heart, he soon began teaching chemistry in USC Dornsife and, to support his life as a professor, began investing in L.A. property with longtime business partner Frank Mariani.

In the ’60s, Buss made the first of a string of smart investments in West Los Angeles real estate through the purchase of an apartment building with five friends for $6,000. He continued to buy and sell numerous properties including the Pickfair Mansion, the honeymoon home of actor Douglas Fairbanks and actress Mary Pickford. 

Jerry Buss, a 2010 inductee into the Basketball Hall of Fame, pays it forward by supporting his alma mater in the name of his mentors.

THE MAN BEHIND THE PURPLE & GOLD

BY SUSAN ANDREWS

“Having a doctoral degree has given me an audience I might not have enjoyed, which is also the case when someone is introduced as a graduate of USC — you gain an immediate credibility.”

GERALD “JERRY” BUSS

[PH.D., CHEMISTRY, ’57]

OWNER, LOS ANGELES LAKERS

LOS ANGELES, CALIF.
“He has owned the team 31 years and they have been in the NBA Finals 16 times — luck doesn’t last that long.” — NBA COMMISSIONER DAVID STERN

In 1979 Buss purchased the Lakers, the Los Angeles Kings of the National Hockey League, the Forum, and a large ranch from Jack Kent Cooke for $67.5 million, which made the deal the largest transaction in sports history at that time.

“I was interested in buying the Dodgers and before that I had tried to buy a football team several times,” he said, “but teams don’t change hands often in a large community like Los Angeles.”

For basketball fans everywhere, it was fortuitous that Buss and the Lakers came together.

Applying an innovative style of ownership and an intuitive sense of marketing and promotion, Buss has changed the face of the league and been the indomitable force behind the Lakers’ 10 NBA championships.

As a testament to NBA changes through the decades, Buss said, “The first player contract I signed was for $240,000 and the last one I signed was for $25 million. The finals used to be taped delayed and played later at night. Now they are one of the highest-rated shows on television.”

Buss firmly believes that a structured university education and a degree in the liberal arts prepare students for the workplace and to communicate effectively with others. “You may not use a history major every day, but you know what’s going on in the world, you read papers, you watch television, you understand.”

Great mentoring is another quintessential gift of education that keeps on giving, said Buss.

Though some people may find the storyline of the popular film Pay It Forward overly sentimental and optimistic, Buss says it is his real life experience.

After becoming a success, Buss made a special effort to do something for his first mentor Walt Garrett, a high school chemistry teacher and the primary impetus for Buss’ decision to attend college. “I asked Walt what I could do to repay him for the guidance and confidence he bestowed on me, and in essence he told me to ‘pay it forward.’”

While studying at USC, Buss encountered two more influential mentors who recognized his talent and intelligence: USC Dornsife professors of chemistry Sydney Benson and David Dows.

Buss said that mentors can play different roles in a life and can be inspiring in nuanced ways. “Sydney is a genius and I looked up to him like he lived in the clouds — he inspires you, and you decide you have to work harder to reach heights that he has attained himself.”

Buss waxed poetically on the topic of the importance of a good education. “Good teachers are where the good education begins, but they are not necessarily famous teachers but are good fundamental teachers,” he said. “Some take the job to have the ability to do research, but those who really enjoy teaching view it as a goal unto itself.”

Buss also values education for the doors it has opened up in his life. “Having a doctoral degree has given me an audience I might not have enjoyed, which is also the case when someone is introduced as a graduate of USC — you gain an immediate credibility.”

“I love when someone asks me where he or she should go to school and I say ‘SC. I love USC.’”

In April 2010, Buss was named a member of the 2010 induction class of the Basketball Hall of Fame, and was formally enshrined as a contributor to the sport a few months later in a ceremony surrounded by family.

“Those who are professionals in that sport recognize your excellence, so it is exciting,” he said. “I am also still a kid and feel like asking for an autograph when I meet famous athletes.”

Jeanie, Buss’ daughter and executive vice president of business operations for the Lakers said, “My dad stands as the most winning owner of any professional league, not just basketball. “What he has accomplished in his 30 plus years of ownership is a phenomenon and hopefully will stand the test of time.”

Another important and much prized accolade received by Buss is a star on the Hollywood Walk of Fame. “This meant a great deal to me because in addition to loving USC and the Lakers, I love Los Angeles and am very proud to be a part of its history.”

Laker legend Earvin “Magic” Johnson said that “Dr. Buss is Hollywood and has put his stamp on Los Angeles, no question about it.”

Claiming to be in semi-retirement now, Buss is busier than ever. In almost daily contact with all six of his children who play pivotal roles in the Lakers organization, he said, “It is unusual for someone with six kids to talk with their children as often as I do, but since they are intimately involved in the Lakers organization, we have this in common and I feel very lucky.”

But when it comes to his success, luck is not the main driver. According to NBA Commissioner David Stern, “He has owned the team 31 years and they have been in the NBA Finals 16 times — luck doesn’t last that long.”

Similar to most ardent Lakers fans, Buss said, “winning is addictive and once you get on that winning track you desire more than the last one. It’s almost unfortunate but it drives me.

“It’s hard to visualize me being in any other city than Los Angeles, which has it all as far as I am concerned with beaches and mountains. It pretty much had to be Los Angeles.”

Los Angeles, the Lakers and USC; it’s a formidable triangle defense, by any measure.”

Watch a video on Jerry Buss at dornsife.usc.edu/jbuss.
Ann Muscat walks up the sun-dappled path of Catalina Island’s Wrigley Memorial and Botanic Garden, the sand crunching beneath the heels of her hiking boots. While quails call from beneath the rare Catalina mahogany trees, she identifies the succulent and endemic plant specimens and describes her efforts to preserve 42,000 acres of wilderness just 20 miles off the coast of Los Angeles.

As president and CEO of the Catalina Island Conservancy, Muscat’s task is to bring together humans and nature harmoniously. She and the conservancy are stewards of the island, protecting its plants, animals and habitats. But protection, Muscat said, doesn’t mean putting up fences.

“Conservation is about, by and for people,” she said. “We want to allow people to go out into the land so they can enjoy it, love it and then want to help us take care of it.”

Founded in 1972, the conservancy balances conservation, education and recreation under Muscat’s direction. Her responsibilities range from managing endangered species and volunteer programs to co-chairing the California Council of Land Trusts. One day could find her leading staff meetings, then another hiking in the mountains of Catalina — her other office — with a potential donor.

After Muscat earned a Ph.D. in biological sciences from USC Dornsife in 1983, she joined the USC Wrigley Marine Science Center on Catalina Island as the resident biologist. As a scientist giving presentations and lectures to visitors unfamiliar with the research, Muscat learned how to engage with people from all backgrounds and to spark their interest in nature, a skill that continues to be crucial with the island’s close to a million annual visitors.

Muscat is currently leading the conservancy through a strategic planning process called Imagine Catalina, which sets the stage for 25 years of improvements to the infrastructure of the conservancy’s expansive nature preserve.

“Our goal with this plan is to give everyone who is coming here a richer and deeper experience of the island and the conservancy,” Muscat said.

In consultation with a sustainable architectural design firm, Muscat plans, in part, to improve volunteer and backpacker campgrounds; build a biological field station at Middle Ranch, one of the conservancy’s island properties; and create a state-of-the-art nature center at the botanic garden.

Through the conservancy’s endeavors, Muscat hopes people will make a personal and memorable connection to the island and be inspired to ensure such experiences for future generations.

“I’ve had some beautiful hikes here, standing on peaks and watching the sunset,” Muscat said. “It makes me feel good to look out over this beautiful landscape and know that I’ve had a role in keeping it protected for people to enjoy.”

Steward of an island wilderness, Ann Muscat strives to find a balance between people and nature.

BY LAURIE MOORE
They weren’t getting any assistance and I believed there had to be a better way to advocate for people,” Ayala said. “I wanted to give back to the community.”

She initially set her sights on a career in law, advocating for those unable to afford legal representation. At age 12, she had it all figured out.

Ayala graduated from Roosevelt High School in Los Angeles with a full scholarship to USC and immersed herself in her studies in USC Dornsife.

Then the unexpected happened. After dabbling in law courses, the political science major realized law school might not be the best fit for her. At a crossroad, she considered a profession in social work or education.

The answer arrived in the form of a second-grade student.

“His name was Juanito,” Ayala said, smiling as she recalled the student she taught at 32nd Street School through USC Dornsife’s Joint Educational Project (JEP) her sophomore year.

“He did not speak English, know his ABCs or how to read, but I worked with him for a full semester,” she said. “When he started to read, I realized I wanted to help children.”

Without hesitation, the now mother of two scrapped her previous blueprint and created a new one. Rather than fight for the underprivileged in a courtroom, she would be a champion for children in L.A. County.

Raised by parents who emphasized the significance of education, it is only fitting that their daughter thrives in the field. Growing up in Mexico, where preschool and kindergarten are privatized, Ayala’s early childhood education rested in the hands of her parents: Maria Carmen, a seamstress, and Aurelio Morales, a blue-collar foundry worker.

Every afternoon Ayala sat on her father’s lap and read newspaper articles line by line. At age 3, she was reading on her own and by 5 was ready for first grade.

“I am who I am because my father instilled in me how important education is to anyone’s future,” said Ayala, in the gentle tone she uses when discussing family.

Her career began in 1975 when she applied for an emergency teaching credential in response to L.A. Unified School District’s call for a teacher to help children at-risk of being held back a grade.
for educators. The first in her family to earn a college degree, she completed her bachelor’s degree in sociology and Spanish from USC Dornsife in 1976. She later earned a master’s degree in education from California State University, Los Angeles and a doctorate in education from the USC Rossier School of Education in 1992.

Ayala’s career has flourished serving as principal at James Madison Elementary and El Ranchito Elementary schools and teaching at Stevenson Junior High. She served as director of curriculum, instruction and educational technologies for the Pasadena Unified School District, curriculum specialist at El Rancho Unified School District, and assistant superintendent for the division of children and family services at the Riverside County Office of Education.

Her success in expanding educational opportunities has been recognized on state and national levels. Awards displayed in her office underscore her dedication. She was appointed to the California Early Learning Quality Improvement System Advisory Committee by Gov. Arnold Schwarzenegger in 2009, named “One of the Most Influential Hispanics in the U.S.” by Hispanic Business Magazine in 2008, and received Hispanic Outreach Taskforce’s 2010 Educator of the Year award.

With 36 years in education, Ayala accepted a chief operating officer position with LAUP in 2007. Created in 2004, and funded primarily by First 5 L.A., LAUP is charged with making high-quality preschool available to every 4-year-old in L.A. County.

Promoted to CEO in 2010, Ayala is responsible for maintaining a financially sound and sustainable preschool system with the goal of serving more children. Much of her time is spent out in the community meeting with stakeholders, potential donors and observing teachers in the classroom.

The organization has spent more than $111 million to fund preschool services at 325 sites. More than 50,000 children have been positively impacted by LAUP.

“It’s invigorating to know that everything I am doing is making a difference in changing the landscape of early childhood education,” said Ayala, who met her husband, Louis, at USC.

She explained how her initial interest in law still correlates to her work in education.

“The word in Spanish for lawyer is abogado and translated to English it means ‘advocate,’” she said. “I am advocating by fighting for what I believe is in the best interest for children: a sound education.”
David Bach lets the HARPO Studio’s greenroom door close behind him and waits backstage for his final cue. The top button of his blue oxford shirt open and classic black suit perfectly tailored, he’s ready. This is his moment.

To most any author, taking a seat on Oprah Winfrey’s couch is akin to reaching the summit of Mt. Everest. Bach remembers a book signing where one person showed up. Now he faces an audience of millions. Millions.

“The title of your book, *The Automatic Millionaire,*” Winfrey says to him on stage, “that’s a pretty big promise and hard to believe.”

Bach doesn’t flinch. He looks into the camera with an easy grin and in confident cadence begins sharing the key messages he has been teaching for years.

“Pay yourself first,” he advises, before the government, before rent. Take at the very least one hour of income that you earn each day, no less than 10 percent of your gross income, and put it into a pre-tax retirement account. The key is to “make it automatic” by setting up a direct transfer to the account. Finally, buy a home and pay it off early.

Winfrey listens intently, resting her chin on her hand, and nodding in her signature style.


Bach may have been popular before; now he is a phenomenon. 

“To me USC was more than just an educational experience, it was a life experience. I think the entire process of learning how to compete — academically, socially, business-wise — prepared me for what I do today.”

DAVID BACH
[B.A., SOCIAL SCIENCES & COMMUNICATION, ’90]
FOUNDER, FINISHRICH MEDIA
NEW YORK CITY, N.Y.
In his genuine words and trusting brown eyes, readers and viewers find someone who is real. Someone who is listening, telling them what they need to hear. Bach’s honest and simple approach resonates, compelling them to take action. Even with the current financial crisis, Bach’s principles have proved timeless rather than timely.

“One of the things that sets me apart from so many others who talk about personal finance is I have actually managed money for real clients,” he said. “They may tell people how to plan for retirement, but they don’t know how people actually behave in the real world.”

To date Bach has authored 12 national and international best-sellers, including Start Late, Finish Rich (2006) and most recently Debt Free for Life (2010). More than 7 million copies of his books in the Finish Rich series published by Broadway Books are in print in 19 different languages worldwide. He is also a regular contributor to NBC’s Today Show, appearing weekly on the “Money 911” segments and a host of other national media outlets.

And while he may be a trusted financial adviser to the masses, for Bach it all comes down to the individual.

“I try to write each of my books as if I’m writing for one person,” he said. “The way I communicate, I would like to think, is so authentic that when people read my books, they know my only agenda is to provide the best financial information they can use.”

As a social sciences and communication major in USC Dornsife, Bach knew he wanted to combine a liberal arts education with his knowledge of the financial world. After all, since age 7 he had grown up in the business attending his father Martin’s investment classes in Oakland, Calif.; by 12 he was teaching his friends’ parents how to buy municipal bonds.

At USC, Bach not only developed the writing and communication style he uses today, but he also dabbled in entrepreneurial pursuits. He sold advertising space for 28th St. Magazine and started a business selling T-shirts to USC fraternities and sororities.

“To me USC was more than just an educational experience, it was a life experience,” said Bach, who received a Tommy Award in 2010 from the USC Alumni Club of New York for his professional and personal achievements. “I think the entire process of learning how to compete — academically, socially, business-wise — prepared me for what I do today.”

After graduating in 1990, Bach went into commercial real estate before eventually becoming a senior vice president at Morgan Stanley and a partner of The Bach Group, for which he managed more than half a billion dollars.

But Bach found he wanted to do more.

He realized that instead of working with a select private clientele, he wanted to share his financial strategies with women and men across the country.

So in 2001, with the same entrepreneurial spirit that flourished while he was at USC, Bach struck out on his own and founded Finish Rich Media in New York City. The lifestyle media company’s goal, whether through books, seminars, television or radio, is to empower Americans to understand and take control of their finances.

“In my heart, what I always did for clients was be their teacher,” he said. “I believe if we can help families deal with their money, everything else in life gets easier.”

In his ninth New York Times best-seller, Debt Free for Life, released in December 2010, Bach has made it his mission to motivate a million Americans to pay off $1 billion worth of debt. He insists that to achieve financial freedom people must first recognize how much debt they have and then pledge to conquer it.

“Every time I do a T.V.-show makeover, the amount of debt people actually have versus what they told the producers is not even close,” he said. “I worked with one family that was supposed to have $45,000 in debt, but when I actually started talking to them it turned out to be $91,000.”

Bach admitted he, too, stumbled with his personal finances when he racked up considerable credit card debt in his early 20s. At one desperate point, he froze his credit cards in a bowl of water in the freezer. Then one night, a spur-of-the-moment trip to Las Vegas had him defrosting the bowl in the microwave so he could retrieve the cards. Before he could realize his mistake, they melted. That was his wake-up call.

He went to Grandma Rose Bach, one of his money mentors and a child of the Great Depression, for help. She didn’t sugarcoat the truth.

“Stop spending what you don’t have,” he recalled her saying. “Remember: it’s not how much you make that will determine whether or not you become wealthy. It’s how much you spend.”

The simple advice stuck. After two years he paid off all his credit card debt and in earnest tried to spend less than he made. By 30, he became a millionaire.

In addition to stressing how critical it is to save, Bach also emphasizes the importance of giving back. He serves on Habitat for Humanity – New York’s board of directors and supports Charity: Water, a nonprofit organization that brings clean, safe drinking water to people in developing nations.

Bach has frequently sat on Winfrey’s couch, but it is settling into his own sofa in the New York City apartment he shares with his fiancée Alatia Bradley and sons Jack, 7, and James, 1, that means the most.

The author has been impressed with Jack’s observations about money.

“Do you think Justin Bieber is going to be the next Michael Jackson?” Jack asked his father after the pair finished playing a Nintendo Wii game featuring the late pop star.

“Well I don’t know if anybody will be the next Michael Jackson, but Justin Bieber made more than $100 million last year,” Bach replied.

“Wow!” Jack exclaimed, “He’s got a lot of taxes to pay.”

Bach took the opportunity to explain that Bieber will likely have to pay $45 million in taxes and what that entails.

“I think today’s young people are more sophisticated about money than ever before,” he said later. “Children are influenced by what you say, but most importantly by what you do. So if you want your kids to be smart with money, you have to expose them at a young age to what you are doing so they can learn.”

Hopefully, what you are doing is something worth following.

To learn more about David Bach, the Finish Rich book series and more, visit finishrich.com. Join Bach on Facebook at facebook.com/DavidBach and follow him on Twitter at twitter.com/AuthorDavidBach.
In corporate boardrooms and presidential state rooms lined with flags, Joe Cerrell confers with the world’s most powerful leaders.

As director of the Bill & Melinda Gates Foundation’s new Europe office, Cerrell is tasked with deepening relationships with governments and organizations in the region to increase funding for international development issues including global health and agriculture.

“I meet with government and industry leaders who we hope will spend more wisely on issues we care about,” Cerrell said from his London office.

In January, Cerrell accompanied Bill Gates to the World Economic Forum in Switzerland, where he discussed polio eradication with Prime Minister of the United Kingdom David Cameron. Later that week, he and Gates sat down with French President Nicolas Sarkozy to discuss France’s plans as host of the upcoming G8 and G20 summits. Another major figure on his schedule was Muhtar Kent, CEO of The Coca-Cola Company. Cerrell and Kent brainstormed ways to apply the industry giant’s supply chain methods to the distribution of vaccines in Africa.

Representing the Gates Foundation, the world’s largest private philanthropic organization with an endowment of $36.4 billion, requires resourcefulness and excellent communication skills.

“It takes some creativity to find an argument or incentive to get countries and companies motivated on these big issues,” he added. “I try to help them understand that investing in developing countries is not only the right thing to do, but also makes sense from a strategic and security perspective.”

As an English major and political science minor in USC Dornsife, Cerrell took part in a Washington, D.C., internship program through the Jesse M. Unruh Institute of Politics. This experience, and the guidance he received from his late father, USC Dornsife alumnus, professor and political consultant Joseph Cerrell Sr. ’57, prepared him for a career in politics, communication and government relations.

After leaving USC in 1991, the younger Cerrell worked for Bill Clinton’s presidential campaign, and later as Vice President Al Gore’s assistant press secretary, before taking his first position with the newly created Gates Foundation in 1999.

Since that time, the foundation has committed to thousands of grants totaling more than $25 billion to date for causes ranging from education in the United States to infectious disease research to agricultural development.

Cerrell said that the foundation’s efforts are a drop in the bucket compared to the scope of the world’s health and development issues.

“If we want to make changes in our lifetime, we have to tap into much bigger pools of resources,” he said.

Cerrell hopes to accomplish this, one conversation at a time.
Fashion is serious business to Dayani. “It’s a ubiquitous passion and art for me,” she said, noting that it is far more than being an obsessive shopper. “Industry leaders such as Balenciaga, Tom Ford and Lagerfield — these artists are my celebrities.”

While drafting legal documents in her Los Angeles office in 2008, Dayani took equal turns leafing through the pages of major fashion magazines. Fascinated by the law as a real estate attorney for Paul Hastings, she enjoyed representing her clients in the hospitality, resorts, restaurants and recreation industries.

“But what I really wanted was to apply my knowledge and experience in branding and the law to a career that would integrate my artistic side,” Dayani said. “I also wanted to be able to dress creatively at work to express my personality and articulate my appreciation for fashion.”

With entrepreneurial spirit, Dayani contacted as many people as possible to find the best outlet for her creative talent and business acumen. Over coffee with a commercial talent agent, she learned of niche opportunities in the fashion business that led her to a meeting and an extraordinary career opportunity with stylist, editor and fashion designer Rachel Zoe.

“I had always looked up to Rachel as one of my idols and admired her brand and its incredible potential, which made getting my dream job that much more special,” she said.

Now director of brand development for Rachel Zoe Inc. in L.A., Dayani took part in the successful January 2011 launch in New York of a new line of clothing, handbags and shoes before a group of important editors and retailers.

“I worked closely with Rachel and Rodger and our partners, Li & Fung, to assemble our New York team in the development of the brand and its assets,” she explained. Today, the Rachel Zoe product line can be found in high-end department and specialty stores.

Dayani describes the Rachel Zoe brand as aspirational yet always accessible and glamorous, taking customers from day to evening.

“Rachel’s brand is defined by her aesthetic and passion for glamour, beauty and lifestyle,” she said.

Working closely with Zoe and Zoe’s husband and business partner, Rodger Berman, the creative trio develops three, five and ten-year business strategy plans as they expand into other licenses and build out the brand into other lifestyle categories.

“Change in the fashion world is fast and furious,” Dayani pointed out, “but a solid brand such as Rachel Zoe is not trend-focused and remains true to its distinctive DNA.

“The brand and all of its assets are defined by Rachel Zoe’s taste, lifestyle and knowledge of fashion.”

Interested in pre-law and initially drawn to
international affairs when she arrived at USC, Dayani majored in political science. “Two professors of political science, Eliz Sanasarian and Mark Kann, profoundly influenced and transformed my life,” she said. “Professor Sanasarian made me believe that I could achieve whatever I wanted,” she said. “She gave me the respect and confidence that helped me to become the person I am today.”

Sanasarian described Dayani as unique and saw her unconventionality as her strength. “Mandan was bright, hardworking and unusual, and one of the only two undergraduates that I have ever allowed to register in a graduate seminar,” Sanasarian said. “She was a junior at the time yet she worked on par with others, and graduate students ended up following her lead!”

Dayani went on to earn her law degree from USC Gould School of Law. She is married to Peter Traugott, president of the television division of Brillstein Entertainment Partners, an L.A. production and artist management company.

The couple helped found the World Child Project (WCP), a nonprofit partnership in service of the most vulnerable among us: orphaned and abandoned children.

“WCP volunteers include many of our friends and colleagues,” Dayani said. “Leaders in the arts, business, education, medicine and service give in areas of their expertise and passion.” This includes time and monetary investment in Mexico’s Casa de Paz Orphanage where greenhouses were built to produce a revenue stream in addition to meaningful work experience and training for young adults living at the orphanage.

Despite a busy schedule of work and volunteerism, Dayani still makes time for relaxation and fun. When not dressed to the nines or spending time with her close-knit family, she may be found clad in sweats and UGG boots watching Twilight at Zoe’s house and eating takeout.

Dayani is exactly where she wants to be both personally and professionally.

In Hollywood, a town where image and perception are everything, it’s refreshing to see substance and compassion behind the beauty.
Like it was yesterday,” said Ridley-Thomas, 12 at the time. “When the news broke, people were moving. Activity exploded. There was no way not to know what was going on. It was clear by virtue of the fact that the entire nation was enveloped by this historic event, Dr. Martin Luther King’s assassination.”

Los Angeles was still reeling from the Watts uprising of 1965, a five-day tragedy that left 34 dead.

“Things hadn’t fully settled down in this town,” Ridley-Thomas said in his soft spoken, no-nonsense demeanor. “This was the ’60s and all of what that represented.”

Integration and desegregation in L.A. schools were raging. At Carver, the youngster was selected for a summer program that sent him to The Claremont Colleges’ campuses. “I studied everything from astronomy to zoology, literally,” he said. Ridley-Thomas spent following summers on other college campuses, taking classes with middle school students of various minority groups.

“This was probably formative in terms of my consciousness,” he said, “in terms of coalition building and seeing the intrinsic value in all people. Later, it was not difficult to connect that with nonviolence and how it had revolutionary implications for how we could live and transform our society.”

The early opportunity put him on an accelerated educational track.

“I don’t recall being a straight-A student, but I did fine in school,” said Ridley-Thomas, the youngest of five children whose father was a construction worker and mother, a seasonal clerk for the Internal Revenue Service. “If nothing else, I was a strong listener and had an aptitude for learning.”

At Manual Arts Senior High School, he participated in an integration program that offered courses in other L.A. schools. Inspired by King, he already knew he wanted to focus on the social sciences.

“It was his voice, now unmistakable, that we heard on radios across the nation, giving his immortal speech, ‘I Have a Dream.’” Ridley-Thomas said inside his satellite Expedition Park Drive office, where a large bust of King near his desk seemed to be listening in. “I became a student of the philosophy of Dr. Martin Luther King Jr. from that point on.”

He earned a bachelor’s degree in social relations and a master’s in religious studies from Immaculate Heart College in preparation for teaching. After receiving his Ph.D. in religion with an emphasis in social ethics from USC Dornsife in 1989, he became an adjunct professor at USC, Claremont Graduate University and other universities, teaching in urban studies, public administration, ethics, the philosophy of King and other religious revolutionaries such as Mohandas K. Gandhi, Dorothy Day.

“I became a student of the philosophy of Dr. Martin Luther King Jr. from that point on.”

Mark Ridley-Thomas is a foremost advocate of neighborhood participation in government decision-making. Lucky for us his neighborhood includes USC.

“I became a student of the philosophy of Dr. Martin Luther King Jr. from that point on.”

Mark Ridley-Thomas

PILLAR of empowerment

BY PAMELA J. JOHNSON

In 1968, Mark Ridley-Thomas was a seventh grader at George Washington Carver Middle School in southeast Los Angeles. At Victory Baptist Church near his school campus, the Rev. Dr. Martin Luther King Jr. often preached and organized.

When asked if he remembers April 4, 1968, the Los Angeles County supervisor is visibly astonished, rightfully so, that such a question could be pondered. “It was his voice, now unmistakable, that we heard on radios across the nation, giving his immortal speech, ‘I Have a Dream.’” Ridley-Thomas said inside his satellite Expedition Park Drive office, where a large bust of King near his desk seemed to be listening in. “I became a student of the philosophy of Dr. Martin Luther King Jr. from that point on.”

He earned a bachelor’s degree in social relations and a master’s in religious studies from Immaculate Heart College in preparation for teaching. After receiving his Ph.D. in religion with an emphasis in social ethics from USC Dornsife in 1989, he became an adjunct professor at USC, Claremont Graduate University and other universities, teaching in urban studies, public administration, ethics, the philosophy of King and other religious revolutionaries such as Mohandas K. Gandhi, Dorothy Day.
and Thich Nhat Hanh.

“The social content was there; I was already in that milieu,” he said. “It was the question of how to apply it.”

He taught high school before crossing over to advocacy as executive director of the Southern Christian Leadership Conference of Greater Los Angeles, where for a decade he worked on issues such as school desegregation, police misconduct, domestic violence, violence against women, dispute resolution, and educational programs for parents.

During his involvement in the Theology in the Americas in the ’80s — an international progressive multiracial and religious movement — he met philosopher, author and activist Cornel West. That meeting would launch a 30-year friendship.

Ridley-Thomas never aspired to be an elected official, but felt the calling and has served on the local, state and county levels. From 1991 to 2002, he was a Los Angeles City Council member. From 2002 to 2006, he served on the California State Assembly representing the 48th district, then joined the California State Senate representing the 26th district until 2008. That year he became the first African American man on the L.A. County Board of Supervisors. His 2nd district, with more than 2 million residents, includes the USC area.

In his satellite office near USC hangs a framed photo of Ridley-Thomas, West and talk show host and author Tavis Smiley with an inscription, “Three Pillars of Empowerment.”

As an elected official, one of his greatest achievements has been establishing the Empowerment Congress, which promotes civic engagement among neighborhood groups, residents, nonprofits, businesses, religious groups and community leaders. In its annual Empowerment Congress Summit hosted by USC in 2011, President C. L. Max Nikias spoke to the more than 1,200 attendees. The partnership — which celebrates its 20th anniversary in 2012 — was the precursor to the Neighborhood Council Movement and is a model for local elected officials nationwide.

When asked whether he would consider serving in Washington, D.C., he paused before answering:

“I have no prediction or projection as to where my journey is going to take me, said Ridley-Thomas, who has two adult sons with wife Avis. “I just always think it is appropriate to be prepared.”
Sonia Narang was living in New York City when during her sister’s visit they found a rat in the apartment.

“Remember this was New York City, OK?” Narang said.

The pair stayed up all night cleaning. Narang overslept and missed her morning 1/9 subway to the World Trade Center.

“I was an hour late when my dad called and warned me not to go to work,” Narang recalled of the Sept. 11, 2001, morning. Narang worked in Tower Three. To get there, she exited the subway at Tower One and walked to Tower Two, crossing a bridge to Tower Three. If not for the rat, Narang would have been there when the Twin Towers collapsed.

“Since then my sister has told me, ‘Respect the rodent. A rodent may have saved your life.’”

Narang harks back to that when she wants to remember to trust. Trust herself, trust the universe, just have a little faith.

After graduating from USC Dornsife in 1999 with a bachelor’s in psychology, then Columbia University with a master’s in organizational psychology, Narang had been working in company effectiveness for American Express. Five years after Sept. 11, she returned to California. Moving back with her parents in Northridge, she was offered a job at Disney.

“It was the brand Disney that I was attracted to, and it was the mouse,” she said. “I took it as a sign.”

At Disney, she managed global programs aimed at retaining executives and making the business more effective, and worked in the company’s London office for six months. She was happy, but then a co-worker moved to Sony Pictures Entertainment.

Narang learned about an opening at Sony Pictures managing the Energy Project, a personal and professional development program for 6,000 employees worldwide. The goal is to bring the best out of employees, showing them how to balance work and home life.

“What company does this?” asked Narang, who got the job. “I thought that was awesome. And it’s all about behavior change.”

At Sony Pictures, she is also strengthening the employee evaluation system. She became interested in organizational psychology at USC Dornsife, where Professor Jo Ann Farver, still a mentor and friend, was her biggest influence.

“I never thought sitting in Jo Ann’s class I’d be where I am today,” Narang said. “I’ve learned to trust everything happens for a reason.”

Consider it the rodent rebuttal.
Banging out scripts from his home office in Arlington, Va., Matthew Michael Carnahan finds that real-world stories drive his creativity.

One night while searching for a USC Trojans football game on television, a blip of news planted the seed for a narrative that would become the basis of \textit{Lions for Lambs}, the 2007 film he penned starring Robert Redford, Meryl Streep and Tom Cruise.

The story that scrolled along in the news ticker at the bottom of the screen reported that two soldiers in Iraq drowned after their Humvee flipped off of the road. Carnahan was fascinated by the dissociated news bite coupled with his observation of how removed the general public is from the United States’ operations in Iraq and Afghanistan.

“I started to think about writing something however small or insignificant,” he said. “I realized it was the thing I could do to weigh in.”

Carnahan considers his experience as an international relations major in USC Dornsife instrumental in fostering a deep-rooted interest in the world around him.

“It was this perfect storm,” he said. “The Rodney King riots happened during my first year at USC. I saw this wide world that was far beyond me for the first time. I was blown away.”

As a junior, Carnahan participated in a Washington, D.C., summer internship that allowed him to see firsthand how Hillary Clinton’s health care reform plan was playing out.

After graduating in 1995, Carnahan worked as a legal researcher in San Francisco before heading back to D.C. to serve as a public speaker for The Advisory Board. He travelled across the country interpreting research findings to hospitals.

All the while, Carnahan wrote. “Every flight I was on, I was writing. Be it in a journal, or a short story,” he said.

Politics and international relations are a running theme throughout Carnahan’s work. Other cinematic features he has written include \textit{The Kingdom} (2007), with Jamie Foxx and Jennifer Garner, and \textit{State of Play} (2009), featuring Russell Crowe and Helen Mirren, which he adapted as part of a team.

Stories with a hook in reality continue to pull Carnahan in — even if they are rather fantastic. For his latest project, he is adapting the popular zombie-outbreak novel \textit{World War Z}.

“What really drew me to the project is how the book uses zombies as a stand in for any number of natural or man-made disasters and extrapolates what governments would do were they faced with something as abominable as a zombie outbreak,” he said. “I just found it fascinating.”

Now, on to capture that delicate balance between fantasy and reality for the big screen.
The young attorney might have been standing solo before the omnipotent Wizard of Oz. No small and meek here before the great and powerful.

Hair blond and unbridled, the lawyer faces the scrutiny of John Roberts, Clarence Thomas, Ruth Bader Ginsburg and the other United States Supreme Court justices.

Lindsay Harrison is arguing her first case in front of an appellate court, which happens to be the highest court. The scene is depicted in a large pastel drawing hanging on a wall in her Washington, D.C., office.

Not that they were breathing fire, but did the justices really glare at her in the intimidating manner the portrait suggests?

“Some of them absolutely did,” Harrison said with a laugh. “It was fun; really fun. By the time you’re standing before the court, you’re so well prepared it’s become a conversation between you and the nine justices. You know the case better than them at that point, so your job is to help educate them about your perspective on the issues.”

An attorney still cutting her teeth, Harrison won the case. She also set a legal precedent and likely saved a life.

Not bad for someone who earned her bachelor’s degree 11 years ago. Harrison received a degree in political science and gender studies from USC Dornsife, then was accepted to Harvard Law School. Her draw to D.C. was working for the No. 1 pro bono firm in the nation, Jenner & Block.

At the firm four years, she made her appellate debut at the U.S. Supreme Court in January 2009. The case revolved around Jean Marc Nken, who in 2001 fled his native Cameroon to the U.S. after twice being imprisoned — where he was repeatedly beaten — for his pro-democracy work. When his visa expired, an immigration judge ordered him deported, then the Board of Immigration Appeals rejected his request for asylum. 

“They interrupted with rapid-fire questions, but it actually felt like the 10 of us were figuring out the answer to a puzzle. I kept telling myself that if I could convince the justices I was right, I could potentially save a man’s life.”

LINDSAY HARRISON
[B.A., POLITICAL SCIENCE AND GENDER STUDIES, ’00]
PARTNER, JENNER & BLOCK
WASHINGTON, D.C.
“He was put in federal prison and they were going to deport him to Cameroon,” Harrison said. “That’s when we got the e-mail.”

After the World Organization for Human Rights sent the firm-wide request, Harrison immediately volunteered. The immigration case also appealed to Harrison on a personal level. Her grandfather, Simon Gelfand, an attorney in the Soviet Union, migrated to the U.S. in the 1970s. Gelfand, his wife and young son who would become Harrison’s father fled their native country during the Era of Stagnation, escaping repression and an economic crisis. Settling in Dallas, Texas, the former lawyer ran the kosher deli in a local market to put food on the table.

Harrison met Nken in federal prison in Maryland.

“He’s an amazing person,” Harrison said of Nken, a pharmacist in Cameroon, who used his time in prison to read U.S. history books. “He liked talking with me and my colleagues about the legal arguments in the case.”

Harrison filed an appeal in the 4th Circuit Court of Appeals, the federal court covering Maryland where Nken lived with his American wife and their baby boy. She argued that the government had failed to consider the grave danger Nken faced if returned to Cameroon. Ignoring letters from Nken’s family asserting his life surely would be in peril, the government had rejected Nken’s asylum claim, concluding he faced only general unrest in his homeland.

While attempting to assure Nken wasn’t deported during the appeal, Harrison sought a “stay” of deportation, which would place the expulsion on hold while the appeal was considered. In preparing the stay motion, Harrison discovered a circuit split on stay grants in deportation orders.

In the 4th Circuit Court of Appeals, which includes Virginia, Maryland, North Carolina, South Carolina and West Virginia, immigrants could be deported while cases were pending even in the likelihood they would win their appeal and their life would be in danger at home. The same went for the 11th circuit, which includes Georgia, Florida and Alabama. But in all other nationwide jurisdictions, courts considered the dangers an immigrant would face if deported and generally granted stays of deportation where such risks existed.

“So if you were an immigrant who happened to be in Maryland, well too bad, you might be sent back to where you came from,” Harrison said. “If you were in Chicago you wouldn’t. I filed a stay to put any deportation on hold until the case was argued in court.”

As expected, the 4th circuit rejected Nken’s bid for a stay, meaning he could be deported at any time.

“I stayed up all night drafting a petition to the Supreme Court,” Harrison recalled of the day the court denied her motion. “I asked the Supreme Court to give my client a stay, and the alternative, to at least decide which rule on stay grants was right.”

The petition was sent only to the chief justice who hears motions in cases arising from the 4th Circuit. A week later, the court requested nine copies of the motion.

“That was a good sign,” Harrison said. Shortly afterward, her firm got the call that the Supreme Court granted the stay, and agreed to hear the case over which rule was right — in six weeks.

Six weeks. Normally, she would get several months to prepare an argument.

“The day we got the six-week notice, I was the most nervous,” Harrison said. “From that day on, I was working too hard to have time to panic.”

Jenner & Block’s veteran appellate litigators prepped with Harrison and held five moot courts — with participants from their firm and various law schools and groups — so she could practice her oral argument.

“A lot of arguing is turning questions into opportunities,” she said. “Every question can be a path to your affirmative points.”

Back to the portrait, where some of the justices look unnerving to say the least, Harrison corrects with a smile: “They were not sneering, they were great. They were tough. They asked hard questions. But I had thought extensively about all of their questions. They asked no question I hadn’t received in practice. That’s not about my skill, that’s about the people who helped me prepare.”

She recalled standing at the podium, listening to the flutter behind her as spectators filed in. Her heart beat faster and she tried not to turn around. The justices strode in, taking their seats five feet in front of her. She read one sentence from her notes then was off and running, never returning to her prepared statements.

“I found myself talking to them as if they were interested colleagues,” Harrison said. “They interrupted with rapid-fire questions, but it actually felt like the 10 of us were figuring out the answer to a puzzle. I kept telling myself that if I could convince the justices I was right, I could potentially save a man’s life.”

After 30 minutes of verbal jousting, time had run out. Justice John Paul Stevens asked for one more question.

“Is it your understanding of the government’s interpretation of the statute that our stay in this case violated the statute?” he asked.

“Yes, Your Honor,” Harrison replied.

“And that was it,” she recalled. “If the rule is that the Supreme Court can’t even stay a deportation under the statute to decide what standard should apply to stays, then it doesn’t make sense as a rule, or seem like a rule Congress would have intended. That to me was the turning point, when I could walk away thinking, ‘We have a really good shot of winning.'”

Months later, the Supreme Court ruled 7-2 in favor of Nken, changing the deportation stay standard in the 4th and 11th circuits. Justices Samuel Alito Jr. and Thomas dissented. Although Nken went home and the firm celebrated with champagne and cake, the case is far from over. While juggling cases for six clients, including major multinational corporations, Harrison is fighting to make Nken a citizen.

The five moot trials aside, some of the best training for her Supreme Court oral argument was — wait for it — her experience on the USC Trojan Debate Squad. But she believes she might not be an attorney if not for Howard Gillman, her political science professor who is now the dean of USC Dornsife.

“At the time I was waffling between law school and film school,” said Harrison, who minored in cinematic arts. “Professor Gillman really inspired me to commit to going to law school. He has such enthusiasm for the U.S. Constitution that was completely contagious.”

These days, Harrison’s office is sparse because the 31-year-old is packing. She’s recently been promoted from associate to partner. Among the things she’ll be moving to her larger and plusher digs is the portrait.
A benign brain tumor was pressing against a young woman’s optic nerve. She faced a medical Catch-22: remove the tumor via a complicated surgery with a high likelihood of destroying the nerve, or closely monitor the tumor as it grew.

“Either way, she would most likely become blind,” Wayne Wu said. Having learned of the ailing school teacher’s dilemma, the venture capitalist’s interest in CyberKnife’s technology was piqued.

The CyberKnife, a non-invasive robotic radiosurgery system, offered a compelling alternative. The machine hones in on the exact location of a tumor and then zaps it with precise beams of high-dose radiation, limiting dosage to the surrounding tissue. Painless and accurate, it’s an ideal treatment for people with inoperable or surgically complex tumors.

“When I heard the CyberKnife story — when everyone hears the story — it’s ‘Wow, we can deal with people’s tumors without cutting them?’” Wu said. “Patients can come in for brain surgery in the morning and leave by the afternoon. That’s so exciting.”

Wu, who earned his master’s degree in mathematics from USC Dornsife in 1992, played an integral role in getting CyberKnife’s technology off the ground and into medical treatment centers worldwide.

In 1998 he invested in Accuray, the company that developed the system. Wu then decided that he wanted to be more active in the company’s development. That year he became a board director at Accuray and then in 2004, took on the chairmanship.

In that position, he helped guide Accuray through a number of critical steps that took the company public and launched it as a global leader in the radiosurgery field. He also helped sell the first systems in China and in Taiwan. To date, more than 100,000 people have been treated with the CyberKnife.

Wu likened the process of building up a business to that of raising a tree. Elements such as good soil, water and sunshine need to be in place for a seedling to grow and flourish.

“It’s the same thing with a company,” Wu said. “You need a good product, a good management team, a good environment, and very likely the company, just like a tree, will grow.”

Wu continues to put his energy into developing other medical device companies as president and CEO of Pacific Health Investment, Inc., an enterprise he runs with his long-time business partner Mimi Kwan, a graduate of USC’s accounting program. He resigned as chairman of Accuray’s board last year.

With Pacific Health Investment, Wu’s goal is to support the cultivation of companies that will improve medical outcomes.

“You can earn money in all different types of businesses,” Wu said. “If you can make something that also benefits people, that’s more rewarding.”
Secretary Michael Donley has an affable Everyman smile. He settles into a gold and ultramarine-blue striped club chair in his office. Nearby, detailed model Air Force aircraft appear to be taking off from a wooden table. It is where he regularly meets with his military counterpart Gen. Norton Schwartz.

Troubleshooting doesn’t begin to describe what the air service’s top civilian leader and the four-star general must accomplish amid these four walls.

“We’re not pretending mistakes were not made,” Donley candidly said. “That’s definitely a responsibility of leadership.”

Donley was referring to the incident in 2007, when six nuclear warheads were mistakenly loaded on an Air Force plane that flew over the U.S. News broke a year later that nuclear missile components had been shipped to Taiwan in error.

The Pentagon’s director of administration and management at the time, Donley was recruited to restore credibility to and revamp the Air Force system.

“Those were pretty serious missteps,” Donley said. “So the chief and I have focused on strengthening our oversight and stewardship of the nuclear enterprise.”

The two have the task of rebuilding the nuclear component in the air and space power branch of the U.S. Armed Forces. As secretary, Donley is responsible for more than 334,000 men and women on active duty; 176,000 Air National Guard and Air Force Reserve members; and 170,000 civilians. He oversees the Air Force’s annual budget of more than $110 billion.

Hanging on walls inside his office are paintings of Air Force aircraft throughout history — including a large one of an F-22 Raptor stealth fighter. In 2009, Donley and Schwartz, with Secretary of Defense Robert Gates, decided to close out production of the F-22 — the Air Force’s most advanced fighter — one of many politically charged budget decisions Donley must make routinely.

“We’re redirecting resources inside the Air Force and that has meant terminating production of aircraft we think we have sufficient quantities of today,” Donley said. “We’re refocusing those dollars on new and emerging capabilities.”

In February, Donley and Air Force Chief of Staff Schwartz spoke before the House Armed Services Committee, requesting $150 billion in the baseline budget and $16 billion for overseas operations. Delaying the appropriations bill would negatively impact U.S. military operations in Iraq and Afghanistan, Donley and Schwartz warned.

Right now, nearly 40,000 airmen are deployed to 263 locations across the globe. Among the Air Force’s priorities is providing support to U.S. Central Command and coalition forces in Iraq and Afghanistan.
Living and breathing all things military, Donley was born in 1952 at Hamilton Air Force Base in Novato, Calif.

“Destiny? More of a coincidence than anything else,” Donley countered, adding that his father, an insurance broker, had served in the Air Force for a short time. Donley grew up during the Yom Kippur War of 1973, the Turkish invasion of Cyprus in 1974, and the Vietnam War, followed by the Fall of Saigon in 1975.

At 19, after two years at El Camino College, his draft number, relatively low at No. 66, was picked. The Army sent him to Fort Bragg, N.C., to work as an intelligence specialist. After three years, he was accepted to the USC School of International Relations. He earned his bachelor’s in 1977 and master’s a year later. At USC Dornsife, he studied national and international security.

“I knew then that I would come to D.C.,” he said. “There were USC alumni in D.C. who got there a year or two ahead of me. I had a network to help me get started.”

In 1978, he snagged his first job as editor of the National Security Record. Developing contacts on Capitol Hill, he became legislative assistant in the U.S. Senate, then a staffer on the Senate Armed Services Committee.

He was director of defense programs at the National Security Council (NSC) when he approached Colin Powell, then-deputy national security adviser.

“Sir, I’ve been here at the NSC three-plus years,” he recalled telling Powell in 1987. “Unless you have something new for me to do, my intent is to try to find work over at the Pentagon.”

That day, Secretary of Defense Caspar Weinberger announced his retirement and Frank Carlucci became the secretary of defense. Powell became national security adviser and promoted Donley to deputy executive secretary overseeing the White House Situation Room. Donley coordinated the White House policy on the Goldwater-Nichols Department of Defense Reorganization Act and wrote the national security strategy for President Ronald Reagan.

In 1989, Donley was appointed assistant secretary of the Air Force, and later acting secretary. In 1993, Donley left government work to do private consulting — until the Pentagon came calling in 2005.

“Sometimes,” he said, “the jobs choose you.”
The husband and wife have made their home in Kigali, the capital of Rwanda, for nearly two years. A city of rolling hills and valleys, Kigali, the site of a genocide in 1994, has rebounded into a buzzing urban hub mixing modern developments with traditional features.

“The city itself has a lot of contrasts,” McCard said. “There are really beautiful high-rise buildings, and there are also people living relatively close by in mud houses.”

Originally from the small fishing town of Soldotna, Alaska, the couple moved to Kigali when Peterson accepted a position with the United States Foreign Service.

The two attended USC Dornsife as undergraduates — Peterson studied international relations with a minor in business, and McCard majored in environmental studies with a minor in international relations. After graduating, they returned to Soldotna, where they had been high-school sweethearts, and settled into careers that mirrored their interests.

Peterson worked in information technology for a local school district and McCard was a water quality specialist protecting salmon habitats for the Kenai Watershed Forum, a nonprofit research and restoration organization in the Kenai Peninsula. The two enjoyed international travel and had toyed with the idea of living overseas.

“I knew about the foreign service, majoring in international relations,” Peterson recounted. “I sent Jenn the job opening and I said, ‘I think I’m qualified for this, do you think I should apply for it?’ She said, ‘Go for it.’”

In addition to preparing for the leap from Alaska to Africa, other monumental life changes were taking place, and very quickly. Just before Peterson left to attend foreign service training in Washington, D.C., the two became engaged.

“Alex was able to squeeze in a day over Labor Day weekend for us to get married, and by the end of the month we were in Rwanda,” McCard said. At the embassy in Kigali, Peterson’s primary role is to support communications and information technology. As an information management specialist, he’s part of a team responsible for working with users of the embassy’s information technology services, maintaining telephone and radio systems, and managing mail operations.

Peterson also assists the economics officer on the embassy’s telecommunications portfolio researching current IT advances in the country and reporting them back to Washington, which has inspired his career goal of becoming a foreign-service officer.

“I already have a foundation of knowledge in international relations and business. That’s something that’s value-added to the mission,”
Peterson said of his studies in USC Dornsife. McCard continues to pursue a career in environmental work as deputy operating officer of Manna Energy Limited.

Manna is an international business that develops sustainable technologies to improve environmental and public health conditions for impoverished communities around the world. In Rwanda, its main ventures include a scalable drinking water treatment system, bio-gas latrines and high-efficiency cook stoves.

Working from home, McCard liaises between Manna’s staff in Rwanda and the managerial staff in the U.S. As she checks in on the daily progress of projects and finances, she can see the traffic chugging into downtown Kigali from her living room window.

“I chose my major and minor in USC Dornsife with the hope of someday working on international environmental issues,” McCard said. With Manna, her work not only addresses environmental concerns but also addresses health and development challenges.

This summer, Peterson’s position at the U.S. Embassy in Kigali will reach its two-year mark — the duration of a typical assignment for a foreign service worker in Africa.

The next stop for Peterson and McCard?

“Brasilia, Brazil, in October,” Peterson said. The couple is preparing for Peterson’s next assignment with online language courses in Portuguese.

Peterson admitted that there are many challenges that arise from an international career, like the distance from family — both McCard and Peterson are only children — and acclimatizing to new cultures. Still, they believe they are well prepared for the change.

“Attending USC and living in Los Angeles after growing up in a small town in Alaska was a culture shock,” McCard said. “Knowing I could conquer that gave me the confidence to choose to live in Rwanda.”


“We’ve been really happy in Kigali,” he said. “We hope that Brasilia continues us on that path.”

Now, onward to the next adventure. ■
winds OF fortune

Through their two companies, Alisa Rogers and her husband Philip have forever changed the wind energy industry.

BY PAMELA J. JOHNSON

Alisa Rogers finished 10th grade and was already headed to Syracuse University. But before leaving her Baltimore high school, she met her future husband and business partner. Philip Rogers was a brilliant young student who went on to graduate from Cornell University with degrees in engineering physics and aerospace engineering. They married and decided to attend graduate school on the West Coast, Alisa opting for USC Dornsife and Philip, Caltech.

In their 40 years together, they’ve produced three children, all Ph.D.’s in physics or aerospace engineering. They’ve also produced two multi-million dollar companies: their privately-owned Optical Air Data Systems, LLC, and its spin-off, Catch the Wind, now a public company.

“My husband’s strengths are my weaknesses and my strengths are his weaknesses,” Alisa said at their Manassas, Va., headquarters, where signs with messages such as “The best way to predict your future is to create it,” were displayed. “He’s the inventor and I have the skill set to help him with the implementation.”

Optical Air has become a world leader in the high power fiber optic laser business. They grew their company as a defense contractor, developing a laser wind sensor that allows helicopters to land safely in brownouts and whiteouts caused by dust, particularly important in Afghanistan and Iraq deserts. Today, the sensor is installed in their Vietnam-era helicopter they use for testing. The underlying technology is licensed to Rockwell Collins.

In 2008, they started Catch the Wind, which licenses the wind sensing technology from Optical Air for applications not used by Rockwell Collins. It also applies their wind sensing technology to wind turbines.

“The increased efficiency derived from our laser wind sensor is unmatched in the industry,” Alisa said, giving a tour of their lab and hanger.

The BMW Oracle Racing team that won the 2010 America’s Cup used their recently developed, miniaturized handheld laser wind sensor. In football, the product can measure the speed and direction of wind during field goals. The unit can be used for airport wind measurement and as equipment for first responders in disasters. Everything they sell, they invent.

Interesting path for Alisa, who earned her master’s in chemistry but decided she didn’t want to be a chemist. Her master’s, however, got her a job at Lockheed Martin as a materials and processing engineer responsible for Lockheed’s L1011 fuselage’s adhesive bonding. Philip became director of special projects at Lockheed Skunk Works.

After having three children, the couple wanted to spend as much time as possible raising them. They returned to the East Coast and started a fiber optic laser business at home. Thirty-two years after graduate school, here they are.

“It’s not enough to be creative,” Alisa said. “You have to have a business sense to make the creativity a reality.”
First USC Student Receives Churchill Scholarship

DANIEL J. STROUSE, one of 14 students from U.S. universities chosen to receive the prestigious Churchill Scholarship, is the first at USC. Churchill Scholars must demonstrate extraordinary talent, outstanding academic achievement and exceptional personal qualities. Since 1963, there have been 452 Churchill Scholars in the biological and physical sciences, engineering and mathematics. The group includes scholars, researchers and teachers in major universities and laboratories, as well as leading figures in finance and industry.

Following his graduation from USC Dornsife with a bachelor of science degree in mathematics and physics, Strouse intends to further his education at the University of Cambridge, where he will conduct computational neuroscience research.

Described by professors as a student with intellectual energy, creativity and initiative, Strouse has engaged in undergraduate research projects on and off campus.

At USC, he was involved in neuroscience research with professors Michael Arbib and Ted Berger. He also worked with professor Bartlett Mel in the Laboratory for Neural Computation. Off-campus, Strouse traveled to India as a USC Stevens Global Impact fellow to conduct a social entrepreneurship project, and he completed an internship in China as a USC Global Impact fellow.

Strouse took part in quantum theory research with professor Paolo Zanardi at the Institute for Scientific Interchange in Italy and at the Institute for Quantum Computing in Canada. He was also selected to participate in the Amgen Scholars Program at Stanford University.

Strouse, a USC Presidential Scholar, is a member of Phi Beta Kappa, Upsilon Pi Epsilon and Tau Beta Pi.

Arin Ghosh Receives the State of Maryland Governor’s Citation

Arin Ghosh may be a junior majoring in political science in USC Dornsife, but he is also a special adviser of trade affairs to His Excellency G.V. Anjaneyulu, a member of the State of Andhra Pradesh’s legislative assembly in India. In this position, Ghosh is charged with helping to connect top individuals from American and Indian companies to further strengthen trade relations between the two countries.

“What I’m doing shows this can be done on a micro level,” said Ghosh, a USC Transfer Merit Scholar. “That even a USC student can get involved. Promoting trade is not just for multi-national corporations, it’s even something for the small players.”

Ghosh’s appointment to the civilian post grew out of his dedication for building Indo-United States relations. It was while serving as youth chair on the Board of Directors of the United Nations Association’s Pacific-Los Angeles Chapter in 2008 that Ghosh met and liaisoned with the Maryland Interagency Strategic Council under the Martin O’Malley administration. Their continued collaboration during the next two years led to the strengthening of trade and cultural ties between India and the U.S. Together, he and the council have begun collaborating with Maryland nonprofit leaders to plan trade and cultural exchanges that they hope may become standard practice in the future.

In January, Ghosh was presented with the State of Maryland Governor’s Citation for his excellence in these ongoing efforts.

Adam Bush Recognized with K. Patricia Cross Future Leaders Award

Adam Bush, a doctoral candidate in American studies and ethnicity, has been recognized by the Association of American Colleges and Universities (AAC&U) with the K. Patricia Cross Future Leaders Award.

Bush is one of eight graduate students, selected from a pool of more than 225 nominations, to receive the honor. The prestigious accolade recognizes students who demonstrate commitment to developing academic and civic responsibility in themselves as well as in others; show promise as future leaders of higher education; and whose work shows emphasis on teaching and learning.

“I really like having one foot in higher education and another foot in lots of different projects,” said Bush, who is working on his dissertation, “Passing Notes in Class: Listening to Pedagogical Improvisations in Jazz History,” and serves as founding director of curriculum for College Unbound, a college degree program designed to connect students’ interests with internships.
CORPORATION FOR SCIENCE ADVANCEMENT.

OF CHEMISTRY, HAS RECEIVED A 2010 COT-TERNERNATIONAL RELATIONS, WAS AWARDED THE PRESTIGIOUS RUSSELL AWARD IN FICTION FOR HER LATEST NOVEL, "I AM NOT SIDNEY POITIER." EVERETT HAS ALSO BEEN INDUCTED INTO THE SOUTH CAROLINA LITERARY HALL OF FAME.


MARGARET GATZ, CHAIR AND PROFESSOR OF PSYCHOLOGY, AND PROFESSOR OF GERONTOLOGY AND PREVENTIVE MEDICINE, HAS BEEN APPOINTED AN HONORARY DOCTOR OF MEDICINE AT KAROLINSKA INSTITUTET IN SWEDEN. GATZ HAS BEEN A FOREIGN ADJUNCT PROFESSOR AT KAROLINSKA INSTITUTET SINCE 2000.

RUTH WILSON GILMORE, ASSOCIATE PROFESSOR OF AMERICAN STUDIES AND ETHNICITY, HAS BEEN APPOINTED TO THE EDITORIAL BOARDS OF "THEORETICAL CRIMINOLOGY" AND "WOMEN’S STUDIES QUARTERLY."

JOHN BOWLT, PROFESSOR OF SLAVIC LANGUAGES AND LITERATURES AND DIRECTOR OF THE INSTITUTE OF MODERN RUSSIAN CULTURE, WAS AWARDED THE PRESTIGIOUS RUSSIAN FEDERATION ORDER OF FRIENDSHIP.

PETER BERTON, PROFESSOR EMERITUS OF INTERNATIONAL RELATIONS, WAS AWARDED THE ORDER OF THE RISING SUN, GOLD RAYS WITH NECK RIBBON BY THE GOVERNMENT OF JAPAN.

AIMEE BENDER, ASSOCIATE PROFESSOR OF ENGLISH, WON THE 2010 SOCAL INDEPENDENT BOOKSELLERS ASSOCIATION AWARD IN FICTION FOR HER LATEST NOVEL, "THE PARTICULAR SADNESS OF LEMON CAKE." (RANDOM HOUSE, 2010).

YEHUDA BEN-ZION, PROFESSOR OF EARTH SCIENCES, HAS BEEN AWARDED THE HUMBOLDT RESEARCH AWARD (HUMBOLDT-FORSCHUNGSPREIS) FROM THE ALEXANDER VON HUMBOLDT FOUNDATION. BEN-ZION WAS ALSO RANKED 5TH IN TOTAL CITATIONS AMONG THE TOP 20 AUTHORS IN EARTHQUAKE STUDIES.

PERCIVAL EVERETT, DISTINGUISHED PROFESSOR OF ENGLISH, WON A 2010 HURSTON/WRIGHT LEGACY AWARD IN FICTION FOR HIS NOVEL, "I AM NOT SIDNEY POITIER." (GRAYWOLF PRESS, 2009).

KATRINA EDWARDS, ASSOCIATE PROFESSOR OF ARTS AND HUMANITIES, WAS NAMED THE 2010 U.S. ARTISTS FELLOW IN LITERATURE. THIS POST COMES WITH A $50,000 UNRESTRICTED GRANT, PRESENTED BY THE UNITED STATES ARTISTS, A NATIONAL GRANT-MAKING AND ADVOCACY ORGANIZATION WITH A MISSION TO INVEST IN AMERICA’S FINEST ARTISTS.
TOP HONORS

Starr Inducted into California Hall of Fame

KEVIN STARR, University Professor and professor of history, was inducted into the California Hall of Fame during a December ceremony in Sacramento, Calif. Gov. Arnold Schwarzenegger and first lady Maria Shriver presented the Spirit of California medals to 14 trailblazers, who also included screen and music icon Barbra Streisand; comedienne Betty White; filmmaker James Cameron; businessman and philanthropist Levi Strauss; tennis champion Serena Williams; and Facebook founder Mark Zuckerberg.

SONYA LEE, assistant professor of art history, and East Asian languages and cultures, has been awarded a senior fellowship at the National Gallery of Art’s Center for Advanced Study in the Visual Arts in Washington, D.C., membership at the Institute for Advanced Study, Princeton, and an American Council of Learned Societies ACLS Fellowship.

PAUL LERNER, associate professor of history, was recently awarded a Humboldt Fellowship to perform research at the Simon Dubnow Institute for Modern Jewish History at the University of Leipzig. He has also been awarded an American Council of Learned Societies ACLS Fellowship.

DANIEL LIDAR, associate professor of chemistry and electrical engineering systems, has been elected as an officer of the American Physical Society’s Topical Group on Quantum Information.

STEVEN LOPEZ, professor of psychology, has received the Society of Clinical Psychology’s Stanley Sue Award for Distinguished Contributions to Diversity in Clinical Psychology.

NANCY LUTKEHAUS, chair and professor of anthropology, and professor of gender studies and political science, has been awarded a 2011–12 Harry Ransom Center Fellowship at the University of Texas, Austin for her project “A Transnational Friendship: Miguel Covarrubias and Rene d’Harnoncourt (1930–1957).”

SUSAN McCABE, professor of English, has been awarded a residency fellowship at the American Academy in Berlin.

SUSAN MONTGOMERY, professor of mathematics, was invited to give the 32nd Annual Association for Women in Mathematics Emmy Noether Lecture at the joint mathematics meetings in New Orleans.

VIET THANH NGUYEN, associate professor of English, and American studies and ethnicity, has received an American Council of Learned Societies Fellowship for 2011–12.


MARK SCHROEDER, associate professor of philosophy, won the American Philosophical Association’s 2010 Article Prize for his article, “How Expressivists Can and Should Solve their Problem about Negation.”

MARK THOMPSON, professor of chemistry, materials science and environmental studies, was ranked 12th in Thomson Reuters’ Science Watch list of the Top 100 Chemists, 2000–2010, which celebrates the achievements of chemists who achieved the highest citation impact scores for chemistry papers published since January 2000.

TRAVIS WILLIAMS, assistant professor of chemistry, has received an Early Career Development (CAREER) Award from the National Science Foundation.

CECILIA WOLOCH of English has received a 2011 National Endowment for the Arts Literature Fellowship. The September 2010 issue of the Annals of Mathematics included three papers by Department of Mathematics faculty: two by Professor of Mathematics ROBERT MICHAEL GURALNICK and one by Professor of Mathematics THOMAS GEISSER.

DAN BAYER, executive director of the USC Dornsife Language Center, and TATIANA AKISHINA, professor (teaching) of Russian and director of the Russian language program, presented a paper at the XII Congress of the International Association of Teachers of Russian Language and Literature held in Shanghai.

Institute, Center and Program News

THE INSTITUTE FOR ADVANCED CATHOLIC STUDIES was invited by the Vatican’s Pontifical Council for Justice and Peace to debate Pope Benedict XVI’s latest encyclical, Caritas in veritate (Charity in Truth), and how it applies to the United States. FR. JAMES HEFT, Alton M. Brooks Professor of Religion as well as president and founding director of the institute, chaired each of the six sessions of the international symposium held in October at the Vatican. USC was selected for the 2010 Community Engagement Classification by the Carnegie Foundation for the Advancement of Teaching for an institutional focus on community engagement through programs such as the JOINT EDUCATIONAL PROJECT (JEP), which is housed in USC Dornsife.

USC Dornsife and the Farhang Foundation announced in November the launch of an IRANIAN STUDIES INITIATIVE at USC. For the first time ever, USC Dornsife will offer students Persian language classes beginning as early as Fall 2011. The initiative’s second phase, still in planning stages, will allow students to choose a minor with a focus on Iranian studies.

Faculty Appointments

Nobel Prize-winning economist DANIEL McFADDEN has been appointed the Presidential Professor of Health Economics. McFadden is best known for his innovations in economics and mathematics related to models of learning and choice. He was awarded the 2000 Nobel Prize in Economic Sciences, together with James Heckman, for their development of theories and methods for analyzing discrete choice. McFadden will hold joint appointments at the USC School of Policy, Planning, and Development and the Department of Economics in USC Dornsife.

DANA GIOIA, an acclaimed poet and essayist who served two terms as chairman of the National Endowment for the Arts, has been appointed Judge Widney Professor of Poetry and Public Culture. Gioia’s university-wide appointment includes affiliations with USC Dornsife, USC Thornton School of Music, USC Marshall School of Business, and USC School of Policy, Planning, and Development.

KEVIN MURRAY, a retired senator and legal expert in public policy and entertainment, has been appointed USC Dornsife Politician-in-Residence. Murray represented the 47th district when elected to the California Legislature in 1994. After serving two terms, he was elected to the state Senate representing the 26th district before retiring due to term limits in 2006. Throughout his career, Murray has been a champion in the areas of solar energy, consumer privacy, urban parks, economic development, civil rights, the Internet, healthcare access, transportation issues, artists’ rights and the entertainment industry.
clarify, qualify or reverse many common conceptions about the star.

Piano Glass/Glass Piano
TED BACH / In her second collection of poetry, MARJORIE BECKER, associate professor of history, scripts the stories of the voiceless.

When the Killing’s Done
Viking / T.C. BOYLE, Distinguished Professor of English, spins a grand environmental and family drama revolving around the Channel Islands off the coast of Santa Barbara, Calif.

The Hollywood Sign
Fantasy and Reality of an American Icon
YALE UNIVERSITY PRESS / LEO BRAUJER, University Professor and Leo S. Bing Chair in English and American Literature, explains how a temporary structure has become a permanent icon of American culture.

Self Comes to Mind
Constructing the Conscious Brain
PANTHEON / ANTONIO DAMASIO, University Professor, David Dornsife Professor of Neuroscience, and director of the USC Brain and Creativity Institute, presents new scientific evidence that consciousness — what we think of as a mind with a self — is to begin with a biological process created by a living organism.

A Discovery of Witches
Viking / In her first novel, DEBORAH HARKNESS, professor of history, explores the hidden world of modern-day witches, vampires and daemons.

Constitutional Politics in Canada after the Charter Liberalism, Communitarianism and Systemism
UNIVERSITY OF BRITISH COLUMBIA PRESS / PATRICK JAMES, professor of international relations, synthesizes and assesses 25 years of constitutional politics and countless debates about the future of Canada.

Engagement with North Korea
A Viable Alternative
STATE UNIVERSITY OF NEW YORK PRESS / DAVID KANG, professor of international relations and director of the Korean Studies Institute, and his co-editor examine how and why nations have persuaded North Korea to cooperate on topics such as nuclear policy.

The Paradox of Hope
Journeys through a Clinical Borderland
UNIVERSITY OF CALIFORNIA PRESS / CHERYL MATLINGLY, professor of anthropology, and occupational science and therapy, explores the hope that inspires us to try to create lives worth living, even when no cure is in sight.

Crossing State Lines
An American Renga
FARRAR, STRAUS & GROUS / California Poet Laureate CAROL MUSEKEDUKES, professor of English and creative writing, and her co-editor present a poetic relay race across the continent: 54 poets responding to ideas of America — and to each other.

In her latest book, Celebrity Culture and the American Dream: Stardom and Social Mobility (Routledge, 2011), sociologist KAREN STERNHEIMER looks at celebrity fan magazines as unique time capsules. She considers each magazine a fascinating sociological window into the changing meaning of success in America over the last 100 years.

Exploring the stories and advertisements, Sternheimer reveals not only the links between celebrity culture, consumption and social mobility, but how and why the American Dream has persisted despite the country's shifting attitudes toward class, gender, marriage and race.

"It’s not really about the celebrities, it’s about us," said Sternheimer, associate professor (teaching) of sociology. "It is important for us to consider how celebrity culture is packaged and sold through the years; how it’s changed; and how these changes coincide with economic, political and social shifts, too."

Sternheimer based her analysis on a collection of approximately 600 fan magazines, many housed in the USC Cinematic Arts Library, including Photoplay (1911–1980) and Modern Screen (1930–1985), as well as People (1974–present). She identified the major shifts in the magazines’ construction of the American Dream from 1911 to the present and organized the chapters chronologically around each of these themes.

One of the shifts that surprised Sternheimer most was how Depression-era stories emphasized celebrity wealth and privilege in the face of devastating loss.

“[I]f your only source of American history was a movie fan magazine, you might think the Great Depression never happened,” Sternheimer writes in the book.

Even though many parents struggled to provide their children with the basic necessities, Sternheimer points out how stories of celebrity extravagance appeared alongside advertisements that also reinforced elements of glamour. Now that monthly fan magazines have been replaced with today’s nonstop stream of celebrity gossip available through a host of media, Sternheimer cautions against getting caught up in the details.

“We sometimes take ourselves out of the equation,” she said. “We need to ask: Why do we focus on certain issues at certain times? It’s not an accident that particular debates are presented to us as part of celebrity culture.” —EMILY CAVALCANTI
1940s
LOUIS ZAMPERINI (B.S., physical education, ’40) is the subject of a new bestselling book titled Unbroken (Random House, 2010) by Laura Hillenbrand. The book recounts the Olympic athlete and World War II hero’s life and war-time experiences. As an Army Air Corps lieutenant, Zamperini survived a plane crash in 1943, and after spending 47 days on a life raft, was taken prisoner by the Japanese and held in prisoner of war camps for 25 months.

1950s
JOHN DAVIES (B.A., international relations, ’56), an attorney and businessman, received the Spirit of San Diego Award from the San Diego Regional Chamber of Commerce honoring those who have demonstrated leadership to improve the quality of life in San Diego.

1960s
JIM WIATT (B.A., history, ’69), former chairman and chief executive of the William Morris Agency, has been named strategic adviser to AOL.

1970s
SCOTT BERNARD (B.A., psychology, ’78), assistant professor of practice at Syracuse University School of Information Studies (iSchool), has been named the federal chief architect in the Executive Office of the President of the United States, serving with the Office of Management and Budget’s E-Government and Information Technology group.

RONALD L. BROWN (B.A., history, ’76) was appointed public defender of Los Angeles County, a position that oversees more than 700 defense attorneys who represent indigent defendants in criminal court.

THOMAS S. CLARK (B.A., history, ’69; J.D., ’73) was appointed to a judgeship in the Kern County Superior Court. He has been a senior partner for Arrache, Clark and Potter since 1985.

KASHMIRI L. MITTAL (Ph.D., chemistry, ’70) was honored by scientists from more than 20 countries with a Special Symposium on Recent Advances in Adhesion Science and Technology, which was organized in his honor as a part of the American Chemical Society’s annual meeting held in Boston, Mass., in August 2010.

DENNIS MULHaupt (B.A., international relations, ’77), a member of the Broadcasting Board of Governors and founder and managing director of Commonwealth Partners, Inc., was appointed chair of Radio Free Europe’s corporate board.

CHARLES E. SAUNDERS (B.S., biological sciences, ’76), a physician and accomplished business executive with expertise in health care services, information technology and business operations, was named head of strategic diversification at Aetna.

NEIL G. SIEGEL (B.A., mathematics, ’74; M.S., mathematics, ’76), vice president and chief engineer for Northrop Grumman Corporation’s information systems sector, received the 2011 Simon Ramo Medal from the Institute of Electrical and Electronics Engineers (IEEE), and was named an IEEE Fellow.

1980s
HWASHIK D. BONG (B.A., political science, ’88) was named director of TV news team by JBC, a subsidiary of The Korea Daily. He covered his 9th Super Bowl in Dallas, Texas, in February 2011, as the only Korean reporter since the 2000 NFL season. His second son, Danny Troi, was born on April 4, 2009, and joins brother Davi David, 5.

GEORGE CHAPJIAN (B.A., psychology, ’81; M.S., social work and gerontology, ’84) was appointed the director of parks, recreation and marine in Long Beach, Calif.

ELENA DUARTE (B.A., humanities/Italian, ’89) was appointed associate justice for California’s Third District Court of Appeal. She has served as a judge for the Sacramento County Superior Court since 2008.

GREGORY S. HAGEMAN (B.S., biological sciences, ’76; Ph.D., biological sciences, ’83), John A. Moran Presidential Professor of Ophthalmology and Visual Sciences at the University of Utah, was elected to a new clinical advisory board focusing on retinal diseases and conditions at Sequenom, Inc., a life sciences company committed to improving health care through genetic analysis solutions.

PAUL W. JONES (B.A., psychology, ’81; MPA, public administration, ’84), a physician/anesthesiologist, has been appointed clinical assistant professor of surgery and subspecialties medicine at both the Northeastern Ohio Universities Colleges of Medicine and Pharmacy and at the Ohio University College of Osteopathic Medicine. He is the chairman of the Department of Anesthesiology and director of anesthesia services at Robinson Memorial Hospital in Ravenna, Ohio.

CARYN LERMAN (M.A., psychology, ’83; Ph.D., psychology, ’84), Mary W. Calkins Professor in the Department of Psychiatry and the Annenberg Public Policy Center at the University of Pennsylvania, was elected to the Institute of Medicine, one of the nation’s highest honors in biomedicine.

PAUL LO (B.A., social sciences and communication, international relations, ’88) will lead the new global business incentives division of WTP Advisors, an award-winning tax and business advisory services firm.

JEFF MARSEe (B.A., economics, ’71) was named the new superintendent/president of San Joaquin Delta College in Stockton, Calif., following a nationwide search.

HOVA NAJARIAN (B.A., English and public relations, ’85) and Belinda Miller (B.F.A., drama, ’88) are the co-founders and co-hosts of KNRK-FM’s Saturday morning “Greasy Kid Stuff” radio show, which celebrated its 15th anniversary in 2010.

1990s
DAVID BLAKESLEY (Ph.D., English, ’90) was named the Campbell Chair in Technical Communication and professor of English at Clemson University.

PAULA CUNEO (B.A., Spanish, ’90) was named brand director at Digital Development Management (DDM), a business and talent agency for video games and digital entertainment. She joined DDM from Massive Inc., a wholly owned subsidiary of Microsoft Corp., where she was director of business development.

VALERY FOKIN (Ph.D., chemistry, ’98), associate professor of chemistry at The Scripps Research Institute, ranked 9th in Thomson Reuters’ Science Watch “Top 100 Chemists, 2000–2010.”

MALIA OSHIMA PAUL (B.A., international relations and East Asian languages and cultures, ’95) was named deputy chief of staff by Hawaii Lieutenant Governor Brian Schatz. A licensed attorney, she played a key role in Schatz’s campaign for lieutenant governor.

MARCELLE POLEDNIK (B.A., art history, ’99), curator of the Monterey Museum of Art in Monterey, Calif., has been named the new director of the Museum of Contemporary Art Jacksonville.
CLASS NOTABLE

WENDY CHENG (Ph.D., American studies and ethnicity, ’09) won the American Studies Association’s 2010 Ralph Henry Gabriel Dissertation Prize. Cheng’s dissertation, titled “Episodes in the Life of a Place: Regional Racial Formation in Los Angeles’ San Gabriel Valley,” marks the second time in four years that a graduate of USC Dornsife’s Department of American Studies and Ethnicity has won the award. “Ethnic studies has had a large intellectual influence on American studies and the coming together of these two fields, thinking critically about race and what that means for the nation as a whole is very much where the field is right now,” said Cheng, who is now assistant professor of Asian Pacific American studies, and justice and social inquiry at Arizona State University.

Send a Class Note to:
USC Dornsife Magazine, c/o Letitia Franklin, Citigroup Center 8206, 41st Floor, Los Angeles, CA 90089-8206
or an e-mail to magazine@dornsfe.usc.edu.
Information may be edited for clarity and space.

JO SCOTT-COE (B.A., English, ’91) is the author of Teacher at Point Blank, which was selected by Ms. Magazine as a “Great Read” for Fall 2010.

JASON THOMAS (B.A./M.A., economics, ’94; Ph.D., political economics and public policy, ’00), chief investment officer of Aspiriant, wrote an economic opinion piece published by CNN on Dec. 8, 2010.

2000s

LUCY FLORES (B.A., political science, ’07) was elected a member of the Nevada State Assembly, District 28.

LUCAS FOLETTA (B.A., political science, ’02) was appointed by Nevada Governor Brian Sandoval as his general counsel. Foletta is a former assistant United States Attorney for the District of Nevada.

RYAN FOX (B.A., economics, ’08), who hosts an afternoon radio show in Dallas, was named to take over the morning slot on California country music station KKGO-FM (105.1).

LESLIE GALERNE-SMITH (B.A., political science, ’02) was named public relations and communications manager for the Los Angeles County Fair Association.

KENNETH J. HAYWORTH (Ph.D., neuroscience, ’09) was profiled in The New York Times for his developmental work on brain-slicing machines for use in neuroscience research.

MATTHEW ARI JENDIAN (M.A., sociology, ’95; Ph.D., sociology, ’01), author of Becoming American, Remaining Ethnic: The Case of Armenian-Americans in Central California (LFB Scholarly Publishing, 2008), was appointed department chair of sociology at California State University, Fresno, and was recently recognized at the 10th Anniversary of Humanities Graduates for his role in establishing and developing the Humanities Certificate in Management & Leadership for Community Benefit Organizations.

ELLIE S. KHABAZIAN (B.A./B.S., French and business administration, ’04) has joined full service litigation firm Bassford Remele as an associate. She practices in commercial litigation, general liability, personal injury and medical malpractice.

CLAY MATTHEWS III (B.A., international relations, ’08) played for the Green Bay Packers in Super Bowl XLV, which the Packers won 31-25 over the Pittsburgh Steelers. He is also the recipient of the 2010 Butkus Award honoring the best linebacker in professional football.

BELÉN MOZO (B.A., international relations, ’10), a Ladies Professional Golf Association player and four-time NCAA/Golfweek All-American, signed an endorsement agreement with Greg Norman Collection, worldwide marketer of golf-inspired sportswear for men and women.

TONI MARGARITA PLUMMER (MPW, ’03) won the Miguel Marmol Prize for a first work of fiction by a Latino author, and her short story collection, The Bolero of Audi Rose, will be published by Curbside Books in June 2011. She was also promoted to editor at Thomas Dunne Books/St. Martin’s Press.

GARY SHAFFER (MPW, ’03) is the new chief executive officer of the Tulsa City-County Library in Oklahoma.

Engagements & Marriages


CHRISTOPHER HERR (B.A., history, ’01) married Kristen Wiggin on July 10, 2010, in Hanover, N.H. He earned a juris doctorate from Boston College Law School and a master’s of education in social studies from Plymouth State University.

PETER BRIAN MOONEY (MPW, ’99) is engaged to Abigail Lynn Lewis. He received a diploma in education from Trinity College in Dublin, Ireland, and has pursued a career in freelance writing and editing.

KIRSTEN LAUREN NAHIN (B.A., political science, ’06) and BRIAN PATRICK GOODING (B.S., business administration, ’05) were married on Aug. 30, 2010, in Maui, Hawaii. She works in the communications and public relations division of Quicksilver, Inc. in Huntington Beach, Calif.

JASON SCHUKRAFT (B.A., English, ’09) and ZACHARY MITCHELL COHN were married July 24, 2010, in Temecula, Calif. She received a master’s in public administration at New York University and works as the development coordinator at the White House Project, a nonprofit organization in New York.

KATHERINE PLEMMONS (B.A., English, ’09) and JASON SCHUKRAFT (B.A., philosophy, ’09) were married July 4, 2010. She received a master’s in English from Emory University in 2010, and is an English teacher at Del Valle High school in Austin, Texas. He is a philosophy Ph.D. student at the University of Texas at Austin.

CHRIS REDING (B.A., creative writing, ’07) married Caitlin Emelia Dube on Dec. 31, 2010, in Tuxedo Park, N.Y. He received an M.F.A. in creative writing from New York University and is studying for a Ph.D. in literature and creative writing from USC Dornsife.

CHARLES HONG-SUN VOGL (B.A., social sciences and communication/sociology, ’96; B.A., communication arts and sciences, ’96) and Socheata Poeuv were married Aug. 18, 2010, in Honolulu, Hawaii. He is a documentary filmmaker, a founder of Broken English Productions in New York, and a consulting producer on documentaries.

SARA WINGERT (B.A., environmental studies, ’07) married Joshua Levine on Sept. 5, 2010 in Pasadena, Calif. She earned a master’s degree in environmental policy management from the University of Denver, and is an EHS program management specialist for Boeing Aircraft.
Institute for Advanced Study
Images of America Series

ARCADIA / LINDA ARNTZENIUS
(MPW, ’98) examines photo collections at the Institute for Advanced Study and those of Princeton residents to disclose the scholarly community that has long been regarded as a cloistered world apart.

Making the San Fernando Valley
Rural Landscapes, Urban Development and White Privilege

UNIVERSITY OF GEORGIA PRESS / LAURA BARRACLOUGH (Ph.D., American studies and ethnicity, ’06) combines historical sweep with an on-the-ground investigation of contemporary life in this iconic western suburb.

Daughter of Winter
A Language Biography of Danish Film Director Carl Th. Dreyer

CLIFF FALLS MEDIA / CLIFF “C.B.” SHIEPE (B.A., English, ’91) interviews the top child star who wrestles with the question of what it means to be truly alive and a meaningful child star who wrestles with the question of what it means to be truly alive and makes a surprising discovery that changes his life.

Pinks, Pansies & Punks
The Rhetoric of Masculinity

RANDOM HOUSE / JONATHAN KELLERMANN (Ph.D., psychological, ’74) spins a twisting whodunit that’s pure Los Angeles noir.

The Athena Project
A New Way of Thinking

ATRIA / BRAD THOR (B.A., English, ’92) weaves the tale of a top-secret, all-female program code named “The Athena Project,” in which four women in the Delta Force undertake one of the nation’s deadliest assignments.

The True Memoirs of Little K

CLIFF FALLS MEDIA / CLIFF “C.B.” SHIEPE (B.A., English, ’91) in- troduces Clay Grant, a former child star who wrestles with the question of what it means to be truly alive and makes a surprising discovery that changes his life.

The Rhetoric of Masculinity

Pinks, Pansies & Punks
The Rhetoric of Masculinity

INDIANA UNIVERSITY PRESS / JAMES PENNER (Ph.D., English, ’05), assistant professor of English at the University of Puerto Rico, Rio Piedras, charts the construction of masculinity within American literary culture from the 1930s to 1970s.

Khamsin

UNIVERSE / MARKO PERKO (B.A., political science, ’70 and his co-author tell the story of Dr. Alexander Hakimian who leads a black ops unit to hunt down the terrorist organization’s members and leader.

50 Jobs in 50 States
One Man’s Journey of Discovery Across America

BERRET-KOHLER / DANIEL SEDDIQUI (B.A., economics, ’05) recounts his 50-week quest to work 50 jobs that reflect each U.S. state’s culture and economy.

My Only Great Passion
A Novel about Survival and Spiritual and Ethical Questions

INSTITUTE OF ADVANCED STUDY / PETER PENNER (MPW, ’98) examines photo collections at the Institute for Advanced Study and those of Princeton residents to disclose the scholarly community that has long been regarded as a cloistered world apart.

CLASS NOTABLE
THE GLORY OF ED FLORY ’49

Before leaving for World War II, freshman Ed Flory was summoned by USC President Rufus Bernhard von KleinSmid. At a time when nearly all young male students went to war, the fifth president gave as many as he could a USC identification card with his best wishes.

Speckled with gold, the card became a talisman for Flory, who kept it with him during his service in the European theater. The card was tucked in his pocket when he fought with the Army’s 4th Armored Division and during the historic Battle of the Bulge.

“That card was my connection to USC,” Flory said.

“While I was serving, I was never away from campus in a sense.”

Returning to USC nearly four years later, Flory was not the same 18-year-old innocent kid eager to live elbow deep in the trenches. Now intensely interested in world politics, he switched from pre-med and graduated with a bachelor’s in international relations from USC Dornsife in 1949. He started on his master’s with hopes of working in the United States foreign services.

Chosen to take the entry test in Washington, D.C., he couldn’t afford the trip. Moreover, the job wouldn’t begin for three years.

“I had to survive so I was pointed in other directions,” said Flory, who found work at the State Compensation Insurance Fund in Los Angeles. In 1961, he returned to his hometown, Porterville, Calif., where he worked for the Tulare County Public Works Department until he retired as right-of-way acquisitions manager in 1984.

In Porterville, a city of nearly 55,000 residents, 51 miles northeast of Bakersfield, Flory is a celebrity. He’s been inducted into the Porterville High School Wall of Fame, is the Rockford School District trustees’ president, and Porterville Memorial District’s board chair overseeing the local Veteran’s Day Parade, California’s largest, for 34 years.

A third-generation Portervillian, Flory has been a Trojan football season ticket holder for decades and is a Half Century Trojan. Manning a booth at a homecoming event, Flory recalled someone asking his son if he was a Trojan.

“Yes I am,” Joseph replied. “I didn’t go to school here but I’m definitely a Trojan.” —PAMELA J. JOHNSON
in MEMORIAM

CHARLES MICHAEL BENJAMIN
(B.A., international relations, ’72, M.A., ’75, Ph.D., ’81) Reno, NV (12/13/10) at age 60; had a career in environmental law, with a law practice representing more than 25 neighborhood associations across Kansas on land use and zoning issues; was a lobbyist and attorney for the Kansas Chapter of the Sierra Club; political science professor at Bethel College; served 16 years as a county commissioner in Harvey County, KS; earned a J.D. from the School of Law at the University of Kansas; during his time as Western Resource Advocates Director of the Nevada office served as point person on energy matters at the Nevada state legislature.

DON BREITINGER
(B.A., ’49) Bakersfield, CA (1/4/11) at age 89; took over The Daily Report newspaper in Bakersfield from his father in 1956, selling it to his sister in 1977; the Bakersfield native re-entered the field teaching and re-entered the field teaching English/literature and creative writing, former dean of the college of arts and humanities, member of Phi Delta Kappa.

NANCY CARR
(B.A., international relations/journalism with an emphasis in public relations, ’84) Santa Monica, CA (2/18/11) at age 50; a senior vice president of corporate communications for the Hallmark Channels; was vice president of communications at CBS from 1990 to 2004 and worked at Fox from 1992 to 1993.

PERRY CLYNE CHAPMAN
(B.A., ’49, M.S., education, ’61) Bristol, TN (1/9/11) at age 90; master teacher in Los Angeles and principal of several schools in the Ocean View District, Huntington Beach, CA; served in the U.S. Army Air Corps during WWII as a B-25 bomber pilot with the 57th Bomb Wing; flew 35 missions over Africa, Corsica and Italy; received commendations and medals including the Distinguished Flying Cross and the Air Medal; was a manager at radio station KUGC in Craig, CO, and a censor for CBS television; life member of Phi Delta Kappa.

PAULA ETTINGER
(B.A., ’51) Pasadena, CA (12/17/10) at age 81; taught elementary school before returning to raise her family; re-entered the field teaching English as a second language to adults; regular volunteer at Eaton Canyon Nature Center.

JACK FORBES
(B.A., philosophy, ’55, M.A., history, ’56, Ph.D., history, ’59) Davis, CA (2/23/11) at age 77; acclaimed author, activist and professor emeritus of Native American studies who joined the University of California, Davis’ faculty in 1969; one of the founding leaders of the university’s Native American Studies program; the Long Beach native was of Powhatan-Renapé and Delaware-Lenape heritage; following his retirement served on committees of Native American graduate studies at UC Davis, University of California, Berkeley and other universities.

FREDERICK A. GRIMES
(B.A., English/literature and creative writing, ’53) Spokane, WA (1/10/11) at age 81; spent more than 30 years in the aerospace industry working on projects from Apollo to the B-2; attended the Florida Military Academy; served in the U.S. Army Air Force through the Korean War; parlayed his Armed Forces Radio service into an artist and repertoire position at Capitol Records working with Frank Sinatra and others.

ANGELO DE GUTTADAURO
(M.S., international relations, ’72) San Antonio, TX (11/6/10) at age 73; a retired Colonel in the U.S. Army, retired from Fifth Army at Fort Sam Houston after 33 years; worked for United Services Automobile Association in San Antonio for six years; awarded the Legion of Merit, the Meritorious Service Medal with Two Oak Leaf Clusters and the Army Commendation Medal with One Oak Leaf Cluster; graduate of San Jose State College; attended U.S. Army War College.

ROBERT LUKE HANNER
(M.A., economics, ’51) Lodi, CA (12/13/10) at age 92; was a regional labor relations executive for the U.S. Postal Service before retiring in 1987; served in the U.S. Army Corps in the Pacific during WWII and earned the rank of staff sergeant; taught high school classes and coached football in CA; entered the field of personnel and labor relations with the A.O. Smith Corp. in Los Angeles and held related positions at Aerojet-General Corp. in Rancho Cordova and California Western State Life Insurance Co. in Sacramento; attended Drake University.

JOHN WESLEY HEIN
(B.A., political science, ’51) Anaheim, CA (1/7/11) at age 85; joined the Metropolitan Water District of Southern California in 1961 and was awarded senior member designation in 1970; served as the association’s secretary-treasurer, second vice president, first vice president and president elect; served in the U.S.Navy during WWII; member of the Pi Kappa Alpha fraternity and was national field secretary.

BERT WRIGHT HULS
(B.S., naval science and tactics, ’45) Dallas, TX (12/5/10) at age 84; held management positions in the exploration and marketing departments, retiring from Exxon-Mobil Corporation in 1983; pursued graduate business studies at University of Washington and Cornell University; served during WWII as an officer on the USS Turner DD-834; was an executive officer on the USS Sprangler DE-696 during the Korean War; member of the Methodist Church, El Paso Lodge in Colorado Springs, Kappa Alpha Order fraternity and the Dallas Consistory.

DORA LUZ BERNAL KASRA
(B.A., Spanish, ’92) Whittier, CA (1/19/11) at age 52; worked at Costco in marketing and membership for 23 years; an active volunteer in Whittier Area Community Church in the nursery ministry and the organization, Shoes That Fit; was a member of the Kiwanis Club.

Joseph R. Cerrell

USC Dornsife alumnus and political consultant Joseph R. Cerrell who played a vital role in the presidential campaigns of Democratic candidates including John F. Kennedy has died. He was 75.

Cerrell died Dec. 3, 2010, in Camarillo, Calif., following complications from pneumonia. Earning his bachelor’s degree in political science in 1957, Cerrell later served as an adjunct professor for 15 years with USC Dornsife’s Jesse M. Unruh Institute of Politics, which he co-founded. As the founder of Los Angeles-based Cerrell Associates Inc., he built a public affairs firm well known for its political campaign management and public relations services to corporate and nonprofit clients. Cerrell was a past member of the Board of Governors of the USC Alumni Association and lectured across the nation.

Donald J. Lewis

Professor Emeritus Donald J. Lewis, experimental psychologist with expertise in learning and memory, former dean of social sciences and chair of the Department of Psychology, has died. He was 88.

Lewis died after complications from pneumonia Dec. 29, 2010, in Palos Verdes Estates, Calif. Lewis arrived at USC in 1968 as professor of psychology and department chair. In 1971, he was named dean of social sciences in USC Dornsife, a post he kept for six years before returning to his position as department chair. He retired in January 1987.

Lewis enlisted in the Army in September 1942 and was a veteran of World War II. A sergeant, he was honorably discharged after the war in 1946. He graduated from the University of California, Los Angeles in 1942 and was professor of psychology and chair of the psychology department at Rutgers University before arriving at USC Dornsife in 1968.

Doyce B. Nunis

USC Dornsife alumnus Doyce Nunis Jr., professor emeritus of history in USC Dornsife and historian of early California history, has died. He was 86.

Nunis died after complications from pneumonia Jan. 22, 2011, at Los Angeles-Count-USC Medical Center. After serving in the Navy, Nunis graduated with a bachelor’s degree from the University of California, Los Angeles in 1947 and several years later earned a master’s degree in education and a doctorate in history from USC Dornsife in 1958.

He taught and was a research historian at UCLA before joining USC in the mid-’60s where he was a longtime and honored member of USC Dornsife’s history department. Nunis chronicled local history as editor of Southern California Quarterly, the journal of the Historical Society of Southern California. He was the recipient of many accolades including the USC Associates Award for Excellence in Teaching.
Jean-Roger Vergnaud

Jean-Roger Vergnaud, Andrew W. Mellon Professor of Humanities, professor of linguistics and a major contributor to generative grammar, has died. He was 65.

Vergnaud died at USC University Hospital on Jan. 31, 2011, after being diagnosed with chronic myelomonocytic leukemia in spring 2009.

Arriving from Paris as a recent graduate of the École Polytechnique, Vergnaud earned his Ph.D. in linguistics in 1974 at the Massachusetts Institute of Technology, where the father of generative linguistics Noam Chomsky was his thesis adviser.

“His work was inspired by a penetrating vision of what the study of language should strive to become,” Chomsky said.

He then took posts at the University of Massachusetts at Amherst and the University of Maryland before arriving at USC in 1988, where he taught until May 2010.

Harold von Hofe

Harold von Hofe, professor emeritus of German and former director of the Feuchtwanger Institute for Exile Studies at USC, has died. He was 98.


He joined the USC Dornsife faculty in 1939 after earning a bachelor’s degree from New York University and a doctorate from Northwestern University.

von Hofe became a professor and served as chair of USC Dornsife’s German department from 1945 to 1956 (as well as from 1963 to 1968 and 1971 to 1974). His scholarly work focused largely on the work of writers who fled Germany for Southern California during the Holocaust.

From 1959 to 1963, von Hofe served as chair of the USC Division of Humanities.

He played a large role in acquiring one of USC’s most prized scholarly research collections — the library of German-Jewish author Lion Feuchtwanger.

W. Ross Winterowd

W. Ross Winterowd, renowned teacher and author in the field of rhetoric, has died. He was 80.

Winterowd died after complications with pneumonia on Jan. 21, 2011, in Huntington Beach, Calif.

Winterowd, Bruce R. McElderry Professor Emeritus of English, joined USC Dornsife’s Department of English in 1966 and remained a dedicated teacher, mentor and academic even after his retirement in 1996. He founded USC Dornsife’s doctoral program in rhetoric, linguistics and literature, which he directed from 1972 to 1984 and from 1987 to 1995.

Winterowd received his bachelor’s degree from Utah State University in 1952; served in the Army from 1953 to 1955; and earned his Ph.D. from The University of Utah in 1965.

Throughout his long academic career, Winterowd wrote more than 50 articles and authored, co-authored or edited more than a dozen books.
When I graduated from USC in May 2001, my professors wished me luck as I embarked on a career with The Associated Press. They had prepared me for the crush of deadlines and the art of interacting with my editors. They had instilled in me a deep sense of public responsibility and commitment to the truth. The one thing I wasn’t prepared for? The 100,000 miles I would rack up on my Chevy TrailBlazer as I crisscrossed the country chasing stories and opportunities.

Over the past nine years, I’ve moved six times — to San Diego and back to Los Angeles, Las Vegas and again to Los Angeles, then off to Montana and now Atlanta. From covering wildfires and kidnappings to Winona Ryder and Robert Blake, the stories will stay with me forever. I learned how to be a better reporter during my time in Los Angeles, a better writer in Las Vegas and a better leader in Montana.

All those experiences have brought me to where I am today, overseeing news operations for The Associated Press in Georgia, home to one of the most populous metro areas in the nation. I oversee a staff of 10 reporters and two photographers. We handle everything from politics to crime and courts, race relations and immigration to agriculture and the economy.

When I speak with college students about how to break into journalism or other fields, the best advice I give them is to keep their options open and be willing to go where they need to. In a market like this, regardless of which industry you pick, the competition is fierce. I tell them that there is a danger in limiting your options and sometimes you have to go where the job is.

My willingness to pack my bags and hit the road opened numerous doors for me and allowed me to prove my adaptability, my perseverance and my commitment to the AP. There were personal sacrifices, as well, having to leave behind family and friends as I pursued my dreams. Each new place meant starting over again, making new friends while staying in touch with those back home.

There were many memorable moments along the way: accidentally crossing the U.S.-Mexico border for a story about farmers in Imperial County, getting the TrailBlazer stuck on a dirt road with a wildfire approaching, interviewing Hugh Hefner poolside at The Palms and trekking through the Montana forest before daybreak for a story about bow hunting.

I have been in Atlanta since January 2009, the longest I’ve been in one place since graduation. And it feels good. I’m settling in, putting down roots for the first time in a decade. The steady stream of daily news keeps me constantly challenged, whether it’s dealing with a salmonella outbreak at a peanut plant or a hearing on a proposed expansion of a nuclear plant.

I know that one day the call will come again, and my next adventure will be just around the corner.
A Gift that Gives AND GIVES BACK TO YOU

For guaranteed fixed income, you may want to consider a USC Charitable Gift Annuity.

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Tommy Trojan, age 75, plans to donate a maturing $100,000 certificate of deposit to USC Dornsife. 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 6.4%, or $6,400 per year. And there are further advantages!

For his $100,000 donation to establish the annuity, Tommy receives a charitable income tax deduction of $42,521. 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 $14,882. In addition, for 13.4 years, the first $4,825 of his annual payments of $6,400 will be tax-free.

The gift annuity will therefore have a taxable equivalent yield of 10.5%. Plus, his gift may be designated to support any USC Dornsife department or program of his choosing.

USC Charitable Gift Annuity Rates are based on the Suggested Rates approved by the American Council on Gift Annuities and are subject to periodic review.

Good for You, Good for USC Dornsife

Please contact Susan Wilcox, Associate Dean for USC Dornsife Advancement, by phone or e-mail swilcox@dornsife.usc.edu to discuss gift options and to obtain a copy of the university’s Suggested Bequest/Distribution Language. Deferred gift annuities for individuals under age 60 are also available for your consideration.
One of the great pleasures of being Dean has been getting to know Dana and David Dornsife. During the past four years we have enjoyed many special moments together. We have shared our passions, talked about our travels (they have better stories!), and discussed the exciting world of letters, arts and sciences. Our friendship has meant a great deal to me and my wife Ellen.

Dana and David are incredibly smart, warmly human, genuine and generous. When you meet them, they are: smart, and you are struck by their sincerity. You never immediately realize that they are in the presence of two of the greatest humanitarians and philanthropists of our time: world-changing projects that you realize you are in the presence of two of the greatest humanitarians and philanthropists of our time. Only when you learn about their world-changing projects will you realize they can also be extraordinarily determined, at least when it comes to the hard but essential work of making the world a better place.

We are very grateful for the Dornsife gift — the largest single gift in USC’s history and the largest naming gift in the history of higher education for a college of letters, arts and sciences. This rare gift of unrestricted endowed support for the heart of the university will expand core support for outstanding undergraduate education, distinguished Ph.D. programs, and outstanding scholars pursuing world-changing projects. This gift represents an unprecedented show of confidence in the community of letters, arts and sciences. It reflects an abiding appreciation of the fact that research and teaching in our core disciplines are central to the realization and fulfillment of the human spirit and to the advancement of our community and our world. Our task now is to do our part to create a campus as well-fouched by inquiry as it is by beauty.

We welcome everyone who has shared that scholarship and inspiration, questions and greatness. It is the foundation of our knowledge in no way that can be simply named or described — is the core of our world. We are so very grateful for their historic gift — the largest single gift in USC’s history and the largest naming gift in the history of higher education for a college of letters, arts and sciences.

Our task now is to do justice to their faith in our world of inquiry and discovery. We begin by creating a new Dornsife Scholars Program to recognize outstanding graduating seniors from USC Dornsife whose scholarship and inspiration are of service and pride to our institution, whose research and teaching are of world-changing potential. We will all work together to ensure that our scholarship addresses important questions and pushes the frontiers of knowledge in a way that has a lasting impact on our disciplines and world. We will all work together to ensure that our scholarship addresses important questions and pushes the frontiers of knowledge in a way that has a lasting impact on our disciplines and world. We are grateful inheritors of a great legacy, but we are also uniquely privileged to be part of this very special moment in USC’s history and in the history of higher education.

Let’s all commit to working together to do justice to this moment, so that we might build on this opportunity to achieve enduring distinction.

The Latin phrase scientia gratia hominis translates as “knowledge for the sake of humankind.” I believe it captures the importance and value of the world of letters, arts and sciences.

Now this world is graced with an inspirational name, which will be synonymous with scholarly inquiry in service of human enlightenment and progress: the USC Dana and David Dornsife College of Letters, Arts and Sciences.

HOWARD GILLMAN
DEAN OF USC DANA AND DAVID DORNSEIFE COLLEGE OF LETTERS, ARTS AND SCIENCES

FROM THE DEAN