

TraLA

*The newsletter of the
Trojan League of Los Angeles*



UNIVERSITY OF SOUTHERN CALIFORNIA • WINTER 2016 • TLLA.ORG

I N T H I S I S S U E

President's Message

Trojan League is inducted into the prestigious Widney Society!

2017 Benefit Announcement: MBV Program

Interview with Betty Rollo

Lunch Bunch

2017 Calendar of Events

Professor Beauregard Tirebiter

USC Yesterday and Today

TLLA New Members

Chatterbox

President's Message

Dear Ladies of Trojan League of Los Angeles,

Every holiday season is filled with family, friends, reflection, and celebration. I hope that each of you had a joyous holiday. Our Trojan League has had the occasion to celebrate two big events this season!

On Thursday, November 16th, the Trojan League of Los Angeles was initiated into the Widney Society at a gala dinner hosted by Al Checcio and President Nikias. The Widney Society honors those individuals or groups who have donated over one million dollars to the University. Since TLLA's establishment, the group has supported the University through Admission events, scholarships, campus projects and benefits that showcased schools at USC. I was so honored to represent TLLA along with Cathleen Menke, who did the forensic accounting to support our donations. Jamie Kwong, one of our JP Allen scholars, was the student speaker. I was so proud to see several of our members attending the dinner which included Jane and Gale Bensussen, Christine Marie Ofiesh, Janet and Jim Eddy, Kathleen McCarthy and Frank Kostlan, Michele and Roger Engemann, Janine and John Colich and Ollie Lynn. This honor goes to all who have been members of Trojan League of Los Angeles since 1958. Thanks to you all!

In December, it was announced by the Alumni Association, that Vicki Laughlin McCluggage has been named an Alumni Service award recipient for 2017! Vicki has been a member since 1997 and held numerous offices including President, Benefit Chair and Treasurer (three times)! She has always been generous with her expertise, financial support, and willingness to fill that critical position when necessary. Vicki will join an illustrious group of TLLA members that now totals 29! Please plan on joining me in celebrating Vicki's award on Saturday, April 29, 2017 at the Westin Bonaventure hotel. More information to follow.

As we enter a new year, I look forward to our Benefit in March. I know it will be a tremendous event. My heartfelt thanks go out to each member who has worked behind the scenes, in front of the crowd; been an active or sustainer. You all have made Trojan League of Los Angeles what it is today!

Fondly,



Charlene S. Ebright, President



TROJAN LEAGUE MISSION STATEMENT

USC Trojan League of Los Angeles, the first of the Trojan Leagues, is an alumnae group founded on March 25, 1958. Its purpose is to foster continuing interest in the University of Southern California on the part of Trojan alumni and their families by bringing into prominence the University history, traditions, and accomplishments, and to advance the interests of the University.

2016-17 TROJAN LEAGUE OF LOS ANGELES

BOARD OF DIRECTORS

Executive Committee:

- President*
Charlene Ebright
- VP Ways and Means*
Cathleen Menke
- VP Student Recruitment*
Diane Elder
- VP Membership*
Stephani Tyler
- VPs Hospitality*
Alisa Chanpong-Amateau
Erin Dundee
- Recording Secretary*
Fran Ciulla
- Corresponding Secretaries*
Sally Edwards
Betty Jamgotchian
- Treasurer*
Vicki McCluggage
- Immediate Past President*
Kathleen Campos

Standing and Special Committees:

- Allocations*
Jean Krieger
- Alumnae Coordinating Council*
Marilyn Kezirian
- Association of Trojan Leagues*
Denice Kalunian – *Trojan Tribute*
Christine Marie Ofiesh – *Student Outreach*
Serena Overhoff – *Annual Meeting*
- Attendance*
Linda Buckingham
- Bylaws*
Marilyn Kezirian
- Gourmet Lunch Bunch*
Nancy Mills
- Historian/Press*
Diane Bleak
- New Members*
Kim Doder
- Nominations*
Mary Pallares
- Professional Liaison*
Sally Doll
- Programs*
Marcia Kreditor
Kathleen Patrick
- Roster*
Rhonda Kozacik
- Scholarship/Trojan Tribute*
Janice Boswell
- Spring Tour*
Mary Lyon
- Telephone/Email*
Stephani Tyler
- TraLA Newsletter*
Fran Ciulla
- USC Yesterday and Today*
Lauren Gorsch
- Volunteer Recognition Awards*
Kathleen Campos
- Website*
Christine Gregg

Trojan League is inducted into the prestigious Widney Society!

The organization is made up of supporters who have donated \$1 million or more in gifts or pledges to the university over a lifetime

On November 16, 2017, some of USC's most visionary and generous supporters — the Widney Society — came together at a gala dinner to celebrate their collective impact on the university. The Widney Society comprises benefactors who have donated \$1 million or more in gifts or pledges over their lifetimes to USC. About 400 donors and guests joined in the celebration, which was held outside the Widney Alumni House, USC's first building. The Trojan League of Los Angeles was inducted into the Widney Society at this beautiful event, which is held every two years.

Charlene Ebright and Cathy Menke represented TLLA that evening, with Charlene signing the Widney Society Roster. Other TLLA Widney Society members in attendance were Jane and Gale



Bensussen, Christine Marie Ofiesh, Kathleen McCarthy Kostlan, and Michele Engemann.

The Widney Society is named for Judge Robert Maclay Widney, the chief architect and founder of USC. In 1880s Los Angeles, Widney assembled a small council of leaders and shared his vision for a great university that would rise on American frontier. They pledged to foster the budding university and joined together to create a blueprint for its success. Their vision continues to this day as USC ascends the ranks of the nation's great research universities.



...and the 2017 Alumni Award goes to...

I am pleased to announce Victoria Laughlin McCluggage is receiving the 2017 USC Alumni Association Alumni Service Award. Since 1932, the USC Alumni Awards have recognized distinguished members of the Trojan Family for their personal and professional achievements, and dedication and loyal service to the university. The Alumni Service Award recognizes outstanding volunteer efforts on behalf of the university. The energy, dedication and enthusiasm of each recipient epitomize the spirit of partnership that is vital to USC's growth and leadership.



Vicki was nominated by the Trojan League of Los Angeles. Her supporters included our members: Jane Bensussen, Lorna Reed, Michele Engemann, Mary Green Rooney, Charlene Ebright and I. Other raving fans included Jerry Papazian, Kappa Alpha Theta Foundation, the Nashville alumni chapter of Kappa Alpha Theta, Pasadena Showcase and the Dean of the Marshall School of Business, Jim Ellis.

The award ceremony will take place on Saturday April 22nd, 2017 at the Westin Saint Bonaventure Hotel. Please mark the date on your calendars to support Vicki and celebrate this amazing achievement!!

Kathleen A. Campos

Trojan League of Los Angeles Recognition Awards Chairman

58th Annual Benefit Announcement



Our 58th Annual Benefit is Saturday, March 25, 2017. We are showcasing **USC Marshall School of Business, "First-of-Their-Kind Programs"**! This year's program and luncheon creates a unique learning event and experience beginning the day with a continental breakfast outside the new Jill and Frank Fertitta Hall. We have the opportunity to explore this new state-of-the-art facility and attend two exciting class sessions, then go to Town and Gown to view silent auction items, enjoy an elegant luncheon and engage in a lively Master of Business for Veterans panel discussion.

This year our goal is to raise enough funds to award a veteran a FULL scholarship for the MBV program in 2017. To make a donation to the Trojan League of LA-MBV Scholarship or for more information, please visit tlla.org.

Registration begins at 9:00 am in front of Fertitta Hall and our Program and Luncheon will go from 10:00 am until 2:00 pm. For more benefit information or to register on-line please visit our website tlla.org or contact Cathy Menke, Benefit Chair at 562-280-4700, cmenke@dslextreme.com.

Trojan League of Los Angeles Celebrates USC Marshall!

Experience Innovative and Entrepreneurial Class Sessions:



Professor Glenn Fox, Ph.D.

Head of Program Design, Strategy and Outreach, USC Peak Performance Institute

"The Science of Peak Performance: Emotion and Business Applications"

The emerging science of human performance optimization is an untapped resource for anyone who wants to break down barriers inhibiting leadership, decision-making, resilience or creative potential. Olympians, professional sports franchises and extreme athletes spend millions on applied performance science for one aim: to gain a competitive advantage. The success of these strategies is becoming clear to entrepreneurs and business leaders, who know that competition is faced on any field of play. Achieving peak performance individually and throughout an organizational culture can make all the difference in separating the innovators from the imitators.



Professor Jill Kickul, Ph.D.

Professor of Clinical Entrepreneurship

"The Relentless Pursuit of Mission in an Ever-Changing World"

Solving world problems is no longer solely the province of social workers and policy professionals. Today's complex problems require business acumen and leadership to provide sustainable change. Whether for-profit or non-profit, enterprises that balance social missions with financial missions can offer innovative antidotes to problems in education, healthcare, poverty, and health. Social entrepreneurs are designing and managing these impact organizations. From global microfinance to mission-based pharmaceutical companies to local workforce development programs, enterprises and programs across the globe 'look, smell and taste' like businesses, while holding social mission as the driving force. Geared to the unique aspects of social impact.



Professor Steven Mednick

Professor of Clinical Entrepreneurship

"Using Entrepreneurial Tools to Grow Your Business"

Entrepreneurship is about finding your passions and talents and putting them to work in a changing marketplace. It is also about challenge, persistence and generating market impact by creating new execution strategies by doing old things in a new way. Typically, entrepreneurs are consumed with their product or service and are not prepared to strategically or tactically lead the venture from the start up to a growing business. In this seminar, participants will gain an understanding of what it takes to start and lead a venture to sustainability.

A luncheon panel discussion with Master of Business for Veterans students, moderated by **MBV Program Director James Bogle**

Betty Rollo still loves TraLA!

Kathy Windsor met with Betty Rollo, TLLA Charter Member, and here's Kathy's interview with Betty



"Her best memories of the early days of TLLA were the mother-daughter teas at beautiful homes in Long Beach. She would go to the Dean of Students at local high schools and ask for names and addresses of outstanding students that were considering USC. Invitations would be sent and a coed or two would come from campus and share what a great time they were having as Trojans. Betty said that is why

there have always been so many students from Long Beach and Palos Verdes at USC.

While Betty was at USC, a highlight was the YWCA where she served as president. Also, meeting her husband, Wes, at a fraternity exchange in 1938. He was a Phi Sig and she, a Phi

Phi. They were married and he served in World War II, leaving the Army as a Lieutenant Colonel. Betty called her family of four, "Forever Trojans."

At 96, Betty is just as enthusiastic about Trojan League of Los Angeles as she must have been 58 years ago, when it was founded. It was a privilege to go to her apartment and see the



banner she has kept since her University days, the certificate she cherishes, pictures of her and Wes with Traveler, and his veteran's memorial. She has lived a storybook Trojan life and sends her best wishes to all the TLLA members.



The Lunch Bunch

TLLA enjoys another great restaurant in November as we continue to "dine" around the world. Malbec, in Pasadena, welcomed our members to Argentina for the day! Thank you to Nancy Mills, our Lunch Bunch gal, for coordinating our "travels" this year!



Calendar 2017

Trojan League of Los Angeles

- 1/12/17 ATL meeting
- 1/20/17 ACC meeting
- 1/26/17 Gourmet Lunch Bunch #3
- 2/8/17 TLLA Board Meeting at TCC #302**
- 2/15/17 TLLA General Meeting at Oakmont CC, Glendale**
Dr. Helga Van Herle, *Taking Care of Your Heart, Mind, Soul*
- 3/3/17 ACC meeting
- 3/8/17 TLLA Board Meeting, location TBA**
- 3/9/17 ATL meeting
- 3/11/17 USC Day of Service
- 3/11-19 USC Spring Break
- 3/16/17 USC Women's Conference
- 3/25/17 TLLA Benefit**
Marshall School of Business
- 4/5/17 TLLA Board Meeting at TCC #302**
- 4/8/17 Swim With Mike at Uytensu Aquatics Center
- 4/9/17 USC Marching Band Concert
- 4/20/17 Gourmet Lunch Bunch #4
- 4/22/17 USC Alumni Awards Dinner
- 4/29/17 Scholarship Social, Admissions
- 5/3/17 TLLA Annual Meeting at Michele Engemann's**
Claude Zachary, USC Archivist and the Widney Society project
- 5/12/17 USC Graduation
- 5/17/17 Gourmet Lunch Bunch #5
- 5/18/17 ATL Annual Meeting
- 6/7/17 TLLA Joint Board Meeting at Widney House**
- 6/8/17 ATL Joint Board Meeting

Trojan League of Los Angeles is going to the dogs!



like the right choice.

Professor Beauregard Tirebiter — dubbed “Beau” for short — is a 2-year-old black goldendoodle. USC may be the first U.S. university with a full-time facility dog on staff: The Office for Wellness and Health Promotion at the USC Engemann Student Health Center doesn’t know of any other university dog who does what Beau does. (A facility dog is similar to a therapy dog, but rather than being trained to work periodically with individuals, he’s trained to work with a multitude of people on a regular basis in a facility such as a hospital, school or nursing home.)

Beau earned his credential after extensive training with the Canine Angels Service Teams in Oregon. At USC he’ll be called a “wellness dog” and he takes residence on the second floor at Engemann, where paw print signs lead students to his location. He has office hours and business cards, but he has trouble handing out the latter.

A couple of years ago, our very own Trojan League of Los Angeles donated funds toward student wellness. After some deliberation by Engemann officials, Beau seemed

Paula Lee Swinford, director of the Office of Wellness and Health Promotion, said Beau will help create a sense of community at USC.

Vanni, who takes Beau home with her every day, will be training him to get comfortable all over campus. Beau has visited classrooms, attended lectures and simply enjoys being adored by everyone at USC. She is also teaching him some tricks. “I’m teaching him how to do a ‘Fight on’ right now,” she said. “Obviously he can’t split his paw, but we’re working on a paw out in the air.”



USC Yesterday and Today

How women are treated in society is a prime topic today in the media, so it is interesting to see how women have been treated by USC over the years. While hard-earned gains for women were largely ignored for decades by other universities in the country, this was not true at USC. USC has admitted women since its first admissions in 1880, while ivy league colleges and other top-ranked universities denied women undergraduate admission until almost a century later. The earliest ivy league colleges to admit women were Yale and Princeton in 1969, and Columbia held out until 1980. Although these ivy league colleges claimed to have the “best and the brightest,” they actually barred their doors to half of the population, not because of

inferior IQ’s, grades or test scores, but because they were the wrong gender.

The justification given by most schools was that they would have to lower their standards to admit women. This sentiment, however, was never shared at USC, documented by the fact that the first class valedictorian at USC was a woman in 1884, Minnie Miltimore. In fact, USC opened its doors to qualified applicants regardless of gender, race, ethnicity, religion, or culture from its very onset in 1880, which was extremely rare at the time. So, we can all be proud of our alma mater as a leader in the nation for fair and equal treatment of women and people of all backgrounds.

Lauren Gorsch

October 12, 2016 TLLA Board Meeting

USC ranks No. 15 in Wall Street Journal survey

The survey’s measures include student body diversity, resources for student success and graduates’ ability to obtain satisfying, high-paying jobs. The national standing marks USC’s highest placement to date in major higher education rankings.

LETTER TO THE EDITOR

Hi Fran,

I just want you to know how much I enjoy reading TraLa. It’s informative, fun, inspirational. I know it takes a great deal of time to create such a “masterpiece.”

Thank you so much.

— Lorna Reed

New TLLA Members: Getting to Know You!

by Kimberly Doder, New Member Chair

If you have not yet met our new members, Kathy Windsor, D'Arcy McLeod, or Claudia Negrete, please take a minute at the next meeting to introduce yourself. These three wonderful ladies are eager to be involved and look forward to us getting acquainted with them. My goal is for all of us to get to know our new members a little better and provide a bit of insight into their hearts and souls, so I decided to have them answer a few fun questions. I hope you enjoy and appreciate these heartwarming thoughts. Thank you, to our newest members, for your grace and honesty in answering these interesting questions. Enjoy!

Below are their candid answers to my questions and I do believe that these wonderful women would be eager to have an extended conversation with any of us about their answers. So, now that you know them better, let them get to know YOU!

Kathy Windsor

1.) What is your favorite movie and why?

The Graduate for the comedy, Simon and Garfunkel songs, LA and southern California scenes – LAX was new then, launching Dustin Hoffman's career – he was young then.

2.) Given the choice of anyone in the world, with whom would you want as a dinner guest and why?

Hillary and Bill – what are they really thinking and what are their next moves?

3.) What does your perfect day look like?

Toss up between jetting to all my favorite places in the world and staying home and working in the garden.

4.) What is your most treasured memory?

My ex-husband, now deceased, and I traveled across the country in a VW Camper in the late 1960s.

5.) Where do you most want to travel, but have never been?

China and India when they improve their air quality

D'Arcy McLeod

1.) What is your favorite movie and why?

"It's A Wonderful Life." It's a special holiday movie with great moral values.

2.) Given the choice of anyone in the world, with whom would you want as a dinner guest and why?

Living: Oprah Winfrey. *Deceased:* Jesus Christ, Abraham Lincoln.

3.) What does your perfect day look like?

A perfect day for me is sleeping in, then going to the gym and working out...and then meeting my 92-year-old mom for lunch and helping her run her errands. Time with her is precious!

4.) What is your most treasured memory?

All the family vacations with my husband and children.

5.) Where do you most want to travel, but have never been?

Australia and New Zealand.

Claudia Negrete

1.) What is your favorite movie and why?

The Godfather. :) It's fascinating and it's a classic!

2.) Given the choice of anyone in the world, with whom would you want as a dinner guest and why?

Reese Witherspoon. I saw her at a store in Santa Monica once and I think she thought I was stalking her. Would love to tell her that I wasn't. :)

3.) What does your perfect day look like?

At the Fairmont in Maui in the pool, sliding down the pool slide. Someone has to make sure it's safe for the kids. :)

4.) What is your most treasured memory?

My husband and I met at USC during our freshman year. We have so many memories of walking on campus but I loved when we would return from winter break a day or two before everyone else and we felt like we had the campus all to ourselves. We always talk about that when we are back on campus together.

5.) Where do you most want to travel, but have never been?

I would love to travel to Egypt and see the pyramids. I have always wanted to go since I was young but it hasn't happened yet.



New members, from left to right: Kathy Windsor, Claudia Negrete and D'Arcy McLeod.

Kelly Elizabeth Burson, daughter of **Ellen and Mark Burson**, celebrated at her National Charity League Debutante Ball on Friday, Nov. 25 at the Four Seasons Westlake Village. She is excited to start her studies at USC in January 2017!

Serena Overhoff has become a 'Partner' with Indigo Global Advisors LLC, a direct lending private equity fund located in Naples, Long Beach. She will oversee Investor Relations and the fund's Advisory Board Committee. Indigo is led by Co-Founder Brent Carey, USC Marshall alumnus. In addition to her new career, she continues to volunteer for the university and is the Campaign Chair for the Dr. Arthur C. Bartner 50th Anniversary Legacy Campaign.

Talk about a big catch! **Jane Bensussen** is a proud grandma of first grandson, Otis. 100 years difference between Jane's mother and Otis – amazing! Second best catch was Jane's 26-pound salmon from Campbell River, B.C.

Audrey McQuay shares exciting news that she and Clark have their first Great Grandchild, an adorable girl named Molly McQuay – what a great name! She should be an actress!

Kathleen Patrick shares that she has become the Chief Development Officer at Dream Foundation in Santa Barbara and helps provide terminally ill adults with their final dreams. Daughter Camille graduated from USC and was recently promoted at Gallup as an associate consultant in Chicago for Innovator of the Year Award and Rising Star! Congratulations to mom and daughter! Kathleen is enjoying her four grandchildren and feeling blessed to have this wonderful life. The Trojan League has been such an important part of her life and she is honored to among such dynamic and incredible women.

Francine Cafarchia and her husband, Vito, are happy to announce that their son Michael ('10) was recently engaged to Courtney Dal Pozzo ('11). Though both Michael and Courtney graduated from USC, the two met after college through a fraternity brother of

Michael's who was dating a sorority sister of Courtney's. A specific date is not yet set, but will likely be June of 2018 as the couple would like to keep up a happy tradition – both sets of parents, the Dal Pozzos and Cafarchias – were married in the month of June.

JoAnn and John Gantus had another grandchild added to the family. Eugenia Josephine Wall was born to daughter, Mariana Gantus Wall (USC '06) and Douglas Wall. She was born on November 16 at 12:01p.m. weighing 7 lbs. 9 oz. She joins cousins Caroline (27 months) and Caleb (16 months), for a total of 3 grandchildren in less than 3 years! The Gantus family is feeling happy and blessed!

Kathy Windsor enjoyed a day at the Seattle game. It was certainly a cool day, but it was dry with a beautiful setting on the water.

Dee Dee and Denny Graves saw their daughter, Adrienne (Annenberg '03) married to Austin Brown of Durango, Colorado on June 18. They rented a lodge, which sleeps 43 of their dearest friends! They all mingled and had a great time (3 hot tubs and a game room helped!). In October, they took a Mississippi River cruise on a paddle wheeler from New Orleans to Memphis, and celebrated her sorority sister's 70th birthday at Commanders Palace in New Orleans. Other special stops included the WWII Museum and Graceland in Memphis.

When not on Recording Secretary or TraLA duty, **Fran and Phil Ciulla** enjoyed a wonderful vacation to Europe. They were in Paris and Normandy (awe inspiring), then cruised up the Rhine River from Basel, Germany to Amsterdam for a visit. Absolutely magnificent scenery, but very cold in November! Fran can highly recommend AMA Waterways – Sally Doll, take note!

Mary Pallares enjoyed her time exploring Cape Cod at Fran Ciulla's cottage. She won a weeks' stay there at the TLLA Swim with Mike Benefit. She relaxed, had great seafood and had a wonderful visit with her family

New Member, Kathy Windsor, has a great Trojan Tradition story to tell: Century-old commencement gown first worn in 1916 has been passed down 45 times.

When alumna Ruth Launer decided to buy a wool graduation gown instead of renting it for her USC graduation, she could never have guessed the gown would go on to walk the commencement stage 45 times over the next 100 years.

The 1916 graduate, a botany major, had married that March, and by the time she was walking across the stage to pick up her diploma, she was two months pregnant.

"I'm pretty sure she was already thinking about the baby, my mother Eunice, wearing the same gown in the future," said Launer's granddaughter, Kathy Harris Tuynman Windsor '66.

Thus began a proud family tradition.

When it was time for Ruth Launer's daughter, Eunice Launer Harris '39, to don the gown, she embroidered her name on a scrap of fabric sewn inside the gown.

Fast-forward 77 years and the names of 45 family members, all meticulously hand-stitched, have since followed. The names are noted with their alma mater (most attended USC, but other schools include the University of California, San Diego and University of Oregon) and graduation year.

As for Kathy Windsor, "The minute I was born, my grandmother had already figured out my graduation would

be 50 years after hers," she said. But by her 1966 commencement, the wool gown was showing some wear.

"Mother wrote to the gown's manufacturer — E.R. Moore — which still provides USC's gowns today," Eunice Harris said. "They put in a new braid."

The refurbishment has served the gown well. This year, Kathy wore it once again and marched in Friday's 133rd commencement, celebrating the 50th anniversary of her graduation. As she marched with other Half Century Trojans, her thoughts were of Ruth Launer, the woman who started a cherished family tradition a century ago.