IN THIS ISSUE:

A LETTER FROM
USC ASSOCIATES
PRESIDENT MICHELE
DEDEAUX ENGEMANN
PG. 2

A MESSAGE FROM
USC ASSOCIATES
INCOMING PRESIDENT
ROD Y. NAKAMOTO
PG. 3

CHAIRMAN HIGHLIGHT:
DEBORAH AND
JONATHAN GOLDMAN
PG. 5

PRESIDENTIAL HIGHLIGHT:
KAVITA AND RAHUL GUPTA
PG. 6

YOUNG LEADER
SPOTLIGHT: AYMAN SIRAJ
PG. 7

A NEW BAND DIRECTOR,
A NEW LEGACY
PG. 8

NEW TROJAN MARCHING
BAND HELMETS—A
CAPSTONE PROJECT
PG. 9

USC ASSOCIATES
SCHOLARS
PG. 11
A Letter from USC Associates President Michele Dedeaux Engemann

After a remarkable journey as president of the USC Associates Board of Directors, I have decided that it is time to pass the proverbial baton to a new leader, USC Trustee Rod Nakamoto. I can assure you that the Associates program will continue to flourish under Rod’s exemplary leadership, and I thank you for your love and support these last six years. I would also like to acknowledge and thank our board of directors for their outstanding service and enthusiastic support of our programs. I hope that you welcome Rod as you welcomed me, with open arms and heartfelt confidence.

During my tenure as president, the Associates program awarded more than $6 million in student scholarships. In addition, we achieved and sustained a 47% increase in yearly gift memberships, even during the pandemic.

I am inspired by so many of you who have come forward to help our students, faculty, medical enterprise and beloved university. Your love and loyalty shine through as USC emerges from this global health crisis with several lessons learned—and with many innovative new ways of propelling us forward.

Several of you have let us know that you have been able to take advantage of more USC programs than ever before, due to the plethora of virtual offerings in 2020-2021. We are thrilled that you have embraced these opportunities to connect remotely, and further enhance your engagement with the university.

We are also humbled and grateful that most of you have continued your backing of the USC Associates through renewed membership and direct support of our scholarship endowment. Thanks to your unwavering commitment, we were able to award more than $1.2 million in student scholarships this year. Your generosity also enabled us to provide additional scholarships for students affected financially by the pandemic.

For those of you who may be a little late or even lapsed in your membership, please know it is never too late to reconnect and renew. As for our legacy members, we always welcome and appreciate your support of our scholarships and programing. Your dedicated membership is an inspiring symbol of the Trojan Family’s generous spirit of philanthropy.

I have so much faith in our Associates community and deep appreciation for each and every gift made in the name of our students, faculty and academic programs. It is because of you that we remain the premier academic membership support group of USC.

In the spirit of making a difference in people’s lives, we proudly feature 12 of our graduating student scholarship recipients in this edition of our newsletter. They represent just a few of the thousands of students whose lives you have touched and made better through the years. We are also featuring our six outstanding Associates faculty award recipients for 2021.

Should you have any questions about your membership or the university at any time, I invite you to connect with the Associates staff via email.

While I move on to the position of immediate past president of the USC Associates board, I will forever be a proud Chairman Associate. I look forward to seeing you all soon, when we are able to convene for special events.

Thank you for all that you do, and as always, Fight On!
A Message from USC Associates Incoming President Rod Y. Nakamoto

I am deeply grateful for the opportunity to lead the USC Associates and continue our mission to advance knowledge in the sciences, humanities and professions through financial support of USC’s academic programs. As a board member for the past six years, I have seen firsthand how the generosity of Associates members has contributed significantly to USC’s status among the world’s leading private research universities.

A heartfelt thank you to Michele Dedeaux Engemann for her legacy of service, commitment and philanthropy to USC and to the USC Associates. Michele is an incredible leader and ally, and while she will be a tough act to follow, I promise to continue fostering our vital role of advancing the mission of the university, led by President Carol L. Folt.

Commencing on July 1, 2021, I will lead the Associates with the help of a talented board of directors and an amazing Associates staff, led by the one-and-only Adam Bart! We’ll begin our next chapter and continue to work with integrity and purpose as we embrace the university’s unifying values in all that we do. I appreciate the impact each of you make on our beloved university, and can’t wait to see and meet most of you in person. In the meantime, have a wonderful summer and Fight On!

Rod Y. Nakamoto - Bio

Rod Y. Nakamoto has a BS and MBA from the USC Marshall School of Business. His wife, Elsie, also earned her BS at USC Marshall. Both of their daughters are USC graduates: Brynn earned her BA in public relations from the USC Annenberg School for Communication and Journalism, and Emily earned her BA in neuroscience from the USC Dornsife College of Letters, Arts and Sciences. Their son, Scott, earned his degree in human biology from Pitzer College.

Rod is a member of the USC Board of Trustees and serves as co-chair of the Student Affairs Committee and member of the Audit, Compliance, Risk & Privacy and Executive committees. He joined the USC Associates in 2007 and is a dedicated Chairman-level member. In 2014, Rod was nominated to serve on the USC Associates Board of Directors and has been an indispensable member of the board ever since. Rod is also past president of both the USC Alumni Association Board of Governors and the USC Asian Pacific Alumni Association Board of Directors.

Professionally, Rod is a Senior Vice President – Wealth Management Advisor and co-founder of the Ugroup at Merrill Lynch.
USC Associates 2020-2021
Board of Directors Roster

Welcome New & Upgraded Members!

CHAIRMAN
Bonnie Dale*
Deborah and
Jonathan Goldman*
Junhua and Mark Pinsky

PRESIDENTIAL
Sandee and Tim Archer*
Kavita and Rahul Gupta*

PROVOST
Elizabeth and
Anthony Abbattista
Dianna Lau and
Kevin Beggs
Paul Chen

JUNIOR
Devon Campos
Jason Lubin
Julia Matthews
Brynn Nakamoto

*Upgraded Membership
As of 6/14/21

Thank you to our generous event hosts and sponsors for the 2020-2021 academic year!

Elsie and Rod Y. Nakamoto
Usha and Mayan Patel
Karen Wong and Scott Lee
Chairman Highlight:
Deborah and Jonathan Goldman

Chairman Associates Jonathan and Deborah Goldman are the proud parents of three Trojans: Hannah, a Class of 2020 USC Dornsife College of Letters, Arts and Sciences graduate, and Jack and Sarah, two current USC Dornsife students.

Hannah graduated summa cum laude with a major in cognitive science and minors in early childhood education (USC Rossier School of Education) and dance (USC Glorya Kaufman School of Dance). A Renaissance Scholar and Phi Beta Kappa member during her time at USC, Hannah is currently pursuing a master’s degree in mind, brain and education at the Harvard Graduate School of Education.

Jack is majoring in law, history and culture, and minoring in narrative structure, as well as legal studies (USC Gould School of Law). His younger sister, Sarah, is pursuing a degree in American studies & ethnicity; she is also minoring in justice, voice & advocacy (USC Annenberg School for Communication and Journalism) and nonprofits, philanthropy and volunteerism (USC Price School of Public Policy). Both are thriving in their studies.

While Jonathan and Deborah are both native Californians, Jonathan ventured back East for college. He earned his undergraduate degree from Brown University and a master’s in international affairs at Columbia University. Meanwhile, Deborah received her BA in political economy from UC Berkeley. She was subsequently awarded the Robert R Dockson Scholarship to attend the USC Marshall School of Business, where she earned an MBA.

Currently serving on the USC Parent Leadership Circle Executive Committee, Deborah and Jonathan previously served as Trojan Parent Representatives on the USC Alumni Association Board of Governors in 2020-2021.

The Goldmans strongly believe in broadening access to higher education and have worked tirelessly to support this cause. They serve on the boards of 10,000 Degrees, Bridge the Gap Marin City and SchoolsRule Marin, which all help promote college access to underserved communities. Their philanthropy continues at USC, where they support USC Dornsife, USC Rossier and USC Kaufman scholarships for students with financial need, as well as the USC McMorrow Neighborhood Academic Initiative and the USC Joint Education Project.

The Goldmans believe USC Associates is a great way for all members of the Trojan Family to come together to support the university’s efforts of inclusion and engagement. The family enjoys attending Associates events, including Trojan Family Weekend activities (hopefully on campus for fall 2021!), Associate picnics and the games that follow, and other Associates events during the Stanford and Cal Weekenders. We are grateful for Jonathan and Deborah’s commitment to academics, and look forward to thanking them in person in the near future.
Presidential Highlight:
Kavita and Rahul Gupta

When USC Associates Board President Michele Dedeaux Engemann issued a call to action in last summer’s newsletter, Presidential Associates Kavita and Rahul Gupta responded immediately. They pledged $25,000 from their family trust to support the USC Associates Scholarship Endowment.

For Kavita and Rahul, helping USC students in need has long been a priority. They previously established two named scholarships at the USC Rossier School of Education and the USC Viterbi School of Engineering. Because of their own experiences, they recognize the hardships students face all too well. On August 15, 1984, Kavita and Rahul Gupta packed two suitcases and boarded separate flights from New Delhi to Indiana, where Rahul would begin the MBA program at Indiana University, Bloomington (IUB). His scholarship paid for his flight to the U.S., one year of tuition for his two-year MBA, and $240 per month to cover his cost of living. Since Rahul’s airfare was more expensive than his scholarship allotment, Kavita exchanged her ticket to fly on a cheaper airline. All she brought was a check for $7,000, scraped together from personal savings and family contributions, to cover two semesters of tuition for her master’s in educational/instructional technology at IUB.

During their two years at IUB, they lived on essentials only, buying them from on-campus garage sales. Their first Thanksgiving was spent alone, since they couldn’t afford the flight to Los Angeles to visit family. Kavita and Rahul burned the proverbial midnight oil while juggling graduate assistantships and other on-campus jobs. Their hard work eventually paid off, when Kavita and Rahul graduated *magna cum laude* and *summa cum laude*, respectively, from IUB. The highlight of their student days was the purchase of a run-down $1,500 Datsun during their final semester. After graduation, they drove to New York City to visit Lady Liberty—their first vacation.

Ten moves, six states and six homes later, Kavita and Rahul saw their two children, Ruchika and Kabir, graduate from USC in 2009 and 2016, respectively. Both are now working in marketing and web services at Amazon. As a family of scholarship recipients, the Guptas have been overwhelmed by the generosity of the individuals who helped them live the American dream; they have no doubt that they would not be where they are today without them. Firm believers that giving back is a way of paying it forward, Kavita and Rahul are grateful to have come such a long way from their humble beginnings.

In turn, we are grateful to have the Guptas as valued members of the Associates, and thank them for allowing us to share their Trojan story with you. We hope their story will inspire you to give to the USC Associates Scholarship Endowment or create your own named scholarship at USC.
Young Leader Spotlight:
Ayman Siraj

Growing up, Ayman Siraj (pictured above, in teal shirt) called many places home. He was born in the United Kingdom to a family with deep roots in Bangladesh. He later spent time in both Saudi Arabia and India before moving to the U.S. to attend USC. In fact, the four years he attended USC was the longest Ayman has ever lived in one place.

When asked why he chose to attend USC, Ayman admits that he didn’t know much about the university landscape in the U.S. at the time. He applied to USC at the last minute, after a USC admissions counselor gave a presentation at his school.

“I was always very much into the allure of Hollywood,” Ayman says, “so the brain decided USC was a great university and the heart decided ‘you get to be in L.A. for four years!’”

Only later, once he arrived on campus, did Ayman learn that he wasn’t the only Trojan in his family. His grandfather had attended USC in 1959. Nearly 60 years later, Ayman graduated from the USC Viterbi School of Engineering in 2018, with a degree in chemical engineering and a minor in digital forensics. He now works for Microsoft’s Worldwide Detection & Response team as a cybersecurity forensics analyst, investigating the largest hacks of cyber organizations around the world. Ayman thoroughly enjoys searching for the latest cyber-attack techniques that threaten organizations of all sizes.

When asked about his favorite USC memory, Ayman cites the university’s Alternative Spring Break program, where students volunteer their time in different locations in the U.S. and abroad.

Ayman was lucky enough to spend his break in Tahiti. It was an incredible experience to see the untouched beauty of nature and to learn about sustainability.

The fact that someone from overseas was able to come to the U.S., study at a top-ranked university like USC, and get a job working at one of the world’s largest technology companies, is not lost on Ayman. He realizes the privileges he has had, and that most people from a similar background may never have such opportunities. That’s why he feels so determined to give back to the education system and university that supported his own journey.

Ayman couldn’t be more grateful for his time at USC. A USC alumnus/professor played a major role in helping Ayman secure a job in the U.S. after graduation—recently, no easy feat for an international student. Ayman, mostly through the cybersecurity and forensics organization student club he rebranded while on campus, is now paying it forward by helping other students succeed in the job market. He frequently uploads job postings in the cyber arena, mentors current USC Viterbi students and supports the Viterbi Innovation Partners program. As a Young Leader in the USC Associates, Ayman often attends webcasts and virtual meet-ups.

We are thrilled to have Ayman, with his passion for philanthropy, as one of our exemplary Young Leaders, and look forward to connecting him with other like-minded members.
A New Band Director, a New Legacy

The USC Trojan Marching Band (TMB) welcomed a new band director, Jacob “Jake” Vogel, on January 1, 2021. He took over for Dr. Arthur C. Bartner, who led the band for over 50 years.

Jake was first introduced to the band by his wife, Jessica Bogenreif Vogel, whom he met while they both studied at Chapman University. She came to USC to pursue degrees in music and social work and joined the TMB as a saxophone player. She then introduced Jake to Tony Fox, TMB’s assistant director and arranger, who mentored him for several years.

In 2011, Jake received his masters from USC Thornton while serving as a teaching assistant and assistant arranger for TMB. When Tony Fox retired five years later, Jake replaced his mentor as TMB’s assistant director and arranger.

Jake, who always wanted to work in Hollywood, now works for “Hollywood’s Band.” He collaborated with the USC Kaufman School of Dance in a Hamilton-themed halftime show. Jake also created a Marvel Cinematic Universe-themed halftime show, celebrating USC alumni in cinema and music. The latter show featured a guest appearance by award-winning film composer Alan Silvestri (Avengers: Endgame), who guest-conducted the band.

“When I’m driving up the 110 freeway and see the Hollywood sign in the same line of sight with the Coliseum Torch and USC’s campus, I’m reminded of how incredibly lucky I am to have achieved my childhood dream,” says Jake. “My hope is to be able to do all that I can to help the members of the TMB reach their goals.”

Some of Jake’s priorities for the band include expanding the program curriculum, improving training for student leaders, and reviewing the TMB repertoire. He also wants to help TMB members have an equitable experience. Jake looks forward to working with Student Affairs, band staff and students to identify the program elements that should be maintained, as well as those that need to change.

“You can always tell that Jake is excited about the band, which keeps us excited about being a part of it,” says Niven Janyanthi, TMB’s student general manager and tenor saxophone section leader. “I know that he’s ready to take on the challenge of pushing the TMB into a new era, knowing what has to change about how we do things, while never losing sight of the spirit and energy we always have. He’s committed to working with student leadership to make that step forward together.”

Jake was instrumental in keeping the band members engaged during the pandemic. He directed them in virtual halftime shows on YouTube during Trojan football season. He’s also directed recorded TMB performances for such annual USC events like Swim With Mike.

For the immediate future, Jake has set his sights on leading the band in person, marching through campus on gameday, performing at the Associates Picnics, and walking through the Los Angeles Memorial Coliseum once again.
New Trojan Marching Band Helmets—
A Capstone Project

Thanks to the generosity of the USC Associates, the Bothwell family, and the rest of the Trojan Family, the USC Trojan Marching Band was able to purchase an entire set of new uniforms, which arrived last spring, just before the pandemic lockdown.

This spring and summer, new instruments will arrive at the Arthur C. Bartner Band Pavilion, thanks once again to the generosity of the USC Associates, as well as contributions from the Fouce family.

All the band members look forward to marching out of the Coliseum tunnel on September 4, wearing new uniforms and playing new instruments. But something remains missing from this picture: new band helmets!

The Spirit of Troy has perhaps the most distinctive and recognizable marching band uniform in America. From the glistening helmet with its flowing plume, to the iconic Trojan head displayed proudly on the chest, the uniform is recognized worldwide as a symbol of the University of Southern California.

In a typical year, the band performs at more than 300 events, ranging from football games and university functions to television appearances and international events. The wear and tear on the helmets is considerable.

While the band replaces uniforms consistently every 10 years, the helmets are replaced only when broken and unwearable.

“The helmet is the part of the TMB uniform that holds an audience’s attention the most. We already have the uniforms, so if we can get the helmets to top them off, we'll have all the visual components to give this band the refresh that it needs this fall,” says Matt Lucitt, the band’s student equipment manager. “To me, a new helmet would instill a new sense of belonging in the TMB. New helmets for everyone would noticeably help with member retention, as it will instill a sense of pride in each and every member.”

Later this year we will be asking you, our most loyal supporters, to consider joining us as we enhance the TMB’s image by contributing at one of these levels:

- **$550** Sponsor one helmet
- **$2,500** Endow one helmet (replace every 4-5 years)
- **$5,500** Sponsor ten helmets and receive your own authentic TMB helmet to proudly display in your home or office

This latest fundraising effort is one of the four pillars that compose The Trojan Marching Band Initiative Honoring the Legacy of Arthur C. Bartner. This $15 million initiative was established to ensure the ongoing success of our program.

The Spirit of Troy’s remarkable journey to the top tier of college marching bands has been made possible by the generosity of the Trojan Family. This is your band. We thrive because of your support.
Events

We were fortunate to partner with these USC schools and academic units on many wonderful virtual opportunities this past year. We look forward to hosting in-person events in the near future. In the meantime, your continuing participation in our virtual events is deeply appreciated!

Keck Medicine of USC  USC Marshall School of Business  USC Trojan Marching Band
USC Dornsife College of Letters, Arts and Sciences  USC School of Architecture  USC Visions & Voices
USC School of Cinematic Arts

Keep connected with the USC Associates!

Giving Opportunities & Membership Upgrades

Your generosity plays a vital role in allowing USC to grow as a leading academic institution. If you would like to upgrade your membership, make a new pledge or learn about new giving opportunities, please contact USC Associates at:

USCASSOCIATES@USC.EDU
WWW.USC.EDU/ASSOCIATES

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<th>Membership Levels</th>
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<tr>
<td><strong>CHAIRMAN:</strong> $300,000* plus $3,000 required annual gift</td>
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<tr>
<td><strong>PRESIDENTIAL:</strong> $150,000* plus $1,500 required annual gift</td>
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<tr>
<td><strong>PROVOST:</strong> $50,000* plus $500 required annual gift</td>
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<tr>
<td><strong>JUNIOR:</strong> $25,000* plus $250 required annual gift</td>
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*All pledges are payable within 5 years
USC Associates Scholars

We are so proud of our graduating USC Associates Scholars! They are the leaders, entrepreneurs, scientists, doctors and artists of tomorrow. Get to know 17 of them here.

Thanks to your annual membership gifts, the USC Associates program proudly awarded more than $1.2 million in scholarships to more than 90 undergraduate students this year.

We are honored to support the most deserving students, based on their merits, and continue to be amazed by their journeys to graduation. With your continued membership support, we hope to award another $1 million this coming year, as student scholarships are needed now more than ever.

We thank you in advance for your continued loyalty, generosity and membership.

Fight On!
Congratulations to the 2020-2021 USC Associates Faculty Award Honorees!

Congratulations to our 2020-2021 USC Associates Faculty Award recipients! Read more about the awards and this year’s honorees here.

USC Associates Staff

Adam Bart
Senior Executive Director and Director of Major Gifts

Leah Levine
Senior Associate Director

Elyssa Romo
Membership Services Manager

Meet Michelle Dao, Our New Staff Member!

Michelle Dao joins the USC Associates team as the associate director of development. She received her degree in business administration from the University of San Francisco, and holds a certificate in nonprofit management from the University of San Diego. Prior to her arrival at USC, Michelle served as the major gifts officer for the Orange Catholic Foundation, and as the annual and special giving manager at her alma mater. As a scholarship recipient, she is passionate about providing pathways to educational mobility in higher education through philanthropy.

Michelle lives in Culver City, is an active parishioner at St. Monica Catholic Parish, and volunteers with Court Appointed Special Advocates (CASA). She enjoys spending time with her nephew and looks forward to the return of travel to visit her global family in Vietnam, Hawaii and beyond.

Our hearts are filled with gratitude for you, our Associates members, who have remained steadfast during this unique year. We are honored to have you as members of the premier academic support group of the University of Southern California.

Much love and Fight On!
Adam, Leah, Elyssa and Michelle