

Coliseum Renovation Communique

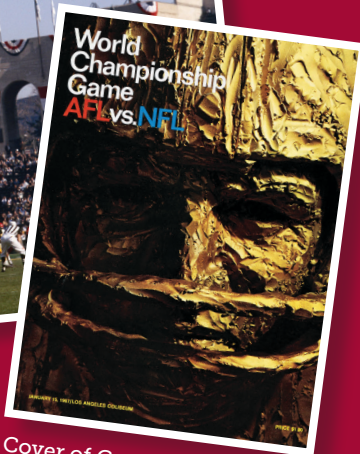
ONE TEAM. ONE HERITAGE. ONE FUTURE

February 2017





AFL-NFL World Championship



Cover of Game Program

Did You Know?

The Coliseum hosted the AFL-NFL World Championship game 50 years ago on January 15, 1967. The Green Bay Packers defeated the Kansas City Chiefs 35 – 10. The game would later be known as Super Bowl I.

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A Message from the Athletic Director

What a phenomenal fall season in USC Athletics—from our soaring graduation rates to the national championship in women's soccer and epic win at the Rose Bowl for our football team! I give our coaches and student-athletes all the credit for staying focused in the classroom and finishing their seasons extraordinarily well.

As we look ahead in 2017 and beyond, the renovation and restoration of the Coliseum is at the very center of the department's success. Not only will it ensure an elevated game-day experience for our fans and greater home field advantage for our football team, it also creates crucial revenue streams needed to sustain the excellence across all 21 USC sports.

I am pleased to share in this latest issue of the Coliseum Communique updated information regarding the Scholarship Club Tower and Trojan Athletic Fund seating as well as a few lead gifts from members of the Trojan Family. We have made outstanding progress thus far, and I would like to gratefully acknowledge the individuals on page 6, both listed and anonymous, who have supported the Coliseum. Thank you for your generosity!

This spring, we will send detailed information regarding the construction of the Coliseum bowl and subsequent enhancements that will trigger a re-seat. I understand this is a delicate subject and I appreciate in advance your patience in working with us to find seating solutions. I hope you know we are 100% committed to providing a variety of seating options affordable to all of our fans. We have a dedicated team who will work individually with you to ensure the process is transparent and fan-friendly. Please be sure to renew your 2017 season tickets and Trojan Athletic Fund membership to maintain your priority status.

And finally, having completed my first six months as your athletic director, I am so impressed with the caliber of coaches and athletes across all of our 21 sports. As I look ahead to the spring, men's and women's basketball are off to great starts, and we expect great things in baseball, track & field, swimming & diving, tennis and women's water polo. I encourage you and all our fans to get out to the Galen Center, Cromwell Field, Uytengsu Aquatics Center, Marks Tennis Stadium and Dedeaux Field to support our teams. In supporting one team or two, you are supporting us all!



FIGHT ON!

Lynn Swann

Charles Griffin Cale
Director of Athletics' Chair



THE 103RD ROSE BOWL GAME



52 – 49



1:27 – THE THROW



1:20 – THE CATCH



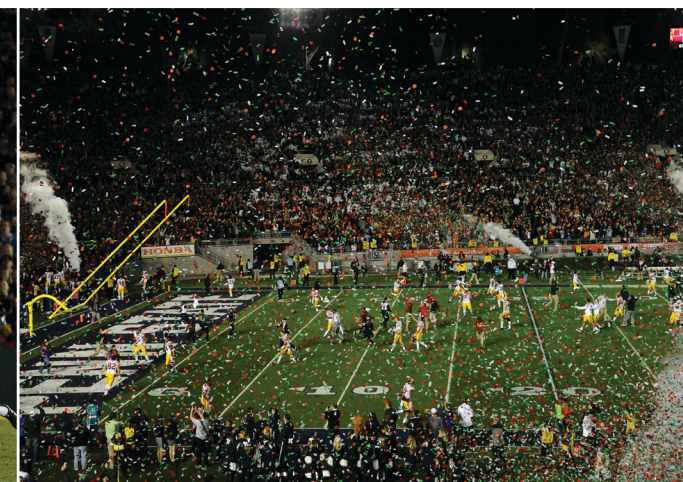
:38 – THE INTERCEPTION



:05 – THE KICK



:00 – THE CELEBRATION



The Scholarship Club Tower Premium Seating Options



The Scholarship Club Tower and Otis Booth Press Box



A cross section view of The Scholarship Club Tower

We are pleased to report how successful The Scholarship Club Tower campaigns have been to date. Through generous support from our Scholarship Club and Committee members, we have secured commitments for 21 of 24 Founder's Suites, 20 of 22 Suites, 19 of 24 Loge Boxes and over 600 of the 1,090 Club Seats.

The Scholarship Club Tower Suites, Loge Boxes and Club Seats feature access to the Lou Galen Club Lounge with amenities including:

- Access three hours pre-game and one hour post-game
- Premium food and beverage, including alcohol
- Upgraded restrooms
- Two patios
- Exterior views to the south

In addition, all members who commit to purchase a Suite, Loge Box or Club Seats in The Scholarship Club Tower will receive priority selection for Trojan Athletic Fund seating in the lower bowl.

Scholarship Club and Committee members who are still considering premium seating options, we encourage you to act quickly as remaining inventory is limited.

Cardinal & Gold, Women of Troy and Trojan Club Members who have interest in learning more about The Scholarship Club Tower premium seating options, please contact a member of the Trojan Athletic Fund at (213) 740-4155.



Suite Interior



Loge Boxes



Lou Galen Club Lounge



Lou Galen Club Lounge

Lead Gift Announcements



Rod's Lounge



David X Marks Foundation Patio

The Dedeaux and Engemann families have generously named the Suite Lounge in loving memory of legendary USC Baseball coach Rod Dedeaux. "Rod's Lounge" will be located on the suite level of the Scholarship Club Tower and will be available to all suite holders and guests.

Through a lead gift to the renovation of the Los Angeles Memorial Coliseum, the David X. Marks Foundation has named the "David X. Marks Foundation Patio" in the new Scholarship Club Tower. The David X. Marks Foundation is one of USC Athletics' most generous supporters, having funded academic scholarships and capital projects in the department for over 30 years.

Naming Spotlight

Tunnel 22 Named In Memory of Ernest "Ernie" Payne

By: Anonymous

Ernest "Ernie" Payne was a true educator. Having received a BA in biology from USC in 1931 and his MA from USC in school administration in 1946, Ernie taught at Chaffey High School in Ontario, CA, where he became principal in 1951. While I was a senior at Chaffey in 1957, he recommended I apply for a regional USC Alumni Scholarship. It was because of this recommendation and my good fortune in winning the scholarship that I became a Trojan. I went on to graduate USC in 1961, having met my husband along the way.

In his student years at USC, Ernie was captain of the USC Track Team that won the national title in 1931. That same year, Ernie set the national record in the 220 low hurdles at a track meet in Philadelphia. He and Jess Hill were roommates. Unfortunately, he was disqualified from participating in the 1932 Olympics because he had graduated the year before. Today, he would have been allowed to participate in the Olympics.

It is an honor to dedicate Tunnel 22 in his memory.



Charles C. Manger Family Tunnel



Seiter Family Tunnel

In addition to the naming gifts pictured above, the following Trojan Athletic Fund members and their families have contributed generous capital gifts to the Coliseum renovation project to name tunnels;

Bloom Family: Tunnel 6

Bagnard Family: Tunnel 8

Anne and Jerry Linehan: Tunnel 11

Barbara and Bill Steele Student Section: Tunnels 24 & 25

To learn more about naming opportunities at the renovated Coliseum, contact the Trojan Athletic Fund.

Trojan Athletic Fund Bowl Seating

A Special Message from Ron Orr, Senior Associate Athletic Director



Nearly four years ago we embarked on the critical mission to renovate and restore the Los Angeles Memorial Coliseum. Our goals from then to now have remained the same:

- Ensure the best game-day experience for all fans
- Provide our football team with a first-class facility and enhanced home field advantage
- Create long-term revenue streams to sustain the academic and athletic excellence across all USC sports
- Preserve the historical integrity of the Coliseum

Construction, which includes the new Scholarship Club Tower, removal and replacement of seats--wider in some areas--throughout the bowl, increased legroom, and additional aisles, necessitates an entire re-seating of the Coliseum. I understand this is a delicate subject for everyone. We will do our best to make the process as seamless as possible.

A complete publication with all 2019 Coliseum Seating details will be sent to each member this April. I want to provide an overview now to Trojan Athletic Fund members of what to expect and how they will be able to participate in this opportunity to be part of the legacy of the Coliseum and USC Athletics.

A primary goal is to honor our donors' long-time support of Athletics, while also raising the funds necessary for construction as well as meeting the needs of ever-increasing scholarship costs. To best involve our Members in the process, we plan the following objectives:

1. **Personally engage** all Trojan Athletic Fund members through individual phone calls and visits to the Coliseum Renovation Preview Center
2. **Educate** members on the Coliseum renovation project and the various enhancements
3. **Provide solutions** for members to determine the best seating option for you and your family

Process & Timeline

This spring, we will mail all members a dedicated Trojan Athletic Fund seating newsletter. The mailer will include a seat map illustrating capital restoration gift amounts and Trojan Athletic Fund membership boundaries.

Representatives of USC Athletics will then begin personally engaging all Trojan Athletic Fund members based on membership level, consecutive years of membership, and Athletics' lifetime giving. We will notify you via email when it is your turn to participate, followed by an individual phone call and invitation to visit the Coliseum Renovation Preview Center. Please note you must maintain your season tickets and membership to ensure priority access.

Capital Restoration Gift

In order to fund the \$25+ million cost of construction of new seats, legroom, handrails, etc. for Trojan Athletic Fund priority sections, a one-time capital restoration gift is required for all seats in these priority sections. A capital restoration gift will range in price from \$500 to \$7,500 per seat, with several tiers in-between, based on location.

Capital restoration gifts can be paid over four years and will have the same tax deductibility characteristic as your current membership contributions. In addition, capital restoration gifts are transferrable one-time to a spouse or child.

2019 Seating Enhancements

All Trojan Athletic Fund seats will be 20" wide (an increase over the existing 19" seats) and include a cup holder. The rows will also feature 3" of additional legroom. Each Trojan Athletic Fund priority section will include handrails and an additional aisle, essentially splitting the existing section in half, therefore making it much more convenient to enter and exit seating rows.

We are confident that the long-term improvements to the stadium for our Trojan football team and for the fans will offset the short-term adjustments of change. Thank you so much for putting the Trojans first in your years of support and especially now in your involvement in the Coliseum restoration.

Recognition of Support

USC Athletics gratefully acknowledges these members of the Trojan Family for their generous support of the renovation of the Coliseum

Anonymous	The Christopoulos Family	Todd James	Murphy and Ed Romano
Michael, Jill and Grayson Adler	Anthony Cigliano	Mr. and Mrs. Fletcher Jones, Jr.	Mary Green Rooney
Ralph and Sigrid Allman	Sue Cimbalk	Loretta and Richard Joseph	Edward P. Roski, Jr.
Robert and Melissa Alvarado	The Cobo Family	Jackie and Jerry Kehle	Allison and Jack Rule
Gary and Elisa Amaral	Len and Carolyn Cole	Sam and Janet King	Ken Sanders
The Anthony Family	John and Janine Colich	Gregg Kirkpatrick	Roy and Jean Scharer
Mr. & Mrs. Raul A. Arechiga	Ronald A. Corradini Family	The Koart Family	The Seiter Family
The Argyros Family	DecisionQuest	Kathy and Ron Kolar	Kevin and Britta Shannon
Mr. and Mrs. Hugo F. Aviles	David and Geri Eisen	Bill and Sandra Korth	Richard and Barbara Sherman
The William Bagnard Family	Robert A. Elliott	Debbie Lanni	Marshall Silberberg and Soledad Austin M.D.
Arthur Barens	Jon and Lisa Ellison	Jeff Ta-Jen Lee Family	Wilbur H. Smith III
Avery and Andrew Barth and Family	The Engemann and Dedeaux Families	Mitchell and Deena Lew	The Sourapas Family
Jim and Dianne Bashor	Daniel J. Epstein	Anne and Jerry Linehan	Bill and Barbara Steele
Todd and Lydia Bauer	Michael and Debbie Felix Family	The Charles Lyons Family	Ronald Stettler and Josephine Manzano-Stettler
Judy Beard	Frank Fertitta and Family	The Charles C. Manger Family	Mark Stevens and Family
Becker Family	Fischmann Family Foundation	Richard and Sherry Manoogian	Todd & Karen Stevens
Bob and Sheri Best	Clare and Tim Flynn	David X. Marks Foundation	Dr. Gary M. and Susan D. Stewart
Fred and Cynthia Beteta	Tom and Debbie Foster	USC Marshall School of Business	Rodney Swan
Carl Beverly	FOX Sports	Mr. and Mrs. Hobart S. McAlister	The Tanquary Family Trust
Robert and Catherine Beyer	Helene Galen	William L. McIntyre	Keith and Cecilia Terasaki
Bitzer Family	Palma and John Gallegos	Bill McMorrow	Scott Tichenor
The Dr. Frank C. Blair Jr. and Ruth C. Blair Family	Gaughan Family	Maureen and Michal Mekjian	Robin and Tip Tippet
The Mitchell and Bonnie Bloom Family	Matthew Gee Family	Melissa's Organics	Pam and Tony Turchi
Ronald H. Bloom Family	Noelle and Paul Giuliano	Martin and Becky Menne	Bob and Karen Ulman Knapp
Yvonne Bodganovich & Family	Michael M. Gless	Julie and John Mork	Union Bank
Otis Booth Foundation	Rick and Mary Godber	CJ and DJ Murayama Ohana	Fred and Kerri Uytengsu
Boras Family Trust	Kathy and Herb Goodman	Jerri and Dr. Steven Nagelberg	Kent Valley
Bonnie and Lou Bourgeois	Andrea & Richard Gordon	Jerry Neely	Jeff & Julie Wade
Ella and Scott Brittingham	Hank Gordon	Jack and Helen Nethercutt	Rob and Julie Waller
Jon and Shanna Brooks	The Gregorio Family	John Nootbaar	Mr. and Mrs. David W. Warner
Dennis and Ines Bryan	John Hagestad	Jack Oremus	Valerie and Aaron Weiss
Candy and Eddie Bubar	Dean and Kelli Hallett	Michael C. Palmer Family	Brian and Amy Weitman
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Michael & Eleanor Burby	Lisa and Lowell Hill	John and Dana Poerschke	Pam and Joe Wirht
Rick Caruso	Hirshberg Family	Poland Family	Ed Wirtz
The Centofante Family	Sharon Hix Family	Kris Popovich	Louis Wong and Family
Marilyn Chandler and George Cox in recognition of the Bob Chandler Foundation	Stephen Hogan	Jack and Glenda Porter	Scott W. Lee and Karen B. Wong
Matthew Christensen	The Hufschmid Family	Thomas Ralphs	Kristin and Jeffrey Worthe
	Mr. and Mrs. William W. Hughes, Jr.	Melissa and Justin Rawlins	Mr. and Mrs. Raymond G. Yates
	Ron Ige	Christine and Joseph Rich	York Family
		Jeff Robinson	
		Robert L. Rodriguez	

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