

The Weekly

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'Uncertainty is the beginning of adventure. And the ability to turn uncertainty to adventure, into a magnificent journey forward is what defines a Trojan.'

—C. L. Max Nikias,
USC President



Former USC President Steven B. Sample (right) congratulates C. L. Max Nikias just moments after his inauguration on Oct. 15 at the University Park Campus.

A new day dawns in the City of Troy

C. L. Max Nikias is installed as the 11th president of USC

By Sara Reeve

With pomp and circumstance not seen at the university in almost 20 years, C. L. Max Nikias was installed as the 11th president of USC in a ceremony held on the University Park Campus on Friday, Oct. 15.

A crowd of approximately 10,000 faculty, staff, students, alumni, community members and leaders assembled to witness the historic occasion at which President Nikias gave his broad vision to continue the university's upward trajectory into the heights of elite research universities.

"One of the few certainties of our world is that as the pace of change accelerates, the level of uncertainty will increase," said Nikias. "But allow me to ask, what is uncertainty? In the proper light, my fellow Trojans, uncertainty is the beginning of adventure. And the ability to turn uncertainty to adventure, into a magnificent journey forward is what defines a Trojan."

A colorful procession of hundreds of university delegates opened the inauguration program. A USC Hospitals delegation included 40 invited hospital administrators, nurses and physicians from the four USC-affiliated hospitals—USC University Hospital, USC Norris Cancer Hospital, Los Angeles

County+USC Medical Center and Childrens Hospital Los Angeles. The physicians wore white coats, making them especially visible to the Trojan Family. Faculty from the Keck School of Medicine and the USC School of Pharmacy—who were among 1,300 USC faculty wearing academic regalia from the schools where they received their degrees—also represented the USC Health Sciences Campus in the

ceremony's procession.

"We are grateful for President Nikias' visionary leadership as provost—when the hospitals were acquired—and now as president, leading our academic medical center to future success," said Mitch Creem, CEO of the USC-owned USC University Hospital and USC Norris Cancer Hospital. "I am honored and proud that our hospitals were able to be a part of such a historic occasion for

USC. It was an electric, awe-inspiring day."

The presidential party marched last, led by USC Academic Senate President Peter Conti, director of the USC PET Imaging Science Center and professor of radiology at the Keck School of Medicine. Conti is the first physician to serve as president of the USC Academic Senate and had the honor of

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Above, (from left) Keck School of Medicine Professors Fred Weaver and Namir Katkhouda hurry to join the procession in the early moments of the inauguration ceremony. Above right, flanked on the left by Diane Lapa, director of concierge services for USC CARE, and Donald Larsen, chief medical officer of the two USC-owned hospitals, standard-bearer and USC student Priyanka Adapa leads her group past an audience that reached nearly 10,000 people.



See additional inauguration coverage
on pages 5 and 6

NIH awards USC researchers \$3 million for study of rare skin disease

Affecting an estimated three people in one million (700 cases in the U.S.), the incurable skin disease is mercifully rare but devastating to the lives it touches.

By Ryan Ball

David Woodley, professor and chair, and Mei Chen, professor and director of research for the Department of Dermatology at the Keck School of Medicine, have been awarded more than \$3 million in National Institutes of Health funding to conduct a Phase I/II protein therapy clinical trial for patients with recessive dystrophic epidermolysis bullosa (RDEB). Affecting an estimated three people in one million (700 cases in the U.S.), the incurable skin disease is mercifully rare but devastating to the lives it touches.

RDEB is an inherited mechano-bullous disorder characterized by skin fragility, blister formation and chronic wounds. It is caused by defects in the human gene encoding type VII collagen (C7), the major component of anchoring fibrils (AFs), which hold together the two main layers of the skin, the epidermis and the dermis. Patients with RDEB die of an aggressive metastatic squamous cell carcinoma in the second or third decade of life. Treatment is currently limited to wound care, costing families as much as \$80,000 per year.

For the last 20 years, with continuous NIH support, Chen and Woodley have used

molecular and cellular approaches to study the structure and function of C7, and have developed various therapeutic strategies using mouse models. Their first human clinical trial will involve injecting C7 into the skin of RDEB patients and evaluating safety, efficacy, potential immune responses and duration of any beneficial effects.

“We have shown the feasibility of taking a small skin biopsy from the patient, put-

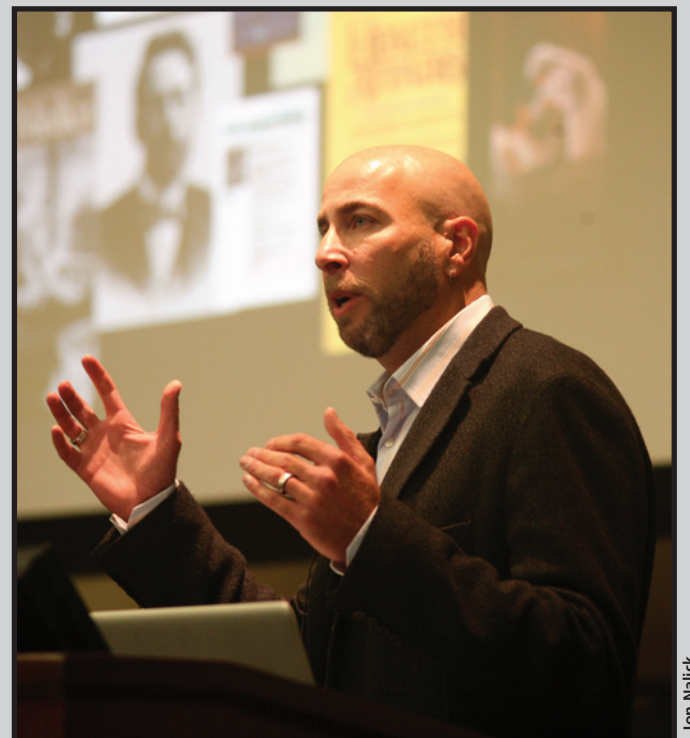
ting their skin cells in culture, correcting the gene defect, expanding the cells and then transplanting them back onto the RDEB patients’ wound,” said Woodley and Chen. “We also showed the possibility of injecting into the patients’ skin either gene-corrected fibroblasts, a viral vector expressing C7 or C7 protein itself. All of these methods correct the RDEB deficit in C7 and the RDEB skin phenotype.”

The NIH challenge grant

will allow Chen and Woodley to bring scientific discoveries from their USC Laboratories for Investigative Dermatology to the patient’s bedside. Outcomes of a successful trial would include the creation of new C7 and AFs in RDEB patient skin, and decreased skin blistering and wounds. Chen and Woodley said the proposed studies will facilitate development of protein-based therapy for other intractable skin diseases.

MEDICAL WRITING AS AN ETHICAL MINEFIELD

—Jay Baruch, assistant professor of emergency medicine at the Warren Alpert Medical School at Brown University, spoke at Mayer Auditorium on Oct. 18 on “Writing about Patients: Truth and Consequences.” During his lecture, part of Visions and Voices: The USC Arts and Humanities Initiative, Baruch discussed how medical writing has the potential to violate patients’ privacy and expectations of confidentiality—if not handled with great empathy and care. Baruch, author of *Fourteen Stories: Doctors, Patients, and Other Strangers*, urged physicians who write—whether writing formal papers or informal blogs, stories or novels—to be mindful of the inherent inequality of the relationship between writer and subject and to respect the patient throughout the writing process.



Jon Nalick

Physicians in China flock to USC-sponsored Continuing Medical Education program

By Jon Nalick

When Renli Qiao, associate professor of pulmonary and critical care medicine at the Keck School of Medicine, visited China five years ago to give a continuing medical education (CME) lecture, he quickly discovered his peers in China were hungry for more.

Much more.

His first lecture attracted hundreds of Chinese physicians who flocked to hear about evidence-based medicine as practiced in the U.S. and about sub-specialty training American physicians receive during their

fellowships—something that Chinese physicians do not receive, he said.

On their most recent trip in April, 12 U.S. physicians stayed for more than two weeks and spoke at five conferences. Qiao said that because each of the conferences attracted as many as 800 Chinese physicians, the USC-led group effectively reached over half of the nation’s pulmonologists.

Qiao said, “In China, although the economy and technology are developing fast, the practice of medicine has remained very tradition-

al—almost the opposite of our practice, which is evidence-based. The style of medical practice, finding its roots in Traditional Chinese Medicine and Confucianism, is authority-based, where seniority is equivalent to expertise.”

He said that although China is emphasizing modernization of the health care system, money is poured into new buildings and equipment but “training hasn’t really changed. You do a three-year residency—and that’s pretty much all you get. You go to work, and your employer decides what department

you’re in and you [start to gain] experience. There’s no board examination to ensure quality.”

Qiao said that because Chinese physicians are curious about evidence-based medicine and about American guidelines for sub-specialty training, attendance at the lectures has grown each year. And each year, Qiao has returned with greater numbers of his colleagues from USC, as well as other leading institutions all over the U.S.

Along the way, what began as a single USC physician lecturing has blossomed into a formal CME program with support from Chinese professional organizations, the American College of Chest Physicians (ACCP), five leading Chinese medical institutions, as well as the Keck School’s Department of Medicine. So far, four ACCP former presidents, seven (out of 10) ACCP Master Fellows, and eight USC faculty have joined the mission.

USC lecturers to have made the trip include Edward Crandall, the Hastings Professor and Norris Chair of Medicine at the Keck School of Medicine; Zea Borok, professor and chief of the division of pulmonary and critical care medicine; and Om Sharma,

Jan Liebler and Rick Barbers, faculty in pulmonary and critical care medicine, among others.

The CME programs are reported in several Chinese journals for medical professionals, such as the *Chinese Medical Tribune*. Between conferences, the U.S. speakers were invited by their Chinese hosts to famous attractions and, because a Chinese native, Qiao, was accompanying them, experienced the real life of ordinary Chinese people, which tourists do not usually get to see.

Borok, who participated in a trip two years ago, found the experience “fascinating and wonderful.”

She said the program could be expanded and someday include exchanges of graduate students and post-doctoral students as well as mentorships and collaborative studies.

She added, “China is on the upswing—and this could be a key opportunity for USC to get its foot in the door there.”

Qiao said he agreed: “That is exactly what I hope to achieve. It is building a national reputation for USC both in China and in the U.S. It is building a mutual understanding among peoples across the Pacific Ocean.”

The Weekly

Next Issue: Oct. 29

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USC Norris nurse practitioner specialist honored for efforts to stem pain

By Leslie Ridgeway
When Pamela Merriam found out she had been named the winner of the Robert Angarola Excellence in Pain Management Award, she said “Why me?”
Not that the nurse practitioner, who runs USC Norris Cancer Hospital’s CARE Team/Pain Medicine program, didn’t appreciate the award. “I’m so very honored,” said Merriam, who has worked as a clinical nurse specialist at Norris from 1994 to 2000 and as a nurse practitioner since 2002. “I have been involved with the process and the award ceremony for so many accomplished professionals in the past years; I just never thought that I would be one to win it.”
Merriam’s dedication to cancer patients experiencing pain as a result of their disease or treatment—or both—led to her being named the winner of the biannual award, bestowed by the Southern California Cancer Pain Initiative (SCCPI), an organization whose mission is to promote pain relief for those with cancer. Merriam has been involved with SCCPI for many years and is a current board member.
The award was given to Merriam at the 2010 SCCPI Gala on Oct. 9 in Glendale.



Pam Merriam, who runs USC Norris Cancer Hospital’s CARE Team/Pain Medicine program, confers with a patient.

The award, the highest honor given by the organization, is named in honor of Robert Angarola, an attorney who led national efforts to advance pain management.
As a member of the USC Norris “CARE” (Comfort, Aid, Research and Education) Team, Merriam works in palliative care, helping patients manage their pain and uncontrolled symptoms with medication and education. Some patients can manage it with one drug; others require a “cocktail” or combination of several drugs. The patients may also need and can benefit from contributions from the other members of the team (medicine, psychology, social services, pharmacy, PT/OT, chaplaincy). Palliative care is

actually aggressive symptom management, and is often confused with end-of-life or hospice care.
“Our focus is on actively addressing uncontrolled symptoms,” Merriam said. “Patients suffer from pain and many side effects while undergoing curative or life-prolonging therapy. Sometimes treatments can be complicated. Pain is one of the largest issues and biggest fears facing cancer patients.”
In addition to her work at USC Norris and USC University Hospital, Merriam teaches pain and symptom management seminars and classes at the hospitals, City of Hope, LAC+USC and other facilities. A member of the Keck School of Medicine’s Department of Anesthesiology, Merriam and her physician colleagues see patients in an outpatient clinic three half-days each week. She is also responsible for the medication management and education needs of the patients and families and acts as a liaison between the services needed to achieve comprehensive quality care for their patients. Consultations with the CARE Team are available per request.
For more information, please call 323-865-3761 or go to www.helpforpain.com.

“Pain is one of the largest issues and biggest fears facing cancer patients.”

— USC Norris Nurse Practitioner Pamela Merriam

Keck School of Medicine researchers find new genetic links to ovarian cancer risk

By Meghan Lewit
Keck School of Medicine researchers have discovered genetic variants in five regions of the genome that affect the risk of ovarian cancer in the general population.
The researchers are among an international consortium of scientists from the U.S., Europe, Canada and Australia, that carried out genome-wide association studies comparing 10,283 women with ovarian cancer to 13,185 women without the disease. The consortium’s results appear in two separate studies published online Sept. 19 in the journal *Nature Genetics*.
The studies built upon previous findings that a stretch of DNA on chromosome 9 containing single DNA letter variations (SNPs) is associated with ovarian cancer risk. The researchers have now found additional stretches of DNA on chromosomes 2,3,8,17 and 19 by grouping patients according to the type of ovarian cancer they had developed. Four out of five of the new DNA variations were more common in women who

had developed the most common and aggressive form of the disease, known as serous ovarian cancer.
Simon Gayther, professor of preventive medicine at the Keck School of Medicine, is senior author on one of the studies, which found a region of DNA on chromosome 19 that affects ovarian cancer risk. A third study in the same journal issue found that variation in this same region of chromosome 19 also increases the risk of breast cancer in women who already carry the BRCA1 gene.
“Our study shows that the same genetic region plays a role in both breast and ovarian cancer, suggesting that the same faulty pathway can cause both diseases, just like BRCA1 and BRCA2 do,” said Gayther, who conducted the research at University College, London. “This is important because it suggests that women who carry certain versions of this stretch of DNA could benefit from closer monitoring for both breast and ovarian cancers.”

Susan Ramus, David Van Den Berg, Daniel Stram, Celeste Leigh Pearce and Anna Wu, all of the Department of Preventive Medicine at the Keck School, were among the paper’s co-authors.
“Since the critical validation of these findings was performed by a large consortium of investigators from around the world, we see this research as a triumph of science without borders for the benefit of women everywhere,” said Andrew Berchuck, professor of gynecologic oncology at Duke University Medical Center and head of the steering committee of the international Ovarian Cancer Association Consortium.
Ovarian cancer is the fifth most common cancer among women in developed countries, often detected in later stages when the chances of a cure are small. As a result, the disease claims more lives in the U.S. than all other gynecological cancers combined. Every year, about 13,000 women in the U.S. and 130,000 worldwide die from the disease.

The Weekly Roundup

An Oct. 12 *Wall Street Journal* article quoted professor of medicine and director of the USC Clinical Diabetes Program **Anne Peters** about prescribing less-expensive insulin for some of her patients who are unable to afford higher-priced versions.
An Oct. 10 Agence France-Presse article cited professor of psychiatry, neurology and gerontology **Lon Schneider**, who wrote an accompanying commentary to a new study that proposes wider criteria for diagnosing Alzheimer’s disease. CTV

(Canada) also cited Schneider.
On Oct. 6 KPCC-FM’s “Patt Morrison” interviewed associate professor of research in preventive medicine **Michael Cousineau** about his research on the impacts health care reform will have on Los Angeles and surrounding communities.
On Oct. 5 Oprah.com interviewed associate clinical director of the Maternal, Child, Adolescent/Adult Center for Infectious Diseases and Virology and assistant professor of clinical pediatrics

LaShonda Spencer about how women can empower themselves against contracting HIV. Spencer also spoke about what people need to know about HIV, and myths about contracting HIV.
A Sept. 29 *Popular Mechanics* article featured research by professor of ophthalmology **Mark Humayun**, which won the magazine’s 2010 Breakthrough Award. Humayun helped to develop the Argus II retinal implant to help the blind see again.

Calendar of Events

This Calendar of events is also online at www.usc.edu/hscalendar for the Health Sciences Campus community

Monday, Oct. 25

3 p.m. Opening reception for the 14th KSOM/HSC student, faculty and staff art gallery. Hoyt Gallery/KAM basement lobby. Info: (213) 821-5547

Tuesday, Oct. 26

Noon. Cancer Center Grand Rounds. “From SNPs to Function: Changing the Outlook for Ovarian Cancer Patients,” Simon Gayther, USC. NRT Aresty Aud. Info: (323) 865-0801

1:30 p.m. Pharmacy Seminar Series. “New Whole Body Optical Imaging Based Tools and Animal Models for Cancer and Regenerative Medicine and their Translation into the Clinic,” Clemens Lowik, Leiden Univ. PSC 104. Info: (323) 442-1405

Wednesday, Oct. 27

8:30 a.m. Pulmonary & Critical Care Seminar. “Mycobacterial Infections,” Richard Lubman, USC. IRD 732. Info: (323) 226-7923

Noon. ZNI Seminar Series. “Disruption and Rescue of Cortical Inhibition in Juveniles with Hearing Loss,” Dan Sanes, NYU. ZNI 112. Info: (323) 442-2144

Thursday, Oct. 28

Noon. Research Center for Liver Diseases Seminar. “GPCRs and Cyclic AMP: Rethinking What We Thought We Knew,” Paul Insel, UC San Diego. HMR 100. Info: (323) 442-1283

Noon. USC Occupational Therapy Faculty Practice. Weight Management Group Meeting. Every Wednesday for 16 weeks. CSC 133. Info: (323) 442-3340

Friday, Oct. 29

8 a.m. Pathology and Laboratory Medicine Grand Rounds. “Teachable Moments: Evaluation & Feedback in Graduate Medical Education,” John York, USC. NOR 7409. Info: (323) 442-1180

8:30 a.m. Pulmonary & Critical Care Seminar. “COPD/Bronchiectasis,” Alex Balekian, USC. IRD 732. Info: (323) 226-7923

Notice: Deadline for calendar submission is 4 p.m. Monday to be considered for that week’s issue—although three weeks’ advance notice of events is recommended. Please note that timely submission does not guarantee an item will be printed. Send calendar items to *The Weekly*, KAM 400 or fax to (323) 442-2832, or e-mail to eblaauw@usc.edu. Entries must include day, date, time, title of talk, first and last name of speaker, affiliation of speaker, location, and a phone number for information.

11 a.m. Hematology Grand Rounds. “Hematopoietic Stem Cell Transplantation for Autoimmune Disease,” Vinod Pullarkat, City of Hope. IPT C2J103. Info: (323) 865-3950

Noon. Pharmacy Seminar Series. “Lipase Maturation Factor: A Novel Player in Lipid Metabolism,” Miklos Peterfy, UCLA. PSC 104. Info: (323) 442-2184

Tuesday, Nov. 2

Noon. Psychiatry Grand Rounds. “Neuropsychiatric Aspects of HIV and AIDS,” Karl Goodkin, Cedars Sinai. ZNI 112. Info: (323) 442-4065

5 p.m. Global Health Lecture Series. “Chronic Non-Communicable Diseases: Global Dimensions and Determinants,” Srinath Reddy, Public Health Foundation of India. NRT Aresty Aud. RSVP to global.health@usc.edu or call (323) 865-0419

Wednesday, Nov. 3

10 a.m.-3 p.m. USC Benefits Fair. HSC Quad.

Friday, Nov. 5

5 p.m. Global Health Lecture Series. “Cardiovascular Health is the Heart of Global Development,” Srinath Reddy, Public Health Foundation of India. Davidson Conference Center. RSVP to global.health@usc.edu or call (323) 865-0419

Tuesday, Nov. 9

Noon. Psychiatry Grand Rounds. “Treatment of Latinos with Schizophrenia,” Alex Kopelowicz, UCLA. ZNI 112. Info: (323) 442-4065

Tuesday, Nov. 16

Noon. Psychiatry Grand Rounds. “Pharmacotherapy for People with Schizophrenia and Co-occurring Substance Use,” Douglas Noordsy, Dartmouth. ZNI 112. Info: (323) 442-4065

Thursday, Nov. 18

4 p.m. CER Workshop. “Developing NIH Grant Applications,” Steve Moldin, USC. NML East Conference Rm. Info: (213) 740-6709

HSC Master Plan calls for livelier spaces

By Ina Fried

If the USC Board of Trustees approves the Health Sciences Campus Master Plan, the first noticeable changes may be the “softer, greener spaces,” improved formal entries to campus and other visual cues to the USC brand.

“Life between the buildings is what makes cities and campuses great,” said Scott Baker of Melendrez, a landscape design firm, Oct. 12 at the third Campus Master Plan town hall in Aresty Auditorium.

The audience was fairly evenly divided among faculty, staff and students, who viewed maps, diagrams, pictures and renderings of plans to be implemented over the next 25 years. The final plan is to be presented to the Board of Trustees in January.

Among the features that could be constructed in early

phases of the plan are a new hotel and conference center, new student housing with a full recreation center and child care center, improved patient drop-off locations, new education and research buildings, and a new parking garage with retail facilities on the ground floor. Helping to improve pedestrian flow would be wider pedestrian walkways with bridges, more and better signage, and additional trees and landscaping.

The goals are to create, develop and enhance the function and beauty of the campus, to improve student and patient experiences, to expand research capability and to provide an identity more consistent with the USC University Park Campus.

The plan will enhance the campus’ ability to grow flexibly in a financially feasible and sustainable way, said

Adam Gross, campus planning director for Ayers Saint Gross architects, based in Baltimore.

“Our proposal is really to create a city, to create a mixed use environment with a great streetscape, a 24/7 place where people will be hanging around on the weekends, as well as during the week,” Gross said.

During the October visit, the architectural team held a series of meetings with USC leaders and with representatives of the surrounding community to present concepts and to receive feedback, said Laurie Stone, executive director of Land Use and Planning, USC Real Estate and Asset Management Department.

For more information on the HSC Master Plan, visit www.usc.edu/community/hscmasterplan/ or send your comments, feedback or questions to hscmp@usc.edu.



TEAM USC NORRIS JOINS KICKIN' CANCER! 5K WALK/RUN—Members of Team USC Norris pose in front of the USC Norris Comprehensive Cancer Center and Hospital booth at the ninth annual KICKIN' CANCER! 5K Walk/Run in Brentwood. With more than 90 teams participating, the Sept. 19 event attract 3,000 people and raised \$181,000 for the early detection and prevention of ovarian and breast cancers.

Stem cell building sets open house Oct. 29

The Keck School of Medicine of USC has started the countdown for the much-anticipated opening of the Eli and Edythe Broad CIRM Center for Regenerative Medicine and Stem Cell Research at USC. Taking place Oct. 29, the dedication ceremonies will be hosted by USC President C. L. Max Nikias

and Keck School Dean Carmen A. Puliafito, with representatives from the California Institute for Regenerative Medicine, donors and friends in attendance, including the building’s primary donors. Eli and Edythe Broad gave \$30 million—one of the largest gifts to the Keck School in recent years. The

building’s development was funded through the gift from the Broad Foundation in 2006, a \$27 million grant awarded by CIRM in 2008, and monies donated through private philanthropy.

Faculty and staff are invited to an open house/tours between 3:30 and 5 p.m. the afternoon of the dedication.

Community lauds installation of C. L. Max Nikias as USC President

James Lynch, director of human resources, Keck School of Medicine

I think [the inauguration] very definitely created a sense of family. It was one of the few events I've seen that really pulled the whole university together, including both campuses. There was a real sense of belonging to the Trojan Family and the Trojan philosophy. ... There was a lot of very positive sentiment over including the Health Sciences, like the invitations and the extra shuttle schedule and all of the help that went into making it easier for people to attend.



Antonio Villaraigosa, mayor of the City of Los Angeles

I couldn't be prouder, as the mayor of this great city, to acknowledge you, Mr. President Chrysostomos Max Nikias, on this great, beautiful day. ... We are proud to inaugurate you on this day, and we know that under your leadership, and with your beautiful family—Niki, Maria and Georgiana—that you will lead the Trojan Family, this great institution, and our city to greatness.

Lindsey Morrison, USC University Hospital, administrative assistant

This is going to be one of those events that in five, 10, 15 years we're going to look back and say we were there at the inauguration of President Nikias. I think it's going to be a really exciting event to look back on.

Linda Bailey-Theders, USC Norris Cancer Hospital, nurse, radiation oncology

I think it's an exciting event. It's really great to see so many different people from all over the USC community getting together like this. It makes you realize how really widespread USC is and how involved it is in different departments and fields.

Ron Smith, chair, Department of Ophthalmology, Keck School of

Medicine, Charles S. and Hildegard Warren Chair in Vision Research

I think it's a great day for USC. A great day for the Keck School of Medicine and a great day for all the clinical departments. The new president has a laser beam focus on the medical school, which will be fantastic for all of us in the future.

Nouri Neamati, associate professor, pharmacology and pharmaceutical sciences, USC School of Pharmacy

This is a once-in-a-lifetime event for many of us. For me this is my first time to be here. This is very exciting. I am very proud to represent the School of Pharmacy and to be here and enjoy this event.

Stephen Sener, professor of clinical surgery and chief, division of surgical oncology, Keck School of Medicine

"The inauguration of Max Nikias represents the culmination of the first phase of planning to reinvigorate our medical center. And as a new faculty member at USC, I am very proud to be part of the first wave of the new generation of thoughts and energy in the Keck School of Medicine."



Earl Strum, medical director of the OR, chief of anesthesiology, USC University Hospital

"It's a remarkable day. It's amazing that in the 130-year history of the University there have only been 11 presidents. It's such an honor to be here representing the USC hospitals."

Brad Williams, professor of clinical pharmacy, USC School of Pharmacy

President Nikias has made it clear that the health sciences are a very integral part of the university and he believes you need to bring the two campuses closer together to build on the strengths that we all have. I think it will really position us to continue moving forward at an even faster rate.

NIKIAS: Cites medicine, biology and biotechnology as 'most promising frontier'

Continued from page 1
carrying the University's mace, a ceremonial scepter symbolizing the authority of the Office of the President.

Keck School of Medicine Dean Carmen A. Puliafito and USC School of Pharmacy Dean Pete Vanderveen marched with the party that led President Nikias and his family to the stage in Alumni Memorial Park.

"This was a momentous occasion for everyone at USC, including faculty, staff and students from both the University Park Campus and the Health Sciences Campus," said Puliafito. "President Nikias has an inspiring vision for the future of medicine and health at USC, and I know that his presidency will inspire new forms of collaboration between the two campuses."

USC Board of Trustees Chair Edward P. Roski Jr. welcomed the assembled guests to the inauguration's "historic and defining moment," one that had taken place only 10 times in the past 130 years, he noted.

"It's time to look ahead to a future full of hope and promise and back on a past rich with tradition and accomplishments," Roski said. "I consider it a great pleasure to belong to this family, and this magnificent Trojan celebration is testament to the extraordinary spirit that we share. It's also an opportunity to renew our dedication to the noble mission of this university, as we pledge our support to the



USC School of Pharmacy Dean R. Pete Vanderveen marches to the dais as part of the Presidential delegation.

Trojan who will lead us into the future."

Back at the USC hospitals, employees had the opportunity to watch inaugural events via a live webcast being projected in the USC University Hospital Norris Inpatient Tower Café.

"I wish had the time to watch the whole thing," said Viviana Radulescu, nurse manager at the Evaluation and Treatment Center. "Oh my God, it's so majestic!"

After introductory remarks from several university leaders and dignitaries, including Henry Yang, chancellor of the University of California, Santa Barbara, and John Hood, president of the Robertson Foundation and former vice-chancellor of the University of Oxford, USC President Emeritus Steven B. Sample presented Nikias with the presidential medallion of office.

In a speech drawing on the classic story of Aeneas and his quest to build a new City of Troy, President Nikias outlined ambitious plans for the university, which include strengthening academic quality and improving financial health. He presented five priorities for his administration, intended to strengthen the university's position as an academic leader and as a gateway to the Pacific Rim.

- Build a critical mass of brilliant faculty minds. Give faculty the resources they need to fulfill their full potential while recruiting new interdisciplinary faculty superstars.
 - Continue to build student leaders, creating a rich curriculum and engaging environment that prepares them for life's future challenges.
 - Strengthen the USC academic community to ensure that it is ready to explore the "new frontiers of human progress," particularly the areas of medicine, biology and biotechnology, which Nikias called the "most promising frontier of our young century."
 - By building interdisciplinary bridges, bring together the Health Sciences Campus and University Park Campus to represent a unified USC, with "one character and one shared identity."
 - Recognizing the surrounding community as "the jewel that it is," reinforce already strong relationships and build new ones.
- "A simple drive down

Vermont Avenue doesn't just show us a city—it displays to us the extraordinary span of the Pacific Rim in microcosm," Nikias said. "We will embrace this community as a unique social research laboratory, within the context of our mission in education, social science, scholarship, health care and public service."

Capping the ceremony, he announced two major gifts to the university, totaling \$100 million. A \$50 million gift from USC trustee and alumnus Ming Hsieh will endow a new institute endowment to support research and development in the burgeoning field of nano-medicine for cancer. The USC Ming Hsieh Institute for Research on Engineering-Medicine for Cancer will fuel and expand the groundbreaking basic and translational research taking place across many academic disciplines on the University Park and Health Sciences

campuses. "The concept of this interdisciplinary research institute brings together the best engineers and the finest physicians in the fight against cancer," said Hsieh. "This institute will accelerate the pace of moving new medicines from the lab to the patients. This institute will bridge disciplines between this campus and the Health Sciences Campus." The second gift of \$50 million is from the Annenberg Foundation toward the construction of a new, state-of-the-art communications and journalism building. Roski closed the ceremony noting that, as an inauguration, it marked a beginning, rather than a conclusion. "Today is the beginning, a first step in a great new journey," he said. "With that, I will once again welcome you to the dawning of a new day in the City of Troy."



Left, Jerry Gates, chair of the Keck School of Medicine Department of Family Medicine, and Vaughn Starnes, Hastings Distinguished Professor, chair of the Department of Surgery, and surgeon-in-chief of the USC hospitals, consult their programs as the procession draws to a close.



Sara Reeve



Jon Nalick



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A Day to Remember

Top, guests begin filing into their seating areas before the main stage, which was flanked by large video screens that broadcast the event as well as an inspirational video about the university.

Above, (from left) Peter Conti, president of the academic senate, USC President C. L. Max Nikias and Keck School of Medicine Dean Carmen A. Puliafito share a celebratory moment before the inauguration ceremony.

Right, cheered on by thousands of Trojans, Nikias and his wife Niki C. Nikias stride to the dais and step into USC history as the university's first couple.



Jon Nalick



Sara Reeve



Jon Nalick

Top: Roberta Diaz Brinton, the R. Pete Vanderveen Chair in Therapeutic Discovery and Development in the USC School of Pharmacy, and colleagues join the procession at the start of the inauguration ceremony. Left, programs rest atop seats soon to be filled. Above is a commemorative pin that guests received on entering reception areas prior to the event.

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