



CALENDAR OF EVENTS

Through May 31, 2011

Suenos By The Sea

Visual works from USC's historic Festival de Flor y Canto are paired with poetry penned by festival participants.

University Park Campus

Doheny Memorial Library

Ground Floor Rotunda

For more info go to: usc.edu/events

May 21st, 2011

Junior Scientist

Join us each month to experience the Natural History Museum as a scientist does! Feel what it's like to do real scientific work by using the same tools and techniques as our own Museum researchers. Classes start at 10:30 am and 1:30 pm. For more info go to: www.nhm.org/site/activities-programs/junior-scientist.

May 22nd, 2011

Sustainable Sundays

"Think global, act local"

Sustainable Sundays takes that familiar phrase and turns it into an engaging, creative day that shines light on a host of conservation issues, and helps connect visitors with organizations dedicated to environmental causes. For more info go to: www.nhm.org/site/activities-programs/sustainable-sundays.

May 29th, 2011

Felix Chevrolet Car Show

220 Classic Chevrolets have been signed up for the event which will include food, beverages, music and fun for folks of all ages. For more info call 323.702.7224

June 3rd, 2011

Natural History Museum

First Fridays

Once a month, the entire Natural History Museum stays open until 10 pm and features live music, exciting scientific discussion, and behind-the-scenes curatorial tours.

For more info go to:

www.nhm.org/site/activities-programs/first-fridays

Discover The Difference

A QUARTERLY PUBLICATION

OF THE FIGUEROA CORRIDOR PARTNERSHIP

BUSINESS IMPROVEMENT DISTRICT

SPRING 2011

LACGC AND THE FIGUEROA CORRIDOR SUPPORT MENTAL HEALTH AWARENESS



Figueroa Corridor businesses are supporting local children in May through Los Angeles Child Guidance Clinic's "Praise a Child Today" outreach campaign. As part of National Mental Health Awareness month, the campaign includes posters placed throughout the community encouraging local employees, shoppers and residents to help build self-esteem and mental wellness in youth through positive messages. The posters also promote free refrigerator magnets in English and Spanish listing "100 Ways to Praise a Child" at www.lachild.org.

"Figueroa Corridor's businesses are essential to neighborhood success, and we are proud to partner with the B.I.D. to help our community's children succeed," says Betsy Pfromm, Clinic

President and CEO. "Through this campaign we are all building the resilience and emotional well-being children and youth need to succeed in life."

As a longstanding member of the Figueroa Corridor B.I.D., the Los Angeles Child Guidance Clinic empowers the children and young adults of South and Central Los Angeles to get on track to success – to reach goals in school, build healthy relationships, and enjoy emotional well-being. The nonprofit mental health clinic has been serving the community since 1924, and employs a staff of compassionate professionals who offer behavioral counseling to 3,500 clients annually.

To find out more about this campaign or to involve your business or organization, please contact Carolyn Wang at (323) 373-2400 x 3360 or cwang@lacgc.org.

FROM THE CHAIR



Darryl Holter, Chair

The Figueroa Corridor has become a major destination for a variety of very interesting activities.

This year the LA Times Festival of Books decided to leave UCLA and the Westside for the USC,

creating another important destination for thousands of book-lovers from all across the landscape of southern California. The nation's largest public literary festival's change of scenery offered book enthusiasts, families and Angelenos of all ages a chance to discover new favorites and reconnect with cherished classics. The two-day event was packed with celebrity appearances, live music, cooking demonstrations, author readings, and book signings.

A few blocks away, the Mercado La Palma (The Dove Marketplace) serves the LA community in another way as a comprehensive community development project of Esperanza Community Housing Corporation. The Mercado brings together new economic, health, social and cultural resources under one roof in a renovated 34,000 square foot two story warehouse. The ground floor provides a community gathering place and a venue for emerging entrepreneurs, educators, and artists to sell handmade gifts and services. A number of restaurants are located at the Mercado, one of which, Mo-Chica, which features Peruvian cuisine, is regularly listed in LA Magazine as a featured venue for great food.

On May 29, the venerable auto dealership Felix Chevrolet, which at 90 years is LA's longest continuously operating dealership, is hosting a very large show for Classic Chevrolets. 220 cars have been signed up for the event which will include food, beverages, music and fun for folks of all ages. Thirteen years ago when we founded the Figueroa Corridor Partnership, we stated in our mission that we wanted to create "an environment in which to conduct business, continue an education, visit a museum, attend a sporting event, worship or reside." Making the Corridor a destination certainly conforms to our original mission.

Darryl Holter

Chair, Board of Directors
Figueroa Corridor Partnership

ARCHITECT FRANK GEHRY NAMED JUDGE WIDNEY PROFESSOR

Frank Gehry, who is among the world's most prominent and innovative architects, has been named the Judge Widney Professor of Architecture by USC President C. L. Max Nikias.

"As one of USC's most influential alumni and now a Judge Widney Professor, Frank Gehry represents the best of the Trojan Family," Nikias said. "He has created some of the most breathtaking buildings around the world and transformed his field with his unique combination of expertise, imagination and innovation that have opened up a vast new frontier of architectural possibilities."

Judge Robert Maclay Widney founded USC in 1880 and played an important role in the growth of Los Angeles as an urban center. The title that bears his name is reserved for eminent individuals from the arts, sciences, professions, business and community leadership. Gehry's faculty appointment will be in the USC School of Architecture, from which he earned his Bachelor of Architecture degree in 1954.

"I am very honored to be given this prestigious appointment," Gehry said. "USC was an important part of my early life. When I was a USC student, my professors gave me excellent preparation for my career. I carry with me today many life lessons learned at 'SC."

Winner of several of the field's most significant awards, Gehry has designed distinctive museums, concert halls, offices, homes and other public and private buildings across the globe and throughout California. Among his most iconic works are the Guggenheim Museum in Bilbao, Spain, and the Walt Disney Concert Hall in downtown Los Angeles. Completed in 2004, many consider Disney Hall, with its whimsically curved stainless steel exterior, to be the city's most important contemporary structure.

"Frank Gehry is arguably one of the most innovative designers in history, integrating design, art and community in such unique, pioneering ways," said Qingyun Ma, dean of the USC School of Architec-

ture. "He acts as an alchemist — every city touched by his architecture is touched by his creative power. I am proud of the fact that he is a USC Trojan, demonstrating global vision, technological innovation and social expression."

Elizabeth Garrett, USC provost and senior vice president for academic affairs, sees Gehry as an ideal fit with USC's academic values. "Frank Gehry's career, which spans five decades, is a model of the type of interdisciplinary work we try to foster among our faculty and students," she said. "He brings together design, technology and culture to create spaces that both reflect and shape the missions and communities they serve."

Gehry was raised in Toronto, Canada, and moved with his family to Los Angeles in 1947. In addition to attending USC, he studied city planning at the Harvard University Graduate School of Design and served in the U.S. Army. Already an award-winning architect with his own firm, Gehry became widely known for his cutting-edge design in 1978 after enclosing the first floor of his Santa Monica home in corrugated metal and chain-link fencing. A hallmark of his career has been his use and development of computer-aided design to create unusual architectural shapes.

Gehry has several projects currently in the design or construction phase, including the Guggenheim Museum in Abu Dhabi, the Foundation Louis Vuitton Museum in Paris and Beekman Residential Tower in New York City, which will be his first high-rise building to be completed. His numerous awards include the Arnold W. Brunner Memorial Prize in Architecture, the Pritzker Prize and the National Medal of Arts. He also has received many honorary degrees, including one from USC.

MOUNT ST. MARY'S NAMES NEW PRESIDENT



The Mount St. Mary's College Board of Trustees has selected Ann McElaney-Johnson, vice president for academic and student affairs at Salem College in Winston-Salem, N.C., as the 12th president in the College's 86-year history. McElaney-Johnson was selected after an extensive nationwide search, and will assume leadership of the College on July 1, 2011.

McElaney-Johnson brings 23 years of service to small, residential liberal arts colleges, as a faculty member, associate dean and chief academic officer to her new role as president of Mount St. Mary's College. She is passionate about the importance of women's colleges, and a strong advocate for women's education and leadership issues. She is a champion of interdisciplinary teaching and learning, and looks forward to leading a Catholic institution of higher education.

"This is a historic time in the life of our College, and Dr. McElaney-Johnson will carry forward with energy and vision the mission of Mount St. Mary's College," said Michael A. Enright, chair of the College's Board of Trustees.

"The Presidential Search Committee was impressed by the depth of Dr. McElaney-Johnson's experience and commitment to the education of women in an environment that develops leadership skills and a spirit of service to others," said Judith McDonald, chair of the search committee and a member of the Board of Trustees.

Since 1998, McElaney-Johnson has served in a variety of leadership positions at Salem College, founded in the 18th century as the oldest continually-operating institution for women in the United States. Prior to that, she served at Ripon College, Wis. She earned her Ph.D. in French from the University of Wisconsin-Madison, and holds degrees from Middlebury College, Vt., and College of the Holy Cross, Mass.

"I am inspired by the mission of Mount St. Mary's College and the possibilities that the College offers to women through a transformational educational experience," said McElaney-Johnson. "I look forward to continuing and enhancing the Mount's focus on a holistic academic program with the highest educational standards, an appreciation for the personal and communal sense of beauty and a call to meaningful service."

In her role as vice president and dean at Salem College, McElaney-Johnson serves on the school's executive team and oversees all aspects of academic affairs, student affairs, College libraries, athletics, registrar, institutional technology, cultural events, and the chaplain's office. She also holds primary responsibility for the assessment of the academic and student affairs program.

McElaney-Johnson succeeds current MSMC President Jacqueline Powers Doud, who has served the institution for over 20 years, including 11 as president. Doud joined the College in 1991 as academic vice president and dean of the faculty, and professor of education. In 1999, Doud was named College provost, prior to becoming president in July 2000. She was the first lay president of Mount St. Mary's, which was founded by the Sisters of St. Joseph of Carondelet.

Retiring president Jacqueline Powers Doud enthusiastically welcomes her successor as a leader of high energy, extraordinary integrity and great promise for the future of Mount St. Mary's College.

AMBASSADOR AWARDS

The Figueroa Corridor has come a long way in the 14 years the BID has been in place and it couldn't have been done without the men and women on the street everyday making the area clean and safe for the community. We would like to give thanks for all the hard work our Ambassadors do with the Iron Man Award, for not missing a single day in a year, and awards for continuing service throughout the years.



Kristen Wyatt
Iron Man Award



Vickie Sanchez
Iron Man Award



Juan Serrano
15 years with Securitas
14 years with the Figueroa Corridor Partnership

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Clean Team



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The Figueroa Corridor Partnership is responsible for the daily management and promotion of the Figueroa/Flower/Vermont/Hoover Corridor, linking downtown Los Angeles to Exposition Park. The Partnership is committed to its development as a safe, clean, economically vibrant and aesthetically pleasing environment in which to conduct business, continue an education, visit a museum, attend a sporting event, worship, or reside.

FIGUEROA



CORRIDOR

INSIDE:

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