



Alumni from all classes are invited to participate in YAA events, which include bar reviews, tailgates and hikes.

The emergence of online social networking has equipped Gordon and Goldberg with powerful tools for expanding the YAA's reach and fostering community wherever USC Law alumni live [see sidebar].

"Everyone understands the quality of person who went to USC Law, so we're not trying to change the network, but grow it in different ways," says Gordon.

In Orange County, Sean Kundu '07 has taken the lead in organizing events for alumni who can't afford to spend two or three hours driving to L.A. for a mid-week gathering.

"It's really important for alumni to be involved with the school, to continue to get USC in the national spotlight," says Kundu, who practices labor and employment law at Fisher & Phillips LLP in Irvine. "USC's network is unbelievable, but unless you tap into it, you're not going to get anything out of it."

Emily Page, assistant director of development and graduate relations, works with Gordon and Goldberg to support, promote and publicize YAA programs and events.

"This would not have happened without Eric and Emily," says Goldberg.

"Ultimately, through a wide range of activities, we hope to create a relaxed environment in which alumni can make new connections and remain in touch with old friends," says Gordon. "We hope that this will also foster stronger ties between the alumni community and the school."

To learn more about the Young Alumni Association, or to register your class on Facebook, contact Emily Page at epage@law.usc.edu.

— Darren Schenck

The network's net worth

What are you doing right now?

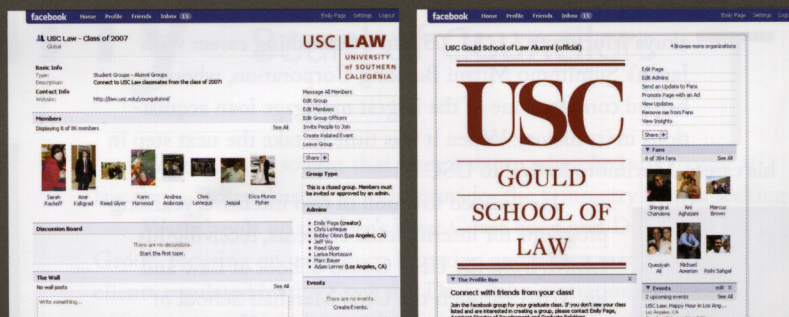
If that question made you think of yourself in the third person, then you're probably hooked on Facebook.

The social networking site that began in 2004 has become the most highly trafficked and successful in a line of such sites, including MySpace and LinkedIn. All of them offer the user an easy way to build a network of friends, family members and colleagues — anyone with whom you might wish to share information, from your current resume and references to vacation photos and whatever you happen to be doing at the moment.

The Young Alumni Association has found these sites particularly helpful in enabling alumni to network and socialize online and to learn about events and involvement opportunities. Eric Wang '00 says his class has its own Facebook page, as do several others, all set up and maintained by the law school.

"My class started with about 20 friends, or users," says Wang. "Now the number is up to 65, which is pretty good, considering that Facebook wasn't available to us when we were in law school."

Scott Burroughs '04, a partner with Stephen M. Doniger '95 in the law firm Doniger/Burroughs, says that Facebook has become a valuable tool for attracting clients. Last year, when he announced on Facebook that his firm was initiating a class-action



lawsuit, a woman in his Facebook network who works in broadcasting noticed the post and produced a television news story about the lawsuit.

"Instead of making 30 phone calls, you can post something online and have 30 people read it and respond," says Burroughs. "In an industry where so much work is obtained through networking, online networking is invaluable."

Even as Facebook and LinkedIn increase one's reach, they also provide a stable location for people whose jobs, phone numbers and e-mail addresses may change every few years.

"They've introduced a constant by which people can keep in touch in a changing world," says Wang. "And it's fun."

To learn how you and your class can create and build online networks through Facebook and LinkedIn, e-mail Emily Page, assistant director of development and graduate relations, at epage@law.usc.edu. The law school also offers an online portal exclusively for alumni. To register, visit mylaw.usc.edu.

— Darren Schenck