



Remarks by

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First and foremost, congratulations to all the student scholars and thank you to the fellow donors here today in celebration of this year's Marshall School of Business scholarship recipients. Your presence here is meaningful.

I was asked to introduce our featured video this afternoon and to share my own motivation for giving. In doing so, I thought it best to give a little personal history of my family with a story I like to share.

I received my undergraduate degree from USC's School of Business Administration in 1983 (school unnamed at the time). I am the youngest of 6 siblings. Actually 5 of the 6 of us graduated from USC, all in different fields. My son also received his undergraduate degree from USC in 2015, a niece in 2012, and 2 nephews in 2011. The outlier of my siblings, the eldest, attended some public university across town in Westwood.

While as siblings, we differed in so many ways, but we all shared one thing in common – we were the first generation of Lims to have attended college. Actually, my father never attended high school.

Dad, at the young age of 15 growing up in a Hoi Ping Village in what was then known as the Canton Region in China, immigrated here during the great worldwide depression in 1932 to help my grandfather who was already in this country trying to earn money to support the rest of his family back in China. That was expected of the eldest son.

Four years later, dad faced the unfortunate death of my grandfather, leaving him here in this country alone as a teenager, barely speaking English, yet determined to continue the support for family back in China. It's a story that actually is quite common among Cantonese immigrants of the late 19th and early 20th century.

So undoubtedly, a great education became a priority for all of us siblings as my parents spent so much of their life earnings and savings for their children to attend college prep high schools and a top academic university.

Sadly, my father passed away before I had yet attended college and money was tight. But when you have a dream, you chase it with all your heart. And mine was to fulfill mom and dad's goal of having all 6 of us receive the college education they never had.

Growing up in Los Angeles, USC was the best and the dream for me. Honestly, there was no other choice in my mind. It was one of the few times I can recall that I didn't have a plan B. Thankfully, I was accepted. Yet attending USC still came with some challenges.

Studies show that first generation college students in general face several challenges. Two of the most notable are Finances and Fitting in on campus.

I was no exception. Working full time while attending school wasn't enough.

But it was because of grants, scholarships, and other financial aid that I was able to afford USC; It was because of the environment on campus that made me feel welcome and part of a college family – The Trojan Family – a feeling that existed then among Trojans and is even stronger today; And it is because of donors like you in this room and the faculty and administrators here today in support that the student scholars would have even greater opportunities today than the ones I was blessed with 40 years ago.

A mantra that I firmly believe is that “Learning is a treasure that will follow its owner everywhere”

So when I was approached several years ago to support the Endowed Scholarship Program at Marshall, I couldn't pass up the opportunity to not only support the university that has given me so much, but to make a small difference in the education of students today who truly are the future of this world.

In the video to follow we'll hear from a sample of the many generous donors here – namely Dan Calpin, the Quons, Bill Schoen, and the Kruegers, who share their motivation for giving and investing in education. We'll also hear from a number of our student scholars sharing their thoughts on the impact of scholarship and education in their lives.

I'm sure you'll find, as I did, their words to be moving, heartwarming, and inspiring. It gives meaning to the term “Trojan Family”. Moreover, it showcases what it means to have “Greatness Shared” at Marshall.....For one's Legacy is the impact that one makes on others.

So let me end as I started and SIMPLY say “Thank you and congratulations” to all in this room – you have ALL made a remarkable difference.