

THE LORD FOUNDATION—VISIONARY PARTNERS

by Meredith Goodwin

This nation's leading universities have built their reputations on outstanding research and innovation, in a large part, thanks to partnerships they have forged with farsighted individuals and entrepreneurs. Perhaps the best example of this principle at work has been the Lord Foundation's long relationship with the USC School of Engineering. For many years, it has been a source of funding for some of the most innovative research and academic programs at the School.

"The Lord/USC Engineering partnership has always sought innovative approaches to technology and education. Together, we continue to make important advancements that will benefit generations to come," says Dean C. L. Max Nikias. "The Lord Corporation has been a pioneer in its field for nearly 80 years." The Lord Corporation is a privately held company that is a global leader in designing and producing adhesives and coatings as well as vibration, noise and motion control products for the automotive and aerospace industries.

Lord's chairman, Thomas Lord, came from a pioneering background. His father, patent attorney Hugh Lord, founded the company in 1924 after being unable to find people who could successfully manufacture his numerous inventions. Eight years later, Charles and Anne Lindbergh switched to Lord mountings for the instrument panels on their historic flight to China because most of the instruments used during Lindbergh's famous 1927 trans-Atlantic flight failed due to excessive vibration. Hugh Lord held more than 100 patents when he died in 1952 at the age of 85. Tom Lord was promoted to general manager of the company in 1932, and was named president in 1946, overseeing the company's dramatic growth on both the domestic and international fronts. He became chairman of the board in 1968.

In the early 1970s, Lord began exploring ways to utilize the company's resources to advance research, education and health care in the United States. He asked the corporation's then-president, Donald M. Alstadt, a noted chemist and inventor who later succeeded Tom Lord as chairman of the board, to help identify institutions that fit Lord's philanthropic criteria: private, financially sound and decentralized, with graduate programs that could potentially be of interest to the corporation.

"We wanted to geographically decentralize our philanthropy," says Alstadt. "So we were looking at 10 to 15 schools with which we might partner. Jack Rebman, who was general manager of our

Mechanical Products Division at that time, had previously worked at Lockheed, and he told me USC's programs were highly regarded on the West Coast."

Alstadt brought Tom Lord to USC and Lord liked what he saw. With Lord's gift of Class B stock, a highly successful three decade-long partnership between the two institutions was launched. In 1977, Lord formally established the Lord Foundation of California to support the USC schools of engineering and business. The foundation was set up as a "supporting organization" to foster interaction between the two institutions. This structure mandated that USC, as the fund recipient, would hold a majority of seats on the Board of Directors, with representatives of the Lord Corporation forming a minority.

"The Lord Foundation of California was the first of five philanthropic foundations that were formed by Thomas Lord," says James W. Wright, vice president of legal affairs and secretary of Lord Corporation. "I had the pleasure of working with USC in establishing the foundation and have been involved ever since. There is mutual respect in the relationship, with both parties learning from each other.

The foundation has funded an impressive range of programs at the School of Engineering—from "big-picture" projects such as the Distance Education Network, to research at the most minute level through the School's research of nanoscale structures. Other programs the foundation has supported recently include the Kaprielian Innovation Fund for graduate fellowships and interdisciplinary research. Today, it provides approximately \$1.5 million in support annually, which is divided between the schools of engineering and business.



Top—Thomas Lord provided leadership for the Lord

Corporation for more than five decades.

Below—James W. Wright, current vice president of legal affairs and secretary.

Tsunami Researcher Saves Life at the Beach

Remembering a 25-year-old CPR class, University of Southern California Civil

Engineering Professor Costas Synolakis helped save the life of a heart attack victim on a Santa Monica beach.

Synolakis, who lives in Venice, was jogging on the bike path near the point where Pico Blvd meets the beach, shortly after 9 a.m. on March 19, when he came upon a man in his sixties who had collapsed. The man had no pulse and was struggling to breathe. As Synolakis started cardio-pulmonary resuscitation (CPR), a woman who was a nurse also stopped to aid the victim.

"She did chest compressions and I did mouth-to-mouth. I had to pull his tongue out to clear the airway," said Synolakis. The two performed CPR for several minutes until lifeguards arrived with a defibrillator. They continued the CPR while lifeguards rendered a series of three electric shocks. On the third shock, the victim's heart began working and he started to breathe.

"This guy was as close to dead as you can be. He was so lucky to live," said Angus Alexander, lifeguard captain with the L.A. County Fire Dept. "I've been involved in 17 other CPR incidents and this is the first time the victim lived."

He said the actions by Synolakis and the nurse kept oxygenated blood flowing to the victim's brain and maintained his heart in a "shockable" condition.

"It is very tough to do CPR on a complete stranger," said Alexander. "It's psychologically, physically and emotionally demanding. We're very glad that Dr. Synolakis and the nurse weren't just bystanders."

Alexander had previously assisted Synolakis on some tsunami research projects and the two were also acquainted through the L.A. County Tsunami Task Force. Synolakis is a well-known tsunami research.

Synolakis said he learned CPR when he took a SCUBA diving course at Caltech when he was a student 25 years ago and that he had never taken a refresher course.

"It is amazing how quickly things come back when you need to remember," he said. "When I heard that the guy lived, I was just ecstatic. I couldn't have been happier."



Costas Synolakis on a recent tsunami field study