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USC Unveils New Business School Home

By Kristin Marguerite Doidge

USC has officially debuted the new, state-of-the-art building that houses its Marshall School of Business.

USC President C. L. Max Nikias and James Ellis, dean of the Marshall school, hosted a special ribbon-cutting ceremony for the Jill and Frank Fertitta Hall, which has opened to students this semester.

The 104,000-square-foot building's fourth and fifth floors are occupied by the Lloyd Greif Center for Entrepreneurial Studies.

Greif, founder and chief executive of downtown investment banking firm Greif

& Co., was on hand for the occasion along with Donald Friese, the longtime owner of glass products company CR Laurence that sold in 2015 for \$1.3 billion; and USC trustee Tamara Hughes Gustavson, the largest shareholder of Glendale's Public Storage Co., among others.

The building, which is built to look like a cathedral, was designed by AC Martin. Fertitta Hall was engineered specifically with millennials in mind, with classrooms and break-out areas featuring interactive technology so that professors are able to live-stream classes or invite guest speakers to a web conference.

As a sign of Southern California culture, most classrooms come equipped with skateboard racks.

Frank Fertitta, a 1984 graduate of USC Marshall, is chairman and chief executive officer of Las Vegas-based Fertitta Entertainment, a resort and casino development and management company. Fertitta's firm Zuffa is also the former owner and operator of the Ultimate Fighting Championship (UFC), which was purchased by a consortium of investors at WME-IMG in July for \$4 billion.

Jill and Frank Fertitta Hall opens

The transformative gift from USC Trustee Frank Fertitta and his wife Jill provides a home for undergraduate students at the Marshall School of Business



President C. L. Max Nikias, Frank and Jill Fertitta, and dean of the Marshall School of Business, Jim Ellis, unveil the building. The phrase "community, collaboration, and culture" appears above the entrance. *Photo by Steve Cohn*



1. (From left) Frank Fertitta and his wife Jill, First Lady Niki C. Nikias, and President Nikias at a celebratory dinner held the night before the ribbon cutting.

2. Frank Fertitta (second from left), an alumnus of the Marshall School of Business, (pictured with wife Jill (third from left) and their three children: Kelley-Ann, Victoria, and Frank IV. Kelley-Ann and Victoria are alumnae of USC Annenberg, while Frank IV is currently a senior at USC Marshall.

3. Marshall School of Business undergraduate Sophie Doyle spoke at the event.

4. Hundreds of Trojans cheer the ribbon cutting.

5. (From left) USC President C. L. Max Nikias with Trustees Frank Fertitta and Ron Lane

6. (From left) Frank Fertitta, USC Trustee Ed Roski, and President Nikias

7. (From left) Frank Fertitta and USC Trustee J. Kristoffer Popovich attended the special dinner.

8. Frank and Lorenzo Fertitta, pictured with President Nikias, built Zuffa LLC, the entity that owned and operated the Ultimate Fighting Championship (UFC).

9. Marshall School of Business students thank the Fertitta family for their generosity.

Photos by Steve Cohn