

2016 SILICON VALLEY

ADMINAWARDS™

MAY 2016



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A LETTER FROM THE FOUNDER



As the daughter of a career secretary, I grew up watching the phenomenal impact my Mother, Jeannette Castellano, had on the companies she served throughout her lifelong career as an executive secretary.

So in 2012, after realizing there wasn't an awards program anywhere in the country (maybe even the world) that publicly recognized the invaluable contributions of administrative professionals, I created The Admin Awards in my hometown of Dallas, Texas. The response was overwhelming - confirming what we had always suspected - a recognition program honoring administrative professionals was LONG overdue.

For the first time in California's history on May 10th, The Admin Awards held its first gala in Silicon Valley, marking its official national rollout. The Silicon Valley Admin Awards recognized administrative excellence in nine award categories at the Santa Clara Marriott and celebrated the administrative profession. Over 500 Silicon Valley area professionals gathered at what many described as "The Academy Awards for Admins" to cheer on program finalists and celebrate administrative excellence.

Among the nine awards presented was the program's most prestigious award, The Colleen Barrett Award for Administrative Excellence, which elevates the professional who embodies the "spirit" and proficiency of nationally renowned (former) admin, Colleen Barrett, President Emeritus of Southwest Airlines. During Colleen's four-decade career at Southwest, she rose from secretary to Herb Kelleher, the airline's founder, to President and COO of the legendary, award-winning airline - all the while maintaining her "Corporate Secretary" title as it was the role at Southwest that made her the proudest. Colleen personally selects the recipient of this award, which is reserved for the career administrative professional whose competence, employee advocacy, exceptional customer service and passionate dedication best exemplify the Administrative Profession.

The 2016 Colleen Barrett Award was presented to

Debbie Gross, whose career at Cisco began in 1991 when she became the Executive Assistant to John Chambers, Senior Vice President at the time and continued working together for over two and a half decades as Chambers climbed to CEO and Chairman with the help of what he describes as a "true business partner." Debbie's service and influence has expanded beyond Cisco and into the lives of countless administrative professionals who Debbie has served through the administrative organization she co-founded, The Silicon Valley Catalyst Association. This Association provides ongoing education, inspiration and support to fellow administrative professionals in the Valley.

Congratulations to all of The 2016 Silicon Valley Admin Awards winners and a very heartfelt thank you to our community of program sponsors, event partners, judges, nominators and invaluable advisory board members who made this inaugural program a huge success. We could not have done this without you.

And last but not least, thank you to the thousands of area administrative professionals doing outstanding work on behalf of your organizations and communities. Without you, there would be no reason to celebrate.

See you next year!

Sunny Nunan
Founder & President
The Admin Awards

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THANK YOU EVENT PARTNERS

This event would not be possible without the support of our event partners who have donated countless resources, time, energy and passion into helping make The Admin Awards a success.



One of the ones

We congratulate all of those who have been nominated for recognition as part of the 2016 Silicon Valley Admin Awards. We are very proud to have one of our own, Suzan Webb, be a finalist for The Colleen Barrett Award for Administrative Excellence. She is one of the ones who are out there each day making a difference. And we are very proud of her.

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THE ROOKIE OF THE YEAR AWARD

The Rookie of the Year Award celebrates an administrative assistant or receptionist, new to the administrative profession (career as an admin started less than three years ago), who has demonstrated the greatest potential to excel. This award honors professionals who are starting their career as an administrative professional, have reentered the workforce as an admin or made a career change to an administrative role.

WINNER: AL-HUSEIN N. MADHANY Facebook



Al-Husein N. Madhany is the Executive Assistant to the Chief Information Officer at Facebook. He serves on the advisory board of C-Suite Executive Support Professionals, a national organization that helps expand the scope of the administrative assistant role into a strategic business partner one, through education and coaching.

With advanced degrees from Harvard, Georgetown, and the University of Chicago, Al-Husein has consulted domestically and internationally within both the private and public sectors on philanthropy, civic engagement, corporate social responsibility, and leadership development.

Al-Husein was a professor at Georgetown University and is a member of the Pacific Council on International Policy. He has served on the Council on Foreign

Relations and was recently an Aspen Ideas Scholar. Al-Husein was also a senior fellow at the George Washington University Center for Cyber and Homeland Security and has served on the advisory board for the Abbasi Program in Islamic Studies at Stanford University.

In his free time, Al-Husein serves as senior advisor to Patheos.com, a start-up that has quickly become the premier online destination to explore and experience the world's beliefs. Al-Husein lives in Cupertino with his wife and two children, where he enjoys running and volunteer teaching in his daughter's elementary school.

FINALISTS



MARGARITA GUTIERREZ
Project HIRED



DAVID RANZOLIN
Scout from University of California



SHAY RASMUSSEN
LeanTaaS, Inc.



ASHLEY ROSE
Cosmopolitan Catering

THE COMMUNITY CHAMPION AWARD

The Community Champion Award is awarded to the administrative professional who best demonstrates a commitment to serving others in their community and works internally to inspire employee volunteerism, community service and good corporate citizenship.

WINNER: ELIZABETH VEAZIE SAP



With 10 years of experience as an executive assistant in the software industry, Elizabeth is a seasoned professional strongly focused on employee engagement activities. A recipient of a Siebel Core Value award, Elizabeth has dedicated herself to community service and giving, working with non-profit organizations that support children and women's initiatives.

Elizabeth has continued her work as a volunteer ambassador at SAP hosting volunteer activities, coordinating donation drives and advocating for funding to support the causes dearest to her heart. The relationships and skill set that she's developed through volunteering has directly benefited SAP and her immediate team. Elizabeth speaks with such passion and conviction about the impact of helping others. She inspires everyone around her and motivates her

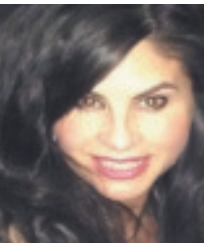
colleagues to volunteer by orchestrating countless service opportunities.

In 2013, Elizabeth one out of a 150 SAP volunteer ambassadors in North America to be nominated to attend the Nation's most important Volunteering and Service event in Washington, D.C. The event, hosted by NGO Points of Light, had more than 5,000 attendees from across the US. Elizabeth's husband has threatened to send her to a 10 step volunteer program, soon after she was given a notepad, which read "Stop me before I volunteer again." When she is not volunteering she enjoys cycling, cooking, tending to her organic garden and free range chickens.

FINALISTS



PATRICIA DAVILA
SanDisk Corp.



JULIETTE GOMEZ-DECENA
Juniper Networks



SHAWNA HARVEL
Maxim Integrated



KAREN SPICER
Cisco Systems



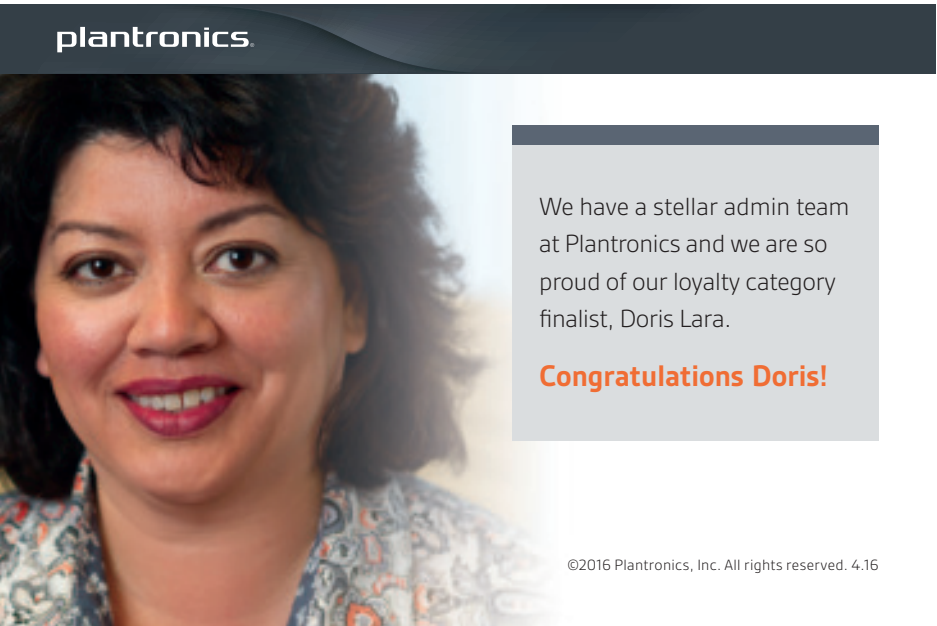
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As the global leader in cyber security, corporate responsibility at Symantec is intertwined with the company's core purpose -- helping customers secure their most important data wherever it lives. We fulfill this purpose with full attention and respect to ethical operation, the environment, and commitment to positive societal impact.

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plantronics

We have a stellar admin team at Plantronics and we are so proud of our loyalty category finalist, Doris Lara.

Congratulations Doris!

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THE ACHIEVER AWARD

The Achiever Award recognizes the admin who successfully managed and completed a significant project that had a positive company-wide impact. For example, projects like office relocations, social media campaigns, corporate events and activities, software implementations, reorganizations and rebrands would be among examples of Achiever Award-worthy nominations.

WINNER: SANDY LABREC NetApp Inc.



Sandy LaBrec is the Executive Assistant to the Senior Vice President, General Counsel and Corporate Secretary at NetApp, Inc. (NASDAQ: NTAP), a Fortune 500 data management and storage provider. Among other things, she manages all communications, meeting minutes, global travel and calendaring for the General Counsel. Sandy also handles all administrative functions for the company's Board of Directors. She is charged with managing all documents for omnibus and committee meetings, timely and accurate distribution of critical materials, scheduling, and coordination of Board activities. Sandy is also a licensed Notary Public.

Sandy's experience as an Executive Assistant spans from early

stage start-ups to the world's largest companies. Prior to NetApp, she held positions at LS9, Boeing, Narus, Eidos, Capcom, and Panasonic. In all of these roles, Sandy demonstrated her expertise in executive management. She has earned commendations from CxOs and Board members alike through multiple fundraising efforts and two successful venture-backed exits. At Narus and Boeing, she was responsible for coordinating and interfacing with discreet aspects of the defense and intelligence communities. Sandy takes pride in helping her executives and their teams realize potential by making their jobs easier and providing recommendations to improve and change key processes.

FINALISTS



JENNIFER FLINN
Satellite Healthcare



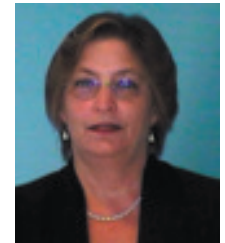
MARY GARCIA
Scout from University of California



DRU GREGORY
Flex



NORMA MUNOZ
Maxim Integrated



JANET ROBERSON
Juniper Networks

THE LEADERSHIP AWARD

The Leadership Award recognizes the administrative professional who serves as a leader and mentor to other administrative professionals (either by job description or hard-earned respect), leads by example, and is passionate about helping their fellow employees succeed and reach their goals.

WINNER: MELISSA ACUNA Juniper Networks



Melissa is the Senior Executive Assistant to the Executive Vice President & General Manager of Juniper Development and Innovation (JDI) at Juniper Networks. In this role, she supports the JDI Team in driving strategy, development, and business growth for Juniper's entire portfolio.

Melissa's tenure of 10 years at Juniper Networks has contributed to her extensive knowledge of the business and operational procedures. She manages complex calendars, travel, expenses and correspondences. She also partners with cross-functional administrators, business leaders and external customers.

Melissa is a natural leader and consummate business professional. Her peers commend her for her commitment to strengthening Juniper's administrative community. Melissa loves to share

knowledge and is a gifted mentor — she continuously inspires and encourages her fellow administrative professionals to achieve their highest potential.

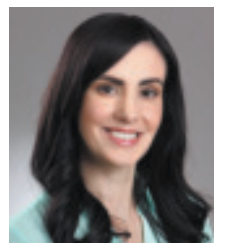
Melissa Acuna co-founded and leads the ACouncil (Admin Council), which she has done since 2009. She also currently leads the Admin Learning and Development committee, which offers and promotes training to all new administrative hires in the company.

Melissa rolled out the Travel Smart Initiative, a travel cost saving program that saved the company \$1.5M. In 2012, Melissa received the first Juniper Networks Administrative Excellence Award for going above and beyond her role.

FINALISTS



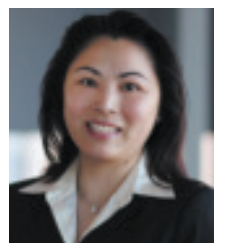
DAWN ADAMS
Santa Clara Valley Medical Center



SHEENA BASSARD
FLEX



PENNIE BEPRITIS
Hitachi Data Systems



KRISTY HUYNH
Satellite Healthcare



El Camino Hospital congratulates the 2016
SILICON VALLEY ADMIN AWARDS NOMINEES.

We celebrate and recognize administrative professionals for the roles they play in making organizations successful.



HONORING ONE OF OUR OWN

We honor **Terry Christiansen**, executive assistant to the CEO, El Camino Hospital, and congratulate her for being recognized as an Office Manager Award finalist of the 2016 Silicon Valley Admin Awards.

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f t y g+

El Camino Hospital
THE HOSPITAL OF SILICON VALLEY

THE SPIRIT AWARD

The Spirit Award celebrates the administrative professional who consistently exhibits a positive, spirited outlook and exudes good energy that rubs off on everyone around them. Their can do attitude and overall spirit is contagious and uplifting, drawing people to them on good days and bad.

WINNER: NIKKI EDWARDS ARM



Nikki Edwards is the Executive Assistant to Simon Segars, CEO of ARM, the UK-based company whose processors enable 95% of the world's smartphones. She believes helping others on a daily basis is the most fulfilling type of work in life and describes her work supporting ARM's CEO as a true dream job.

Her influence in the organization extends beyond the office of the CEO as she is also an invaluable member of the US Management Team in its ongoing efforts to streamline and enhance internal processes.

Prior to joining ARM, Nikki supported the SVP of Products and Services and VP of Global Services for Flexera Software. Preceding Flexera, Nikki provided executive support in the Financial Services industry – serving 6 years at PwC and Edward Jones combined; both list-

ed as FORTUNE Magazine's "100 Best Company's to work for".

Nikki is a graduate of Webster University where she earned a Master of Business Administration. She earned her Bachelor of Science with concentrations in both Finance and Marketing from William Woods University on an athletic scholarship.

In her spare time, Nikki enjoys playing soccer, a sport she has long been passionate about for its lessons in teamwork, collaboration and fitness.

FINALISTS



INGRID FALK
Duff & Phelps



SUSAN NYSTROM
Symantec Corp.



SUSAN RIDDLE
Bay Federal Credit Union



CRIS SANCHEZ
Flex

THE ABOVE THE CALL RECEPTIONIST AWARD

The Above the Call Receptionist Award honors the RECEPTIONIST who goes above and beyond the call in delivering an exceptional first impression and serves internal and external customers with professionalism, enthusiasm and care, leaving a lasting impression with all they come into contact with. (*NOTE: Nominee must spend 50 percent or more on average of their time daily fielding/handling phone calls in order to qualify for this award.)

WINNER: JORDAN PATTERSON Palo Alto Staffing



Jordan Patterson joined Palo Alto Staffing as a temporary Office Coordinator. With over 5 years of administrative, marketing and corporate social media experience she was converted to a permanent employee within sixty days.

With an outgoing personality and organized work ethic, Jordan has been responsible for greeting everyone who walks through the door and calls in. She works with the conference calendar, screening resumes and maintaining the corporate social media accounts and website. Jordan has helped with the success of our social media growth and internet foot print.

Jordan's determination and loyalty to her job has earned her more responsibility. She helps with the onboarding, filing and submissions of new employees.

She has the ability to use discretion and sound judgment in every task, respecting highly confidential materials and projects. Her willingness to always learn and eagerness to take on more tasks is the key to her success.

Prior to this role, Jordan served as a District and Marketing Coordinator for Baker Management Company for 4 years.

Jordan looks forward to continuing her growth with Palo Alto Staffing.

FINALISTS



MARIA GERONIMO
Flex



ZARA MEDAL
Synopsis



EMON MOJADDIDY
SAP



SUE STUART
Aedis Architects



AVAYA
CONGRATULATES

CC WOOLFOLK
Finalist for
*Colleen Barrett Award
for Administrative Excellence*

AND

JAYSON FORMAN
Nominee for
Leadership Award

ADMINAWARDS
SUCCESSION

AVAYA



ADMIN FINALIST

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THE LOYALTY AWARD

The Loyalty Award is presented to the fiercely loyal administrative professional who has a 10 year or greater history of effective service to their current organization in an administrative role, and consistently demonstrates tireless dedication and commitment to supervisors, employees and customers.

WINNER: GINA FARRUGIA ORTEGA EFI



For over 24 years, Gina has provided critical support to Electronics for Imaging (EFI) as executive assistant to senior leaders including the CEO, board president, and SVP of Sales and Marketing. She is a highly organized professional communicator who acts as liaison between the CEO and his senior management team, as well as working with stakeholders and executives from customer and partner companies.

As EFI grew from a staff of 100 with five customers to a worldwide company with 3,000-plus employees and hundreds of thousands of customers, Gina has provided consistency and most importantly, demonstrates the adaptiveness and flexibility to implement new systems to stay ahead of the pace in this rapidly growing company. Gina's biggest asset is her ability to anticipate needs and ward off issues. She has an

innate ability to work out details amidst chaotic conditions, which helps her team stay organized and on track.

Gina is solely responsible for managing the day-to-day work in the company's executive suite, which includes all domestic and international travel for executives who are on the road 50% of the time or more. In addition to remote scheduling synchronization, Gina serves as public face for EFI's CEO and deftly sets up contingency plans and troubleshoots to ensure the executive team logistics are effective and efficient. She is a member of the Executive Assistants Organization and resides in the East Bay.

FINALISTS



MELODEE DUNLAP
Brandenburg Properties



SUSAN KRUEGER
ABD Insurance & Financial Services



DORIS LARA
Plantronics



QUYNH TRAN
Ravenswood Family Health Center

THE OFFICE MANAGER AWARD

The Office Manager Award recognizes the Office Manager or Office Assistant who effectively handles a wide range of administrative responsibilities in the workplace ranging from administrative support to managing office facilities and everything in between. This award is reserved for the administrative professional that wears many hats and enjoys the challenge of serving an organization's diverse office administration needs.

WINNER: CHARMAYNE CORMIER-CRAVEN HGA Architects and Engineers



Charmayne Cormier-Craven is often referred to as the Administrative Assistant "Extraordinaire" or "Lady with Many Hats." She has over 13 years of Administrative experience in the Commercial Architecture Industry, beginning her career as a receptionist and the welcoming face at Reel Grobman & Associates which is now HGA Architects and Engineers.

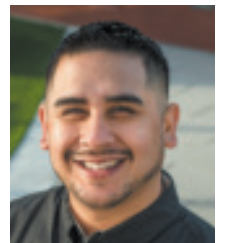
During the merge she was instrumental in the transitioning from Reel Grobman to HGA, including coordinating new signage, supporting HR by assisting in benefit enrollment, supporting the IT department with upgrading the telephone and computer systems, and taking on a support role to assist the Project Manager during the build out and installment of the video conferencing center.

Through hard work and preservation over the years, Charmayne has expanded her responsibilities to Vendor Presentation organizer, Event Coordinator, Tier one IT Support, New Hire Orientation, Contracts Administrator, and Staffing Coordinator Assistant by developing weekly staffing projection reports. In addition, she is the point of contact for facilities and office security requirements even making sure the company car is maintained.

When she is not sprinting around the office multitasking and putting out "fires", Charmayne unwinds by mountain bike riding, scuba diving, painting, or wine tasting with her family and close friends.



TERRY CHRISTIANSEN
El Camino Hospital



ISMAEL CORTEZ
European Paving Designs, Inc.



TANYA DE LA CRUZ
Moreland School Dist.



MIMY WRASPIR
Lattice Engines

Hitachi Data Systems

HITACHI
Inspire the Next

A Great Culture Is Made From Great People

Organizations around the world turn to Hitachi Data Systems for help adapting to the rising digital economy, relying on our proven, integrated portfolio of IT systems and services. Data is what we do. We're proud that we are trusted by more than 80% of the Fortune Global 100.



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When it comes to admins, the status quo won't do.
Congratulations to the Juniper finalists.

Melissa Acuna, Juliette Gomez-Decena, and Janet Roberson



THE COLLEEN BARRETT AWARD FOR ADMINISTRATIVE EXCELLENCE

The Colleen Barrett Award For Administrative Excellence is the Admin Award’s most prestigious award. This coveted award is presented to the admin who best demonstrates the qualities listed below, many of which enabled Colleen Barrett’s rise from legal secretary to President and Chief Operating Officer of Southwest Airlines and contributed to the company’s legendary corporate culture and extraordinary success. These qualities are: high proficiency, must share the same values as their organization, must be passionately committed to their organization’s cause or purpose, must demonstrate a passion for legendary customer service both internally and externally, and must have a heart for employee advocacy — making sure the company always does right by its employees.

WINNER: DEBBIE GROSS Cisco Systems



Debbie Gross, CEA, has over 30 years of experience in the administrative field. She joined Cisco Systems in March, 1991 as the executive assistant to John Chambers, then Senior Vice President of Worldwide Operations. As the company has grown from \$1.2 billion in annual revenues to \$46 billion, her responsibilities have grown together with Chambers’. In 1995, when Chambers became President and CEO, Debbie Gross assumed the lead role leading Cisco’s broad 1000+-person administrative team.

She is considered a leader in the promotion of Cisco administrative programs that include the creation of the Administrators Leadership Council (ALC) which focuses on initiatives for the Cisco global administrative community. This includes Rewards and Recognition, Career Development, Mentorship, and process and policy improvements. She is a member of the California UCSC Extended Campus Board for Curric-

ulum Development, and is a Guest Lecturer for the Administrative Professionals programs there.

She is one of the original founders of the SVCA (Silicon Valley Catalysts Association) which is a 30 member organization of Executive Assistants who support CEO’s in the Silicon Valley.

She has participated as a keynote speaker focused on Administrative Professionalism for such companies as Synopsis, SAP, Symantec, City of San Jose, and other organizations such as Office Dynamics, IAAP, and the Executive Secretary Live Conference. This past year she was a speaker for the Jan Jones Worldwide Speakers Bureau at the Executive Assistant Forum sponsored by the Growth Facility in Sydney and Melbourne, Australia.

She was born and raised in Jackson, Miss. Loves golfing, mountain biking and karaoke singing on the weekends.

FINALISTS



ELIZABETH ORLIN Flex



SUZAN WEBB PwC



CC WOOLFOLK Avaya

CONGRATULATIONS TO
SANDY LABREC
FOR BEING NAMED AS A FINALIST IN THE
2016 SILICON VALLEY ADMIN AWARDS!

**Congratulations to
Shawna Harvel & Norma Munoz**

**Finalists for the
2016 Silicon Valley Admin Awards**

Thank you to all of Maxim’s global administrative team for your support!

Our proud list of nominees: Catherine Clemente, Shawna Harvel, Vickie Jette, Lisa Milanes, Norma Munoz, Kevin Rumley, Sarah Talerico, Marbella Valencia, Le Vu, Kristy Wolk

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