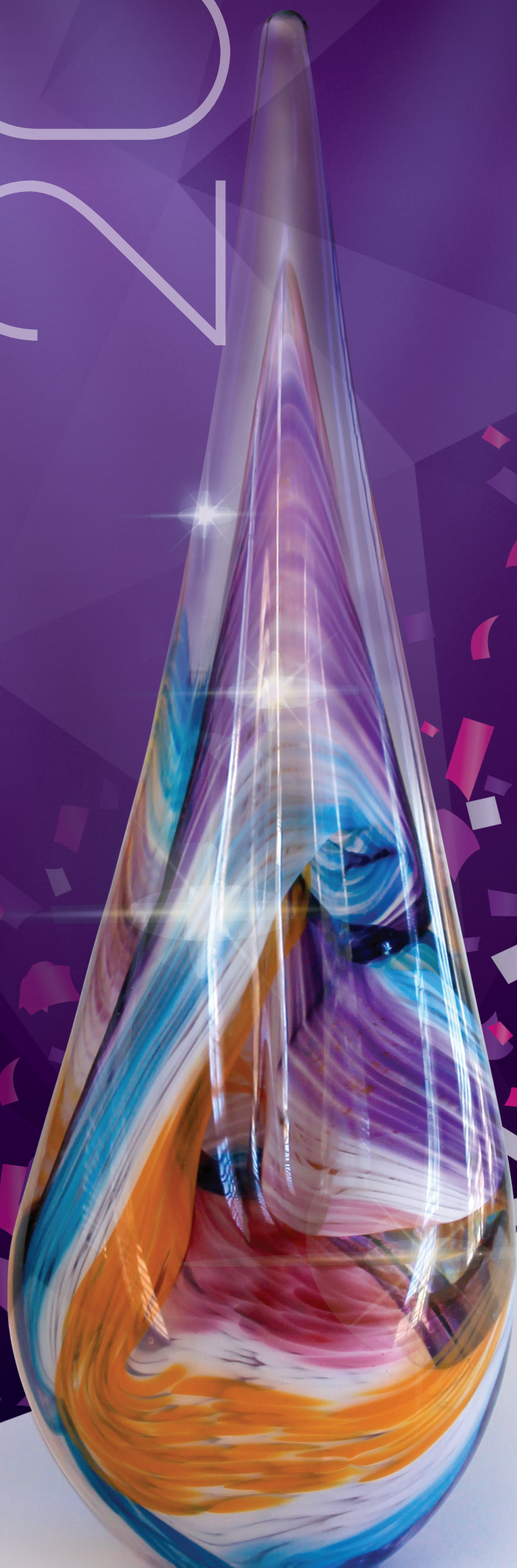


2022

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A LETTER FROM THE FOUNDER

William James, the father of American psychology once said “The deepest craving of human nature is the need to be appreciated.”

People want to know that they matter, that their contributions have not gone unrecognized and that they’re making a positive impact – especially on those around them.

All these things are absolutely true when it comes to Administrative Professionals, which is why it is our incredible honor to shine a light on Administrative Professionals and their invaluable contributions to their companies through The Admin Awards platform.

As we continue our mission of bringing unbridled recognition of Administrative Professionals to cities across the U.S., we are deeply grateful to those that have taken the time to show their appreciation by participating in the nominations process. We are reminded again and again that the moment an Admin receives notification that they’ve been nominated for an Admin Award, is the instant that both their heart and mind fully know that the work they’re doing is truly making an impact - a moment which could not happen without you.

While each Admin Awards program produces an incredibly impressive list of finalists and winners who stand out from their peers in each of our award categories, more importantly, the many facets of this platform brings joy to thousands of people each year and that is the very best part of all of this.

With gratitude,



Sunny Nunan
Founder of The Admin Awards &
Daughter of an Executive Secretary



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Roche Molecular Solutions
recognizes and congratulates

Sue Allen

for being named a finalist
in the 2017 San Francisco
Bay Area Admin Awards!



**Thanks
Kristina!**

for always keeping
the herd moving
smoothly!



Moogsoft®





WINNER

Lisette Cervano

HONEYBOOK

{ THE COLLEEN BARRETT AWARD FOR
ADMINISTRATIVE EXCELLENCE }

Being an Executive Assistant for the last 17 years has been so much more than just a career for Lisette. It's been a way of life that has taught her so much more than she could have ever expected. Throughout her career, Lisette has been lucky enough to work with extraordinary Executives who have become trusted mentors, advisors, and friends. In this position, you have the opportunity to impact many people and that has been one of the most rewarding aspects of her role. Lisette is not only extremely grateful that her team would be so thoughtful to nominate her for this prestigious award, but she is truly honored to share the space with such a stellar group of professionals. The learnings, wins, challenges, people, and experiences have truly been the highlights of her career.

FINALISTS



Donna Burk,
Buck Institute for Education




Kinderlin Coddling,
Sonic



Danielle Hill,
e.l.f. Beauty

Colleen Barrett: Servant Leader and Superstar



When The Admin Awards was launched in 2012, we sat down with Colleen Barrett to ask her for her thoughts and experiences on the administrative profession. Her answers from that September interview, edited for brevity are below.

What did you like most about being a secretary?

I like to serve so you have to start there. I loved to solve problems. And I

loved to give exemplary or positive customer service delivery on behalf of whomever I was working for. Life is all about relationships ... you have an opportunity in the administrative group to form more relationships than probably any other position — even much higher up on that so-called ladder because you are very often that first point of contact with the outside world or the customer ... Life is just one big grassroots campaign as far as I'm concerned.

What did you like the least?

I didn't like anything that was routine. I loved to master projects, but, for example, filing was only interesting to me because I loved to be able to find anything that anyone was looking for ... I've never liked rote work. (But) there's some that goes in every job no matter what position you're in.

What was the most challenging aspect of serving Herb Kelleher?

Being a nanny for 45 years for a man who has always thought he was 17 regardless of any year that was added to his personal

calendar! Herb is 86 and soon to be 87 and he's going on 17. I'm 73 going on 90 because Herb is 86 going on 17. He's a great servant leader. He loves life and you almost can't be around him and not catch that love of life and love of people. He's constantly learning.

And the best aspect?

It was truly feeling his egalitarian spirit and appreciating the fact that he valued my judgment and thinking as a team member.

Did you ever think you would rise from secretary to president and COO of Southwest Airlines?

Quite honestly it wasn't something I wanted, and I never wanted to be CEO—and I made that very clear to the Board—that isn't my strength. My strength is customer service and people and everything that touches people, and, honestly, being president and CEO wasn't my favorite position at Southwest ... My favorite position was executive vice president—customers. Customer to us means employees, passengers, and shareholders, so I could really touch everything. I could touch every department. And as president ... I had to do a lot more external things ... I did them ... I can't say I hated them ... (but) I like to get down and dirty and really roll up my sleeves.

“Be authentic.
Be real.
Remember
who you are.”

What advice do you have for admins?

Love. Everybody. Just love. It's a word that corporate America doesn't use very much ... Always remember where you came from — so that you know how far you've come ... I don't think most of us start out thinking we're going to be the President of the United States or the CEO of a company ... and I think ... be humble and appreciate what you get. To me psychic satisfaction is 10 times more important than pay or title. Be authentic. Be real. Remember who you are.

WINNER

{THE ABOVE THE CALL AWARD}



Rachel Gonzalez

CLLOUDFLARE

Rachel Gonzalez is the Executive Assistant of the Co-Founders of Cloudflare: Matthew Prince, CEO, and Michelle Zatlyn, COO. She has more than 10 years of experience in providing C-level support to top Executives at companies like Facebook and Electronic Arts. As a Bay Area native, she loves being in the center of the technology industry and working for a company at the forefront of the Internet evolution. Rachel graduated from FIDM with a Product Development degree, but quickly fell in love with the Admin role in one of her first jobs out of college.

FINALISTS



Susan Herman,
San Francisco Giants



Sarah Huffman,
MedAmerica



Claudia Rafello,
Jivox

WINNER

{THE ACHIEVER AWARD}



Hannah Rombawa

WOODSIDE HOTELS

Hannah is the go-to, get-it done girl for Woodside Hotels, a collection of upscale, independent hotels in Northern California. She has been an Executive Assistant at Woodside for six years, keeping the office running smoothly and jumping into marketing and corporate initiatives with a can-do attitude. In her role, she assists the President/CEO and the Vice Presidents of Finance, HR, Operations, and Sales & Marketing. She approaches her tasks and projects with an innovative and intuitive approach that is both logical and creative. Previously, she worked at Positive Coaching Alliance, a non-profit organization dedicated to teaching life lessons through sports. She served as the Executive Assistant to the Founder/CEO for more than five years.

FINALISTS



Lizzie Alano,
The RealReal



Kristina Conaway,
Moogsoft



Crystal Nguyen,
MedAmerica



Jeannie Santos,
Valent U.S.A. Corporation

WINNER

{THE ADMINISTRATIVE EXCELLENCE
IN PUBLIC SERVICE AWARD}



Ruth Stamos

SALESFORCE

Ruth is an Executive Assistant at Salesforce and supports the EVP in Strategic Business Operations. In her four plus years at Salesforce, she has organized numerous volunteer events, been a leader across the entire organization by facilitating the Worldwide EA Google Resource site, and planned and hosted “Lunch and Learn” sessions for EA’s. As a graduate of Sacramento State University with a degree in Liberal Studies, Ruth’s career has taken her across the U.S. to live in Houston, TX, and Pittsburgh, PA, before returning to where she grew up: the San Francisco Bay Area. Prior to Salesforce, she worked for Signature Properties, Catellus, Williams Sonoma, Inc., and Visa.

FINALISTS



Eva Borrego,
The Bay School of
San Francisco



Karina Montenegro,
Kaiser Permanente



Leah Webster,
Education Pioneers

Thank you Lorena Cicciari
for all you do!

Congratulations to Hannah Rombawa,
a true ambassador of the Woodside spirit.

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FINALISTS

Annie Hersch,
Deutsche BankSusan Wales,
Bauer's Intelligent Transportation

{ THE LOYALTY AWARD }

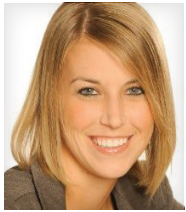
WINNER

Sue Allen
ROCHE DIAGNOSTICS



Sue Allen is a passionate, enthusiastic C-level Administrative Professional with over 30 years of experience. She continuously strives for a challenge and the chance to be an outstanding strategic business partner to her Executive. Her diverse background in the finance, beverage, high-tech and biotech industries has leveraged her attention to detail, strategic thinking and problem solving skills to align with organizational effectiveness, while working on controlling daily chaos, creating new processes and leading or participating in multiple projects. As a collaborative team player, Sue loves to network and work alongside her fellow Administrators and has been an active member in the IAAP, ASAP, AEAP and Silicon Valley Catalyst Association. She currently holds a certificate as a Certified Executive Administrative Professional (CEAP).

FINALISTS

Nicole Doherty,
LendUpChanning Hussey,
Mosaic Financial PartnersBrittney White,
NerdWallet

{ THE LEADERSHIP AWARD }

WINNER

Monica Cheng
SYNOPSYS



Monica Cheng has over 15 years of experience holding diverse roles in a variety of industries. Monica takes pride in supporting Synopsys' business organizations in achieving high-quality results. As a manager and an Executive Assistant at Synopsys, Monica supports the General Manager of the Software Integrity Group, one of the highest growth business units within the company. In addition, she leads an elite team of Executive Assistants in supporting the leadership team to attain success. Monica provides guidance to her colleagues with her vast institutional knowledge. She regularly participates in the organization of key business initiatives, including the planning of many high-impact conferences, off-sites, and quarterly business reviews. Prior to joining Synopsys, Monica held management positions at Bank of America and various Administrative roles at the law firm of Coblenz Patch Duffy & Bass. Monica received her B.S. in Business Administration from San Francisco State University.

FINALISTS

Ashley Cook,
LinkedInClaire McNamara,
Samsara NetworksTina Sellards,
HomeLight, Inc.Jennisen Svendsen,
ChewseBarb Tufo,
San Mateo Union
High School District

{ THE OFFICE MANAGER OF THE YEAR AWARD }

WINNER

Brandon Gunnerson
IFTTT



Brandon cut his teeth in hospitality and sales before being bitten by the startup bug. Possessed with an entrepreneurial spirit, he took a part-time, temporary position at a hot start-up called IFTTT. Two years later, he holds the title of Office Manager, where he oversees facilities, events, and the IFTTT office experience. Outside of IFTTT, you'll find him at a sidewalk cafe in a foreign country or a Bay Area farmers market. Brandon is a proud history buff, locavore, and podcast enthusiast.

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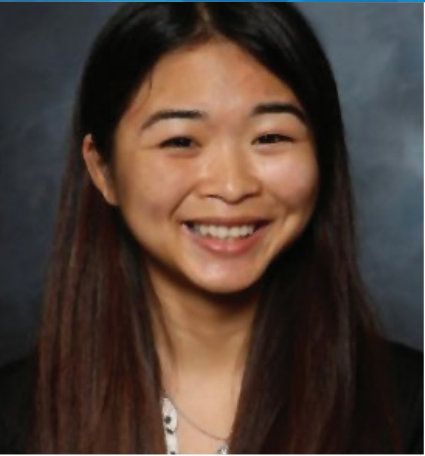
Synopsys congratulates its
2017 San Francisco Admin
Awards Finalist!

SYNOPSYS®

FINALIST
Monica Cheng
Leadership Award

WINNER

{ THE ROOKIE OF THE YEAR AWARD }



Kelly Huang
MEDAMERICA

Kelly Huang joined MedAmerica in November 2015. She is currently the Executive Assistant to four Regional Directors and is the Lead Executive Assistant for the Emergency Medicine operations. She works alongside her Manager and Director to strategize and implement the best processes. Kelly enjoys culinary adventures, being surrounded by greenery and nature, kayaking and adventuring around the world.

FINALISTS



Demi Greco,
Metromile



Misha Hurd,
San Francisco Giants



Courtney Limbocker,
Yelp



Taylor Skillin,
Zendesk

WINNER

{ THE SPIRIT AWARD }



Lorena Ciccari
DICTIONARY.COM

Through her 23 years of supporting C-suite executives, she has been committed to sharing her vibrant energy with each of her teams. Before joining Dictionary.com in 2016, Lorena worked with the same CEO at several start-ups over 10 years. She was instrumental in creating fun and collaborative cultures within each company. She joined Dictionary.com as the Executive Assistant to the CEO, a role she also held at its sister company, Ask.com. It was here she helped found the “Fun Crew,” which hosted company events to promote an engaging and fun team culture. Lorena has worked in various industries, including health care and finance. She has also planned client events, encouraging great business relationships with clients. She holds an AA from the University of Phoenix.

FINALISTS



Kathryn Murchison,
MedAmerica



Norma Rodriguez,
Shanti/PAWS

E.L.F. CONGRATULATES

Danielle Hill

On advancing to the Finalist stage in the Colleen Barrett Award for Administrative Excellence Award Category

elf

Congratulations
Kinderlin Coddling
for your well-deserved recognition.

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