

2017

SILICON VALLEY ADMINAWARDS™



presented by



PRESENTING PARTNER

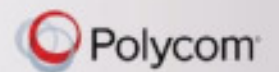
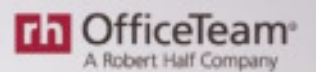


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AWARD PRESENTERS



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A LETTER FROM THE FOUNDER



For the second time in California's history on April 19th, The Admin Awards held its second annual Awards Gala in Silicon Valley, which recognized administrative excellence in nine award categories at the Santa Clara Convention Center and celebrated this invaluable community of Administrative Professionals.

Presented by Cisco Systems, The Silicon Valley Admin Awards hosted over 500 attendees 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 2017 Colleen Barrett Award was presented to Sherry Parsons, Senior Executive Assistant at Avaya, who has dedicated 47 years of effective service to not only serving in the Administrative Profession, but to advancing it. As a Master Instructor and Founding Board Member of UCSC-Silicon Valley Extension's Executive Administrative Certificate Program, Sherry has spent over 13 years sharing her deep knowledge and passion for elevating administrative performance with students and colleagues in this program she helped create.

"Sherry is a trail blazer in the realm of changing the way Administrators impact the day-to-day productivity and profitability of an Executive and the Corpora-

tion through her deep passion, teaching and leading the administrator throughout their career. And there is no sign of her stopping." Said Marc Randall, Senior Vice President & General Manager, at Avaya Network-

Sherry's unique abilities to serve in the capacity of a true business partner to her Executive counterparts, effectively mentor Administrative Professionals globally, and highest levels of competence have enabled her to impact Avaya's organization in unimaginable ways.

Congratulations to Sherry and all of The 2017 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 program a huge success. We could not have done this without you!

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

Proudly, the daughter of a 62-year career Executive Secretary,

Sunny Nunan
Founder, The Admin Awards

2017 BOARD OF JUDGES

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 CHARMAYNE CORMIER-CRAVEN, Contracts Administrator, HGA Architects and Engineers
 CHRISTINA ELLWOOD, CEO, www.tempathic.com
 FAY FINGLES, Executive Assistant to the CEO, Juniper Networks
 STEPHANIE GARCIA, Vice President of People, PayPal
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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.



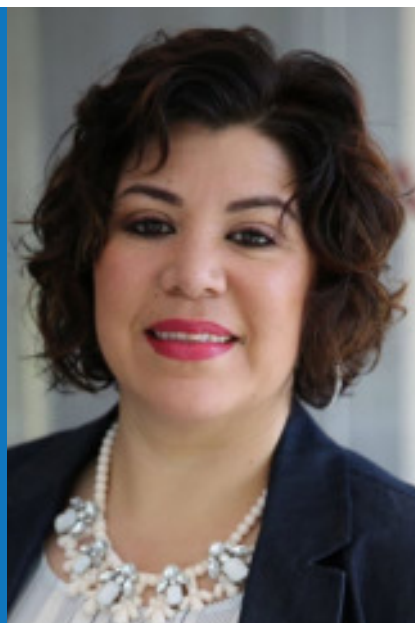
Karai's Cupcakes



Intuit congratulates CC Woolfolk on being a finalist for the Silicon Valley Admin Awards.

Thank you Intuit admins for always going above and beyond.

intuit



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 3 years ago), who has demonstrated the greatest potential to excel in an administrative role. This award honors professionals that are either starting their career as an Administrative Professional, have re-entered the workforce as an Admin or made a career change to an administrative role.

WINNER: GINA DE MARTINI-KUHNS BUILT WITH PRINCIPLE



At Built with Principle, Gina facilitates in-office operations, including marketing support, coordinating IT support, day-to-day accounting, and contract and lien management processes. Before BWP, she worked in the wellness and real estate industries providing reliable customer service in addition to establishing and facilitating systems for successful operations. Her attention to detail and process-oriented approach contribute to an efficient office environment that accommodates — even promotes — future growth. She enjoys yoga and exploring the outdoors (by foot or by bike) with her husband and their rescued red heeler mix.

FINALISTS



KRISTIN MATUSZAK
MedAmerica



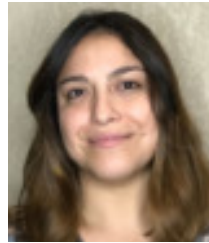
ALEXIS RONEY
Intacct Corporation



EVANGELINE SOTELO
SOAPProjects



SAJIRA MAE THE
Scout from University of California



ANGIE WALZ
Lattice Engines

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 on behalf of their organization.

WINNER: KIMBERLEY BAXTER PTARCINSKI JUNIPER NETWORKS



Kimberley Baxter Ptarncinski is an Executive Assistant supporting the WW Partner Systems Engineering Vice President, the IBM Alliance Managing Director, and the Worldwide Data Center Solutions Lead Vice President.

Kimberley has spent the past 9 years at Juniper Networks, Inc. as an Executive Assistant.

She has a unique experience supporting executives, systems engineering teams, territory, channel and global alliances teams focused on customer-facing sales generation and revenue growth in major and commercial accounts globally.

She is Co-Chair of the Admin-Relations Committee, Editor of the Quarterly Admin Newsletter, member of the Volunteer Committee, and ACouncil.

Prior to joining Juniper Networks,

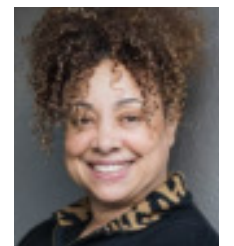
Inc., Kimberley spent 5 years at the New York Stock Exchange as an Executive Assistant supporting Client Services and Global Listings.

Kimberley is a Northern California native, and currently lives in the Bay Area with her husband James and their two daughters Ava and Mia. Personal interests and passions include volunteering at church as Co-Director of a children's bible study program, teaching Sunday school, and volunteering at her children's school.

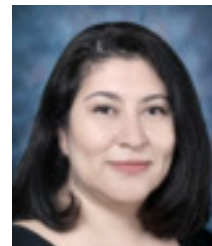
FINALISTS



LISA DOMINGUEZ
Scout from University of California



CYNTHIA FONTENOT
Synopsis, Inc.



ADRIANA HERRERA
Santa Clara Valley Medical Center



KATIE THOMAS
Avaya



CONGRATULATIONS
to our 2017 Spirit Award Finalist
Marie Simmons!



From the more than 500 employees from across the United States, thank you for embodying the spirit that makes Depomed such a great place to work.

When it comes to admins, the status quo won't do. Congratulations to the Juniper finalists.
Janet Roberson, Kathy Cannon, and Kimberley Baxter-Ptarncinski

JUNIPER NETWORKS BUILD MORE THAN A NETWORK.™

THE ACHIEVER AWARD

The Achiever Award recognizes the high performing Administrative Professional that has successfully demonstrated one or more of the following criteria:

- Has successfully managed and/or executed a significant project that has had a positive, company-wide impact within the past 2 years
- Continually performs difficult tasks and solves challenging problems as a result of their resourcefulness and relentless perseverance
- Offers recommendations on how to improve processes, increase efficiencies and improve effectiveness within the organization

WINNER: JANET ROBERSON JUNIPER NETWORKS



Janet Roberson is a Senior Executive Assistant supporting Juniper's CIO and CISO. In this role, she supports the leaders enhancing the company's IT infrastructure and Information Security to support the growth objectives of the company.

At Juniper Networks for the past 7 years, Janet has been a partner with her executives and teams to provide high-level executive

support, including coordination of meetings, complex calendars, travel, expenses & customer engagements. She co-leads the Administrator Council and Admin Learning and Development Committee, coordinates Administrator Forums, leads IT Training for new Administrators, as well as ongoing training for the greater Juniper Administrator Community. She also manages the IT Administration team. Janet is always professional and has a true passion for her job.

Janet provides mentoring to the Juniper Admin Community and participates in volunteer activities at Juniper. She is a leader who inspires and encourages the admin community to strive to do their best always and know they are valued.

In 2016 her peers selected her as the winner of the Juniper Networks Admin Excellence Award.

Prior to joining Juniper Networks, Janet spent 10 years at Sun Microsystems supporting HR teams and programs, helping to deliver cost efficient results.

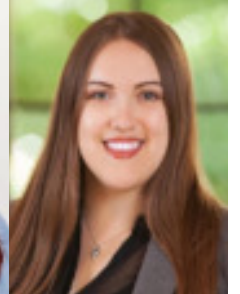
FINALISTS



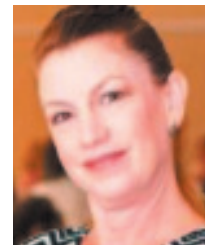
KENDRA COONEY
MedAmerica



DENISE PATLAN
Santa Clara Valley Medical Center



DAVID RANZOLIN
Scout from University of California



JANETTE WATERS
Family Service Agency of the Central Coast

Clockwise from top left:
CATHERINE CLEMENTE, VICKI JETTÉ, HELENA MARTINS, KRISTY WOLK, Maxim Integrated

THE LEADERSHIP AWARD

The Leadership Award recognizes the Administrative Professional that best demonstrates multiple leadership qualities such as confidence, focus, integrity, innovation, patience, decisiveness, open-mindedness, empowerment, generosity, persistence, and a passion for helping fellow employees and their organization succeed.

WINNER: NANCY NORDBERG MAXIM INTEGRATED



Nancy Nordberg graduated from Inver Hills College in Minnesota, with an AA degree in Business Management and an AA in Journalism. Throughout her career she has resumed college courses to enhance her career and personal development. She secured a Certificate in Technical Writing from De Anza College and has completed online courses in biology and nutrition.

She joined Maxim in 2006 supporting two business units. In 2011 she was pleased to accept the position in the CEO's Office supporting Maxim's CEO, Mr. Tunc Doluca. With her CEO's guidance, Nancy's position has evolved into a leadership role as advocate to Maxim Integrated's global Assistant community and development facilitator. She owes her success to the support of her CEO, the global Assistants, and the patience of her husband.

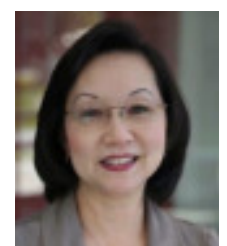
A voracious reader, Nancy consumes biographies, autobiographies, 'hard' science fiction, and books on animal behavior, human biology and nutrition. She is also a beginner beader struggling with the construction, three-dimensional balance, focal points, and design elements of jewelry making.

Optimistic by nature, she raised her son, Travis, on the motto, 'Where's there is a problem, there is a solution.'

FINALISTS



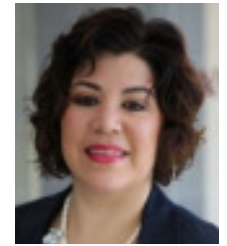
CATHY REEVES
McManis Faulkner



BONNIE SAVAGE
Agilent Technologies



DONNA WALTERS
Cisco Systems



CC WOOLFOLK
Intuit

2017 Silicon Valley Admin Awards

Congratulations to Maxim Integrated Finalists

Leadership Award



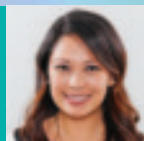
Nancy Nordberg

Colleen Barrett Award for Administrative Excellence



Lisa Milanes

Achiever Award



Catherine Clemente



Helena Martins



Kristy Wolk



Vickie Jette



THANK YOU ADMINISTRATIVE PROFESSIONALS FOR ALL YOU DO!

Congratulations to Bonnie Savage—Leadership Award Finalist

Agilent Technologies congratulates you and all the 2017 Silicon Valley Admin Awards Finalists and Administrative Professionals!



THE SPIRIT AWARD

The Spirit Award celebrates the Administrative Professional that consistently exhibits a positive, spirited outlook that people find contagious and uplifting. They approach their work with enthusiasm, an eagerness to please others and a positive can-do attitude. This is the person that lifts others up, who people are drawn to during good days and bad and the person that contributes to a culture of optimism within the organization.

WINNER: ALICIA JACINTO BROCADE



Alicia Jacinto serves as an Executive Administrative Assistant to the Chief Marketing Officer and the Vice President of Corporate Marketing at Brocade. She has more than 11 years of experience in the technology sector supporting C-level and senior executives.

As a key member of Brocade's marketing organization comprising of 150 employees worldwide, Alicia consistently demonstrates strategic acumen and operational excellence. She keeps her finger on the pulse of the business and marketing landscape with a good understanding of all marketing disciplines—from brand and demand generation to products and field marketing.

Prior to Brocade, Alicia served as Executive Administrative Assistant to VP, EVP and C-level executives at ServiceSource and NetApp.

She holds a Bachelor of Science degree in Marketing with a focus on Management Information Systems from Santa Clara University.

FINALISTS



LAURA MACIVOR
Synopsys, Inc.



MARIE SIMMONS
Depomed, Inc.



ELLAMAE SMITH
Cisco Systems

THE ABOVE THE CALL RECEPTIONIST AWARD

The Above the Call Award honors the Administrative Professional that goes above and beyond the call of duty in delivering an exceptional customer experience, phenomenal first impression and serves internal and external customers with professionalism, enthusiasm and care, leaving a lasting. Candidates that qualify for the Above the Call Award include any Administrative Professional whose job responsibility involves significant interaction with others such as coworkers, customers and/or vendor. Job titles might include but are not limited to Receptionists, Office Assistants, Client Service Assistants, Sales Coordinators, Sales Assistants and Marketing Coordinators.

WINNER: BARBARA REEDY MCMANIS FAULKNER



Barbara believes that representation begins the moment a client steps into the lobby of McManis Faulkner and does her best to make all who come to the firm feel welcome. Her life experiences as a mother, educator, waiter, and organizer of international students and international visitors, play a big part in how she greets and treats people. She likes finding out what makes people tick, and enjoys treating each person who comes into her orbit (both friendly and not-so-friendly) with kindness and respect.

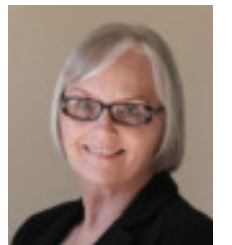
Barbara wears many hats. As part of the front office team, she is the first point of contact for clients, vendors, and attorneys who have business with the firm. She is responsible for the firm's master calendar and is part of the facilities team. She edits the blogs on

the firm's website and helps keep the content current. When the fire alarms go off, Barbara is part of the safety team, calmly facilitating the safe movement of everyone from the building. In addition, Barbara serves as legal librarian, as well as librarian to the firm's private collection of nearly 20,000 novels and non-fiction books.

FINALISTS



SARAH CATES
Xilinx



MELBA COTTRELL
Veritas

Congratulations



Xilinx would like to congratulate **Debbie Jensen** and **Sarah Cates** on being selected "2017 Silicon Valley Admin Awards" *Finalists!*

And also extend a BIG "Thank You" to our administrative staff for their tireless support and dedication.



Congratulations **Ellamae Smith** on becoming a 2017 Admin Awards "Spirit Award" Finalist. Thank you for all you do! Proudly, Your Cisco Ops Architecture Team



THE LOYALTY AWARD

The Loyalty Award is presented to the Administrative Professional that has a long history of effective service in an administrative role and/or has a long history of effective service to their existing company and/or executive and consistently demonstrates tireless dedication, commitment to the organization's cause, their supervisors, employees and customers.

WINNER: SANDRA CRANFORD CITY OF SAN JOSE



Sandra Cranford started her career with the City of San José in 2000 as Administrative Assistant for San José Mayor Ron Gonzales. In the Mayor's Office Sandy both supported the Mayor's Budget and Policy Director as his executive assistant and supported Mayor Gonzales and his entire staff as a part of a small team of administrative assistants.

In 2006, when Mayor Gonzales termed out, Sandy moved to the San José City Manager's Office and became Administrative Assistant to Deputy City Manager Deanna Santana. Sandy was promoted to Executive Assistant to the City Manager in 2009, and in this capacity she has supported three City Managers: Debra Figone (2009-2013); Ed Shikada (2014-2015); and Norberto Dueñas (2015-present).

As the City Manager's Executive Assistant, Sandy manages a wide range

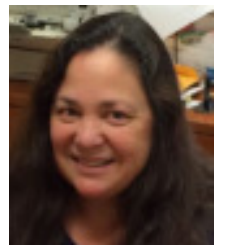
of activities, including ensuring that the City Manager can maintain productive relationships with the Mayor and City Councilmembers and supports the City Manager's regular meetings with the City's Department Directors and Senior Staff.

Sandy has supported the Mayor and her City Managers as they handle the complex and challenging responsibility for municipal public policy and management. It requires her very careful and sensitive attention to internal and external stakeholders and partners, along with her deep and detailed knowledge of personalities, issues, history, and priorities that is essential to her ability to help the City Manager achieve success on behalf of the organization and the community.

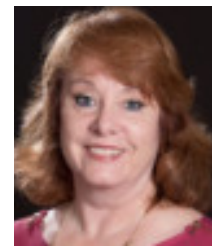
FINALISTS



MICHELE COSTA
Bozzuto & Associates Insurance Services, Inc.



PATTI CRUZ
Moss Adams, LLP



DEBBIE JENSEN
Xilinx



LAUREL PERRY
Veritas

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 – including those related to technology, human resources, operations, marketing, accounting, finance etc. and enjoys the challenge of serving an organization's diverse office administration needs. Additional titles that may reflect office manager duties could include Office Administrator, Office Assistant, Administrative Manager, Administrative Officer and Office Coordinator.

WINNER: KATHY CANNON JUNIPER NETWORKS



Kathy began her Administrative Professional career in Silicon Valley over 30 years ago. She was given an opportunity to work as a clerk in the early 80's at National Semiconductor and she knew this was a start of something great. She truly enjoys the administrative role.

Kathy has supported all levels of management including C-Level. She has also supported several different organizations within the companies where she has been employed. Some organizations include Human Resources, Marketing, Sales, Finance, and Start-Up's. She is currently supporting the Real Estate and Workplaces Services (REWS) group at Juniper Net-

works. She has been with Juniper for over 6 years.

Kathy enjoys being part of various administrative teams at Juniper. She currently leads the Learning and Development Team (which supports Juniper admin training and mentoring new admins). She is also on the Admin Relations Team (which supports philanthropy and admin events at Juniper) and the ACouncil (which is comprised of the leaders of the Admin committees). Kathy is a California native residing in San Jose with her husband Barry, their dog Chase and her cat Ebony. She enjoys singing, wine tasting, travel and spending time with friends and family.

FINALISTS



SHANNON ESHLEMAN
Sophos, Inc.



EVA GEE
Kidder Mathews



AMY KOSSOB
Bozzuto & Associates Insurance Services, Inc.



KARI MERTZ
LinkedIn



MIMI WRSPIR
Lattice Engines



THE COLLEEN BARRETT AWARD FOR ADMINISTRATIVE EXCELLENCE

The Colleen Barrett Award for Administrative Excellence is the Admin Awards' most prestigious award. This coveted award will be presented to the admin that 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, values that reflect those of your organization, passionate committed to your organization's cause or purpose, deeply committed to 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: SHERRY PARSONS AVAYA



Sherry Parsons, Sr. Executive Assistant at Avaya has over 40 years' experience in the administrative field, a BS in Business Management from University of Phoenix and a National Speakers Academy graduate. She supports the Senior Vice President and General Manager of Networking and the Chief Marketing Officer. She also manages, develops and delivers training programs for administrative staff.

Prior to joining Avaya, Sherry supported the Chief Customer Officer at Earthbound Farm, the CEO of Network General and Continental Sales Company, and the President of World Wide Sales and Services at Aspect Communications in the Silicon Valley area.

Sherry is a Founding Member and Advisory Board Member of UCSC-Extension Silicon Valley Executive Administrative Certificate Program developing education criteria for the development and training of current and future administrative profes-

sionals. She is the Master Instructor for Communications, Project Management and Practicum.

Sherry is an Advisory Board Member for Hilton Santa Clara and a prior Advisory Board Member for the 2016 Inaugural Silicon Valley Admin Awards. Sherry continues to bring attention to the administrative role where she was featured in several articles such as "Sherry Parsons, Role Model for Aspiring EAs" AdminAdvantage and "No Longer A "Secretary," CEAs Hold Power in Silicon Valley" NBCBAYAREA.com.

FINALISTS



SHIANN CHAMBERS
Yahoo



ALICIA JACINTO
Brocade



JOANNE LINDEN
Synopsis, Inc.



LISA ELLISON MILANES
Maxim Integrated



THANK YOU TO OUR SPONSORS



CISCO SYSTEMS – the worldwide technology leader that has been making the Internet work since 1984 – is committed to changing the way the world lives, works, plays and learns. However, our edge doesn't come from technology, but from our people! From entertainment, retail, healthcare, and education, to public and private sectors, smart cities, and everyday devices, we strive to securely connect the unconnected. We help society seize tomorrow's digital opportunity today through innovations in Digital Network Architecture, Collaboration, Security and more. We truly believe that when we innovate everywhere, connect everything and benefit everyone, anything becomes possible.

AWARD PRESENTERS



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MEDIA
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COMMUNITY
PARTNER



ADMIN ADVOCATES

