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ADMINISTRATIVE EXCELLENCE

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OCTOBER 25, 2019

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A LETTER FROM THE ADMIN AWARDS FOUNDER

The 2019 San Francisco Bay Area Admin Awards, presented by Salesforce, marks the third time that Bay Area employers join forces to recognize the one thing that they all undeniably have in common: a community of extraordinary Administrative Professionals who contribute in endless ways to the success of organizations that call the Bay Area home.

This year's Finalists and Winners raised the bar once again, for what it means to be an extraordinary contributor in the administrative field. This community of Administrative Professionals succeed in providing tremendous value to their Executives and organizations and remind us that the role of the modern-day Admin is as diverse in its duties as it is critical to an organization's ability to operate successfully.

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. Without people that believe whole-heartedly in the tremendous impact an Administrative Professional can have on an organization, and take action behind that belief, there would be no Admin Awards.

One of those people was Herb Kelleher, Founder of Southwest Airlines. The very public and early example Herb set of what it meant to fully understand the value of an Administrative Professional paved the way for a program like the Admin Awards. At a time when the movie 9 to 5 was a reflection of the lack of appreciation and respect for Secretaries, Herb was busy promoting his Legal Secretary, Colleen Barrett, through the ranks at Southwest. With Herb's advocacy, Colleen's tremendous impact and phenomenal job performance ultimately earned her the role of President & COO of the Airline over the course of her five-decade career, demonstrating for all that the sky truly is the limit for those determined enough to reach for it.



The Admin Awards continues to be eternally grateful for the example set by Herb and Colleen of what a strong business partnership between an executive and Administrative Professional can accomplish. And we are honored by the opportunity to tell their story across the country through our program's most prestigious award, The Colleen Barrett Award for Administrative Excellence.

We congratulate all of the 2019 San Francisco Bay Area Admin Awards Finalists and the nine Award Winners for upholding the incredible standard set by Colleen Barrett through her work at Southwest Airlines and thank you for a job so very well done.

With Boundless Gratitude,

Sunny Nunan
Founder, CEO & Proud Daughter of an Executive Secretary
Admin Awards

2019 ADVISORY BOARD

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SF Giants

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CFO & CLO
Snowflake

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2019 JUDGES

Colleen Barrett
President Emeritus of
Southwest Airlines

Andrea Mendez
Executive Assistant
Vituity Practice Management

Annie Hersh
Executive Management Assistant
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Senior Director of
Human Resources
Pac 12 Networks

We would like to congratulate

Bren Betcone

on her nomination for
Administrative Excellence 2019

WILLIAMS-SONOMA, INC.

WILLIAMS SONOMA WILLIAMS SONOMA HOME
POTTERY BARN POTTERY BARN KIDS POTTERY BARN TEEN
WEST ELM MARK & GRAHAM REJUVENATION



WINNER

Michelle Foster

SUTTER HEALTH

{ THE COLLEEN BARRETT AWARD FOR
ADMINISTRATIVE EXCELLENCE }

Michelle Foster is the Executive Assistant to the President and CEO and to the Chief Operating Officer of Sutter Health, a Northern California based not-for-profit health system that cares for 3 million patients—or 1 in every 100 Americans, in one of the most diverse and innovative regions in the U.S. During Michelle's 17-year career at Sutter Health, she has been the right hand of many top-level executives. She partners with senior leaders, board members, and state and federal legislators to coordinate dynamic schedules and manage their priorities across Sutter's integrated network of physician organizations, acute care hospitals, surgery centers, home health and hospice programs, research facilities and specialty services. Sutter's total operating revenues in 2018 were \$13 billion. Michelle was a finalist in 2008 for America's Next Top Administrative Professional, presented by Ajilon. She received her bachelor's degree in business management in 2000 from the University of Phoenix.

FINALISTS



Angela Azem, Aspect Ventures



Lacy Balsama, Sapphire Ventures



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!

He was a great servant leader. He loved life and you almost couldn't be around him and not catch that love of life and love of people.

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.

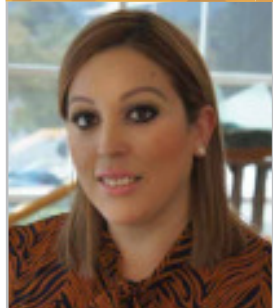
What advice do you have for Admins?

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.

**"Be authentic.
Be real.
Remember
who you are."**

WINNER

{ THE ABOVE THE CALL AWARD }

**NIRMA ALEJANDRE****ROCHE MOLECULAR SOLUTIONS**

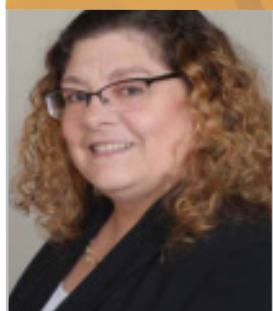
With over 15 years of experience managing over 40 employees in a corporate setting, Nirma Alejandre started her career as a receptionist and quickly rose in the ranks to become a Service Delivery Manager. Her duties include meeting with clients to discuss service level agreements, ensuring employee growth and customer satisfaction. In 2016, Nirma made a career change and joined Roche Molecular Diagnostics providing support to the Facilities Department. Her diverse background in High Tech and Bio Industries has leveraged her strategic

problem-solving skills. Nirma is passionate and dedicated with a proven ability to successfully manage projects, implement process improvement and workflow efficiency. Nirma maintains a very high standard of customer satisfaction and retention, demonstrating high levels of personal commitment and dedication.

FINALISTS

Madissen De Turris,
BrexIn Ja Halcomb,
Pac-12 ConferenceVirginia Martinez,
Kaiser PermanenteMegan Murphy,
Salesforce**WINNER**

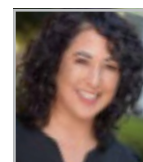
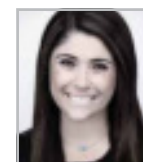
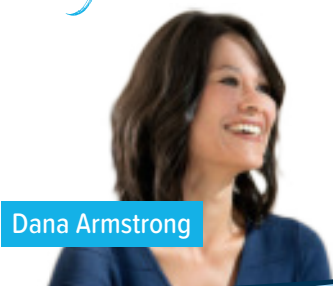
{ THE ACHIEVER AWARD }

**MONICA COLOMBO****BERKELEY HAAS SCHOOL OF BUSINESS**

As Executive Assistant and Office Manager, Monica Colombo ensures the smooth operation of the Deans office with extensive knowledge of the University of California policies and procedures while efficiently handling high-level inquiries of Senior Leadership, staff, students, and faculty. Monica also provides executive support and strategic planning to the Dean, Ann E. Harrison of the Haas School of Business. Monica is active in the Cal community and is a member of the Alianza Staff Organization. On several occasions, you can find Monica volunteering her

time for staff events as well as workshops hosted by Lean in Latinas. Monica has also completed course work in analytical development and business management. When she is not buried in emails, Monica enjoys cooking and spending time with her husband Brian, 2 sons, and her new granddaughter.

FINALISTS

Angelina Castillo,
Roche Sequencing
SolutionsJenn Davis,
Mission BioAlyssa Ramont,
San Francisco GiantsJennifer Ribero,
Golden State WarriorsVicky Siu,
Zendesk*Congratulations to our two Finalists!*

Dana Armstrong



Marla Mulligan

www.PrivateOcean.com

**UNITED**

A STAR ALLIANCE MEMBER

**Congratulations,
Michelle.**

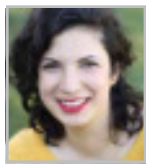
From all of us at United, we applaud you
on your nomination for The Admin Awards.

• fly California's global airline

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EVERYDATA HEROS
TO BREAK DATA
BARRIERS**

A huge thanks to you Stacey,
for all you do for the Snowflake team!

FINALIST

Jacqui Ybarra,
Korn Ferry

AND

Michael Jensen,
Korn Ferry

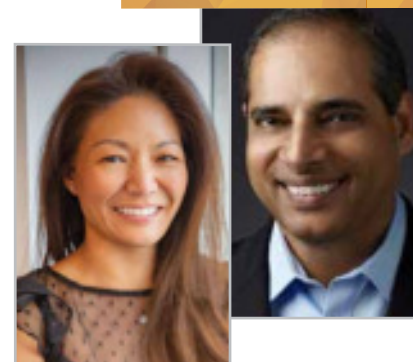
{ THE STRATEGIC PARTNERSHIP AWARD }

DJ BANKS & PRANESH ANTHAPUR

EA BUSINESS PARTNER
TO VP OF HRCHRO AND VICE PRESIDENT OF
HUMAN RESOURCES, UBER

DJ began her career 20 years ago at a construction company as an HR associate. She realized she was passionate about client relations and project management and wanted to see how this could be leveraged in a tech environment. DJ moved from her hometown of Monterey to start her EA journey in Silicon Valley, where she's worked with executives in the start-up and Fortune 100 space. She joined Uber in 2017 as a member of their HR team. At Uber, she is able to apply her strong administration, management and leadership skills as a business partner to the company's SVP and Chief People Officer. At Uber, DJ works tirelessly to help others, sometimes before they even know they have a need. She encourages all to dream big, work hard and be kind. Outside of the office, DJ enjoys golfing, photography, movies and bbq'ing with her friends and family. Her greatest joy is being married to her husband Jason of 14 years and raising their daughters Mia and Ava.

WINNER



FINALISTS

April Sheesley,
Fairmont
San FranciscoBren Betcone,
Williams-Sonoma, IncJames Knowles,
IDEOJamie Randolph,
AsanaNatalie Youngers,
Hired

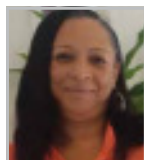
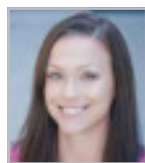
{ THE LEADERSHIP AWARD }

ROBIN GUIDO
SALESFORCE

Robin Guido is a career Executive Assistant and has been at Salesforce for eight years supporting Co-Founder and CTO, Parker Harris. She took the plunge into the technology space in 2004, and now has what she describes as her "dream job." At Salesforce, she's spearheaded multiple programs for the admin community, including launching an annual Admin Summit and managing the annual Administrative Professionals Day. Robin has also been a featured speaker at "EA Leadership Forum" and "Behind Every Leader." A two-time breast cancer survivor, Robin is a staunch advocate for breast cancer patients and survivors and leads company-wide initiatives at Salesforce to help build awareness and organizes other volunteer opportunities. She was previously the Personal Assistant to actor/musician William Shatner. Before tech and a stint in Hollywood, Robin also worked in the medical field. Robin graduated with a BS degree in Sociology from San Francisco State.



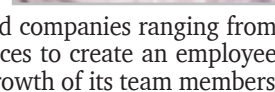
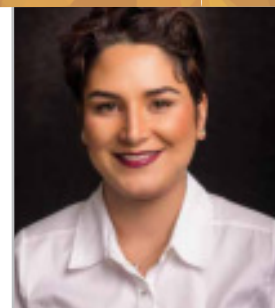
FINALISTS

Dana Armstrong,
Private Ocean Wealth
ManagementEraina Turner,
Rubicon ProgramsJessica Ho,
SalesforceLisa Carrara,
CompassSara Russell,
Visa, Inc.

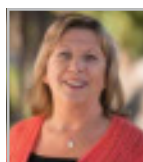
{ THE SPIRIT AWARD }

AMBER ESCHWIG
ROCHE SEQUENCING SOLUTIONS, INC.

Amber Eschwig is the Executive Administrator to the Vice President of Quality Systems and Compliance and the Vice President of Regulatory Affairs for Roche Sequencing Solutions, Inc. In this role, Ms. Eschwig serves as the right-hand woman and strategic business partner to her Executives and the glue that holds together the Global Quality and Regulatory team members spanning across 6 sites throughout the United States and South Africa. A graduate from the University of California, Berkeley with a B.A. in Peace and Conflict Studies and concentration in conflict resolution, Amber came to Roche in 2015 with over 10 years' experience as an HR administrator having supported companies ranging from 75 to 1,000+ employees. Amber has leveraged her past experience in Human Resources to create an employee culture within her department at Roche that values authenticity and fosters personal growth of its team members.



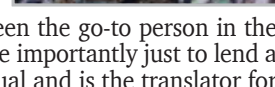
FINALISTS

Michelle Barrera,
United AirlinesEileen Grealish,
St. Robert SchoolPatti Montague,
Nibbi Brothers General
Contractors

{ THE LOYALTY AWARD }

ANA DUARTE
THE WESTIN ST. FRANCIS UNION SQUARE

Ana was born in El Salvador and migrated to USA 43 years ago. She is the proud mother of Sandra, Miguel and Mario and the doting grandmother of Alyssa and Grace and expecting a grandson in February 2020. Ana started at the Westin St Francis in Human Resources in 1981 as a File Clerk. She was young and eager to learn and she possessed a genuine interest and care for people. As time passed Ana developed the skills and took on additional responsibilities to make her an important member of the Human Resources team. She helps the department managers perform their jobs by providing critical office support and by keeping them attuned to the needs of the associates. Ana has always been the go-to person in the department for associates needing help with their benefits, policies or procedures or more importantly just to lend a sympathetic ear. Ana plays an important role in our associates relations as she is bi-lingual and is the translator for the Spanish speaking associates. She loves traveling around the globe and taking cruises with her large extended family. Ana loves salsa dancing and you will often find her at the clubs on the weekends.



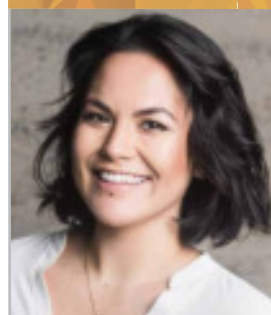
WINNER{ THE OFFICE MANAGER OF
THE YEAR AWARD }**MARLA MULLIGAN****PRIVATE OCEAN WEALTH MANAGEMENT**

As Private Ocean Wealth Management's Office Manager, Marla is responsible for keeping everything in the office running smoothly and efficiently. In addition to assisting with operational processes, she handles a wide variety of requests from everyone on the team and ensures Advisors have everything they need to focus on their clients. Her background is in customer service and training in the financial services industry, and she applies her experience in helping onboard new employees to the firm. Marla has been with Private Ocean since 2001 and has served in both Client Service and Executive Assistant roles. Additionally, she has an Associates in Arts degree as a Legal Secretary from Nations Business College in Santa Rosa, CA. In her spare time, Marla enjoys water aerobics, going to the movies, and heading to the beach with a good book. Most importantly, she treasures time with her friends and family.

FINALISTS

Stacey Stenzel,
SnowflakeBarb Tufo, San Mateo
Union High
School DistrictDaniel LaFever,
Stifel & Co.Heather Meeks,
Biodesy**WINNER**

{ THE ROOKIE OF THE YEAR AWARD }

**BREANNA MANORE****FIRST ROUND CAPITAL**

Breanna is an Executive Assistant at First Round Capital where she has supported two investment partners over the last two years. She first found her passion for admin work as the student office assistant for the Office of International Programs in college. The core values of this role were to help others succeed, build community, and inspire change. Once she graduated, she knew this was a career she'd want to pursue on a larger scale. First Round hired her within months of graduating as a temp, but she quickly realized their core values lined up with what she had been seeking and soon after landed a full-time role.

With her job, she is most excited about the endless problem solving that continuously keeps her on her toes. However, she is most inspired when her bosses succeed, given their success is her success. The support she receives from her executives to help her grow within her role allows her to reciprocate that same energy in her contributions to First Round. When Breanna isn't working, she's either singing, hula dancing, traveling, or caring for her garden.

FINALISTS

Erica Allen,
Roche Sequencing
SolutionsPatricia Bishop,
HiredMary Cardenas,
San Francisco GiantsAmy Moody,
YelpKelsie Yahata,
San Francisco SPCA

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