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ADMINAWARDS[®]

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Live!

GOOD AS GOLD

A REGIONAL CELEBRATION OF
ADMINISTRATIVE EXCELLENCE

SATURDAY, JULY 17 | 7 PM
VIA LIVE STREAMING

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SPECIAL EVENTS



A LETTER FROM THE ADMIN AWARDS FOUNDER



It truly takes the effort, commitment and heart of many to make a program like the Admin Awards possible during typical times, but during times like "these", we are deeply aware that our program would not be possible without our incredibly loyal staff, Advisory Boards, Sponsors and Partners – and equally important, the business community that trusts us to provide meaningful recognition to one of their most beloved employee groups.

To my surprise and delight, as the world turned inward in 2020, the executive community went the opposite direction. Business leaders began reaching out to us inquiring about our programs, eager to show their appreciation and celebrate. They also validated what my intuition was telling me: The recognition of the Administrative Professionals at the core of our program is far more important than the physical, in-person events.

Very early on, we were reminded that companies were depending on their Admins to keep everything together, to make the impossible seem effortless and to do it all with skill, enthusiasm and heart. In the can-do spirit of the San Francisco Bay Area Admins we honor, we put our hearts and minds into creating a special experience that we hope makes you feel connected, inspired and joyful.

And since we announced our plans for Admin Awards Live! 2020-2021, I have been overjoyed at the outpouring of enthusiasm and love for these amazing professionals. So many busy people took the time to express gratitude through their words and actions. Our collective efforts really do change lives for the better. For that, I am incredibly thankful.

2020 and 2021, with all the challenges, has shown us that the Administrative Community is stronger than ever and companies are united in their determination to ensure their Admins are properly appreciated and cared for. This unstoppable spirit continually inspires us as we embark on this new journey with you.

We hope you have as much fun at San Francisco Bay Area Admin Awards LIVE! as we've had creating it for you.

With Appreciation,

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

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WINNER

Brita Bleuel

SECRETARIAL MANAGER, SIDLEY AUSTIN LLP

{ THE COLLEEN BARRETT AWARD FOR ADMINISTRATIVE EXCELLENCE }

Brita Bleuel is Secretarial Manager at Sidley Austin LLP, the 11th largest law firm in the U.S. — and it's talented, dedicated, enthusiastic staff like Brita who keep the firm at the top of its game. In her nearly 30 years at Sidley, she's elevated the culture and reputation of the firm through her above-and-beyond approach, such as programming wildly popular events like Pie Day, Friendsgiving, Sidley Top Chef and Bring Your Child to Work Day. She's expertly trained roughly 160 secretaries in the firm's offices across the country in how to use the Secretarial Support Tool — while also reassuring them that the tool is meant to help, not to hinder. Additionally, Brita has ensured the secretarial team provides internal and external clients with the highest quality of service, has expanded her role to include onboarding lateral partners, and has played a key role in ensuring the Document Processing Team quickly turns around important edits and documents. On any given day, Brita has a tremendous impact in the many areas under her direct responsibility and those well outside of her immediate scope. It's no wonder office managers in the San Francisco office and beyond routinely refer to her as a "rock star."

FINALISTS



Breen Betcone
Williams Sonoma



Jean Buensuceso
Abbott



Christine Ehang
Seismic



Carissa Torres-Cruz
Mozilla



Carrie Wilson
Salesforce



Sammi Wong
Silver Oak & Teeny



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 COO — 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 COO 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 }****RACHEL CARRANZA****ASSOCIATE DIRECTOR OF FACILITIES AND OFFICE OPERATIONS,
FIREWOOD MARKETING**

Rachel Carranza is Associate Director of Facilities and Office Operations at Firewood Marketing, where her infectious energy makes the office a welcoming, well-oiled machine. Prior to her current role, she helped build the Mountain View office from the ground up, managing construction, finetuning details, working with countless vendors, and planning an exceptional welcome happy hour fit for a marketing giant. Following a promotion, Rachel took on a slew of new initiatives in the rapidly growing company — as one of only two full-time admins, she expertly supported 300 employees and served the 12-person C-suite. While also managing her own team, she spent untold hours helping to set up three new offices as the company expanded to nearly 500 employees. Even after receiving her latest promotion, she still makes time to acknowledge birthdays and anniversaries and check in on her former team members. With her unwaveringly positive attitude and unshakable work ethic, Rachel always, and truly, goes above and beyond.

FINALISTS**Lisa Carrara**
Compass**Felice McCallum**
Sutter Health**WINNER****{ THE LEADERSHIP AWARD }****GINA REGALIA****SR. EXECUTIVE ASSISTANT, INSTACART**

Gina Regalia is Senior Executive Assistant at Instacart, and while she has expertly supported the company's founder and CEO for the past six years, it was during the COVID-19 pandemic that she proved she is the glue that holds the administrative team together across more than a dozen locations, two countries, and six time zones. During one of the busiest periods in Instacart's history, Gina adroitly prioritized executive schedules, communicated clearly and warmly with all stakeholders, and ensured the administrative and executive assistant team remained engaged and connected by facilitating fun, productive monthly meetings. She shared best practices, provided mentorship to anyone who hit roadblocks in their work, and was invested in every employee's wellbeing. As the first EA at Instacart, Gina has laid the foundation for a supportive and fabulous EA team that now numbers 15 and counting. She puts the "rock" in "rock star" — always calm and composed, Gina consistently accomplishes her many tasks with wit, kindness, and professionalism.

FINALISTS**Jennifer Benson**
Salesforce**Mary Coelho**
Roche**Nancy Dearmon**
Google**Sandy Rodocker**
Southwest Airlines**WINNER****{ THE LOYALTY AWARD }****MARGARET AUSTIN****CHIEF EXECUTIVE ASSISTANT & SR. CORPORATE EVENTS MANAGER,
WEBCOR**

Margaret Austin is Chief Executive Assistant and Senior Corporate Events Manager at Webcor. She has worked with her CEO for the past 25 years, demonstrating an unparalleled level of trust and loyalty — and bettering those around her in the process. Margaret has played a crucial role in developing new ways of working and utilizing collaborative strategies to reach Webcor's lofty goals, tackling unique issues and first-time assignments without a moment of hesitation. She consistently impresses others with her creative, one-of-a-kind solutions, including in her event-management skills. After earning her certificate in event management in 2014, Margaret assumed her current dual role, leading and organizing all companywide events including the annual holiday party where outstanding employees are recognized for notable accomplishments. Margaret is an inspiring example of a rare type of leader: One who transforms teams for the better and embraces every challenge that comes her way with enthusiasm and passion.

FINALISTS**Alma Barocio**
East Oakland Youth
Development Center**Claudia Flores**
Merry Housing**Charles Thi**
San Francisco Travel
Association***Congratulations Margaret Austin,***

Webcor's Chief Executive Assistant and Sr. Corporate Events Manager, on being selected as an SF Bay Area Admin Awards winner in the Loyalty category!

"Margaret has continually chosen to stay and help transform Webcor into an even greater business. I don't know of anyone more loyal, capable, or eager than Margaret, who always strives to better the lives of those around her." — **JES PEDERSEN, WEBCOR CEO/PRESIDENT**

**WEBCOR**

SAN FRANCISCO ALAMEDA SAN JOSE SAN DIEGO LOS ANGELES



WINNER**{ ADMINISTRATIVE EXCELLENCE
IN PUBLIC SERVICE AWARD }****MARIA ACUNA-FELDMAN****OFFICE MANAGER/OPERATIONS, MERCY HOUSING**

Maria Acuna-Feldman is the Office Manager-Operations at Mercy Housing California who throughout her tenure has exemplified the nonprofit's core values of justice, respect and mercy. In her role, she is responsible for six administrative assistants, guiding them in not only their daily responsibilities, but also in diversity and inclusion conversations. Maria has undertaken extensive projects with grace and efficiency, including a \$700,000 tenant improvement project for the San Francisco office — an endeavor that required her to bring together multiple departments to negotiate space planning, meet the needs of the various departments, and make all the stakeholders happy with the results. She accomplished all of this on time and on budget, expertly and efficiently leading the relocation of 50 staff. Maria always steps up to the plate, never failing to deliver a "can-do" attitude. Despite her many accomplishments, she displays nothing but confident humility in her administrative role, offering nurturing support to everyone from interns to top-level employees.

FINALISTS

Gloria Cheng
Sutter Pacific
Medical Foundation



Sheryl Smith
Tracy Unified School
District

WINNER**{ THE ACHIEVER AWARD }****MICAELA SCARPULLA****EA TO CEO, NITRO**

Micaela Scarpulla is Executive Assistant at Nitro, where she has established herself as an expert "juggler and plate-spinner," gracefully and effectively tackling multiple tasks — and all with an infectious smile. She is consistently two — if not 10 — steps ahead of everyone else, effortlessly anticipating and meeting the needs of the three C-level executives she supports. Micaela adeptly uses her communication skills to ensure swift resolutions; cares about her work and those she works with; and expertly coordinates all activities surrounding investor relations — a role that has a direct impact on Nitro's valuation and share price. Executives at the company routinely receive phone calls from investors, banks and others with whom she's collaborated who describe Micaela as "phenomenally amazing." She consistently produces detail-oriented, high-quality work, ranging from board decks to investor decks and everything in-between. Micaela is more than an incredible executive assistant — she is seen as a full member of the C-level team.

FINALISTS

Esther Eden
SB Architects



Nancy Nemecek
Airbnb



Josh Thomas
Pattern Energy



Cherena Tong
Johnston, Kinney &
Zolotas LLP



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WINNER

BREN BETCONE
WILLIAMS SONOMA



WINNER

{ THE STRATEGIC PARTNERSHIP AWARD }



MARICELA SPENCER

EXECUTIVE ASSISTANT, SALESFORCE

Maricela Spencer is Executive Assistant at Salesforce, where she not only manages work operations, meetings, and goals, but also helps her executive maintain a balance between professional and personal obligations. Resourceful and flexible, Maricela knows when and how to jump into action, juggling multiple requests while never getting flustered and always focusing on providing resourceful solutions. For example, it was her idea to create "office hours" for staff, where they can schedule 20 minutes to ask their executive anything. And that's not the only way she's improved corporate culture — Maricela took on a key support role of Salesforce's Method 2: AppExchange Team, and she runs the company's weekly leadership staff meetings with agendas, reminders, and actions. Additionally, she's helped organize engaging activities even during the pandemic, planning virtual cooking classes and monthly happy hours. Throughout these challenging times, Maricela has been the very definition of a strategic partner — playing a vital role in helping the team she supports do the best work of their careers.

FINALISTS

Sacheen Hidalgo-Owens
OktaClaudia Laughner
GenieAmelia Maxwell
RingCentralSue Stratton
Johnston Kinney & Zulaica LLP

WINNER

{ THE SPIRIT AWARD }



JESS HESS

EXECUTIVE BUSINESS PARTNER, LYFT, INC

Jess Hess is Executive Business Partner at Lyft, where she supports five executives — and she is a master at it. Jess thrives in Lyft's fast-paced environment, using her top-notch organizational skills and talent to manage calendars and meetings, prepare and format presentations, proactively generate ideas, and ensure her executives' schedules are absolutely seamless. Jess is the go-to person for the Finance organization, establishing herself as a subject-matter expert for the team — and her positive attitude and warm demeanor makes it easy for anyone to come to her with questions. Additionally, she is a key member and active participant in the Finance team's Engagement Committee, through which she has hosted many inclusion circles on equity and diversity topics. During the pandemic, Jess was a pillar of positivity, sharing stories and pictures of her cooking adventures, hosting Thank You Thursdays, sending virtual birthday cards, and posting virtual new employee bio decks. That's why Jess, her colleagues say, is "simply a joy to work with."

FINALISTS

Fatima David
SalesforceDaniel LaFever
Stifel & Co.LaJoyce Robertson
Kyocera - SLD LaserKibibi Shaw
Wilson Sonsini
Goodrich & RosatiLaChristian Taylor
EverbloomMarisa Thomas
The Whiting-Turner
Contracting Company

WINNER

{ THE ROOKIE OF THE YEAR AWARD }



REGINA PINA-JONES

EXECUTIVE ADMIN / OFFICE MANAGER, ZUMPER

Regina Pina Jones is Executive Assistant and Office Manager at Zumper. With her natural gifts for operations and execution, she supports seven executives who trust her to be the gatekeeper of their calendars, arrange external meetings with key stakeholders, monitor emails, book travel, submit expenses, and help with personal errands. Additionally, Regina is a skilled project manager who has coordinated executive retreats, a public interview between the Zumper CEO and mayor of Miami to discuss opening a new hub, and celebrations for Zumper's Series C and Series D funding rounds, among other noteworthy accomplishments. As the resident "Office Mom," Regina maintains HQ office operations — including facilities and maintenance, food and wellness services, guest support, and supplies — which has made her a savvy negotiator and skillful budgeter, saving Zumper thousands of dollars on a variety of vendor contracts. And, perhaps most impressively, she's done all of this in just 21 months on the job, making her an invaluable member of the Zumper team.

FINALISTS

Kevin Bell
ACE Mortgage
Technology (formerly
Elle Mae, Inc.)Angelica Simmons
MuleSoft - SalesforceEric Waldron
6SenseBREN BETCONE
Williams-Sonoma, Inc.
2021 Admin Awards Finalist,
San Francisco Bay Area

Congratulations Bren,
we couldn't be more proud to
have you part of *our family*.

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