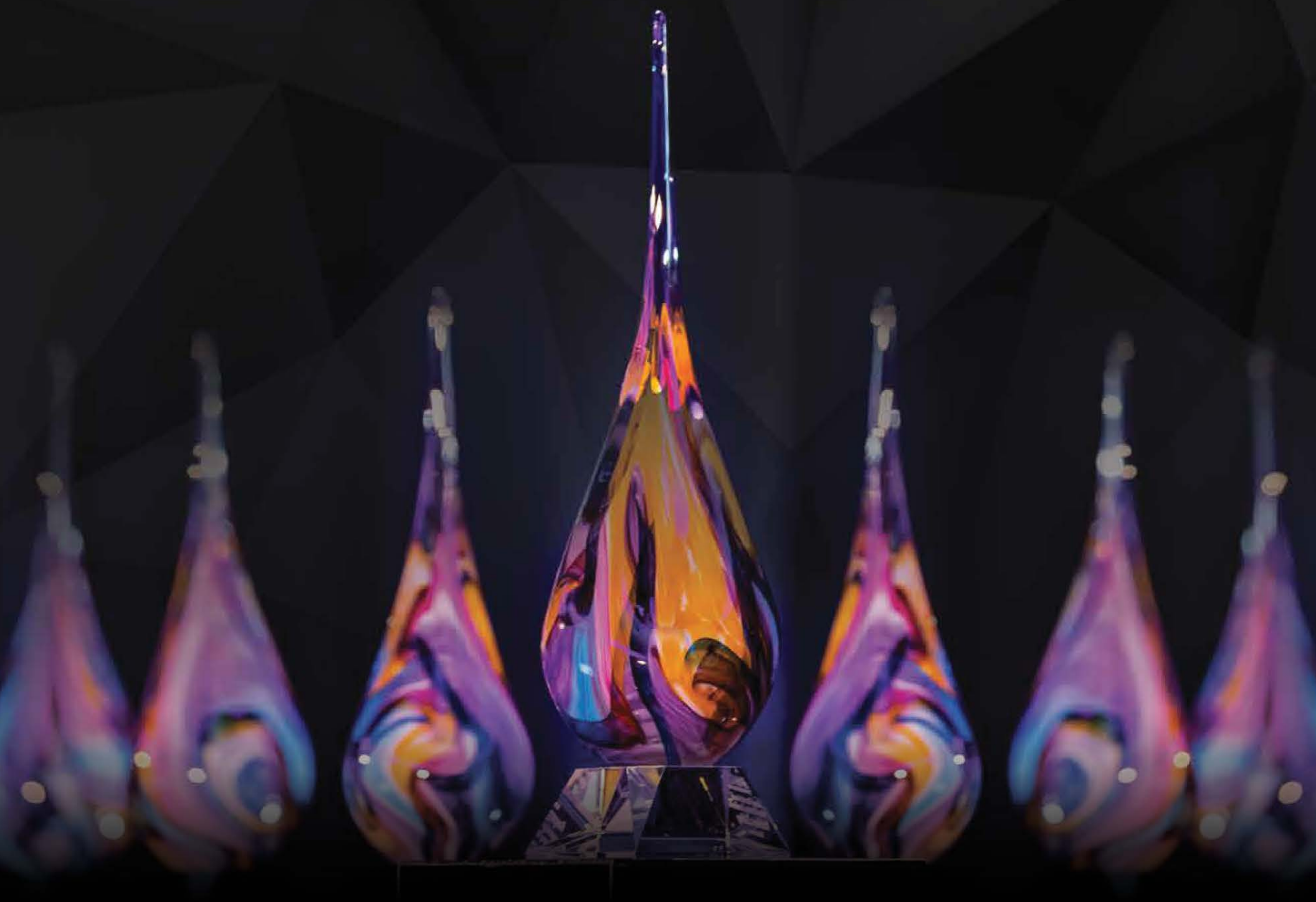


SAN FRANCISCO BAY AREA | NOVEMBER 4

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A LETTER FROM THE ADMIN AWARDS



The 2022 San Francisco Bay Area Admin Awards marks a milestone with so many reasons to celebrate. This evening is a return our in-person format after two long, but tremendously gratifying years of being virtual. After arguably one of our generations’ most cataclysmic events, we are back, celebrating the amazing spirt, heart and expertise of the country’s intrepid Administrative Professionals.

As I reflected on my five plus years with the Admin Awards, and especially 2020 and 2021, I felt compelled to identify the common denominator, the thread that runs through this honorable endeavor to celebrate this most important group of professionals. It’s generosity. The hundreds (thousands) of examples of this is what makes my job such a pleasure to do.

First, the generosity of the amazing San Francisco Bay Area Advisory Board. These passionate Admins, who already shoulder the burden of their intense jobs, family obligations and life’s curveballs, selflessly spend many hours of their own time advancing our mission to ensure that every Admin doing excellent work has the opportunity to be recognized through the Admin Awards program. They are our VIP’s, and we love them dearly.

Secondly, the generosity of extremely busy Executives and teams positively impacted by their Admins’ great work, who take time out of their busy schedules to write thoughtful nominations and participate in all the activities, like the Tribute Video, to ensure that their Finalists and Admins feel their support and admiration through their generous contribution of time and resources.

The generosity of our independent Board of Judges, including the legendary Colleen Barrett, who volunteer many hours to evaluate nominations and determine our Finalists and Winners. They take it seriously and agonize over their decisions as they go through the process.

The generosity of our Sponsors, who not only provide critical funding that enables the Admin Awards to thrive, but all the additional things they do “just because” they believe so strongly in our mission and the value of Administrative Professionals. From helping us raise awareness, and nominating, to providing prizes, they reach well beyond their own business interests in their many contributions. We are so fortunate to have a strong family of long-term Sponsors who demonstrate their passion in so many unique ways.

Most importantly, Administrative Professionals are generosity personified! It shouldn’t surprise us that their very nature inspires generosity in all who are impacted by them. Though it is likely not written into any job description, Admins are inherently generous with their time, hearts, and actions. Every day, we encounter Admins with amazing credentials, who are prime candidates for being nominated, who are much more focused on having their peers recognized than they are on themselves. It has always amazed us that Admins are as eager to see one of their peers in the spotlight as they are if light is being shined on them. This attribute of generosity is no more pronounced than with Administrative Professionals and it inspires and motivates us every day!

From the entire Admin Awards organization, congratulations to this year’s Finalists and Award Winners, you deserve your time in the limelight! And thank you to everyone who made this evening possible – the San Francisco Bay Area Advisory Board, the Board of Judges, busy Executives and their teams and our wonderful Sponsors. We are forever grateful for the copious amounts of generosity that bring us together and enable us to honor and celebrate San Francisco Bay Area’s Administrative Professionals!

Eric Trautmann
Vice President, Strategic Partnerships

2022 JUDGES

Jillian Hufnagel Slim.AI	Kathy Cannon Juniper Networks	Kim Rubin Toyota Motor North America	Laura Feigel Gerald R. Ford International Airport Authority
Sherry Parsons Retired, Cisco	Wini Alexander My7Words	Claudia Rafello Jivox	Janet Roberson Retired, Juniper Networks
Pam Gerber The Fibroid Institute of Dallas	Kristin Brinkman BVF Partners L.P.	Annie Hersh Forge Global	Jillian Thomsen Nektar

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Kelly Ikler Snowflake	Tracy Porterfield Salesforce	Jessyca John Blue Shield of California	
Funmi Amuwo	Yvette Spencer Roche	Randy Lim Golden State Warriors	

COLLEEN BARRETT AWARD FOR ADMINISTRATIVE EXCELLENCE

WINNER



LJ MIZZI

ADMINISTRATIVE COORDINATOR, MANAGED
MARKETS MARKETING, GILEAD SCIENCES, INC.

LJ Mizzi works as Administrative Coordinator, Managed Markets Marketing, at Gilead Sciences, where she is renowned for her passion, organization, attention to detail, dependability, trustworthiness and dedication. She is known for anticipating solutions before problems even arise, whether in terms of schedules, budgets, vendors, technology, contracts, processes or people. LJ regularly takes on additional duties in support of her team, such as managing the department's annual budget, digital asset creation, team building offsites, Sharepoint management and more. She also dedicates significant time and effort to ensuring the team understands how to perform various tasks efficiently and correctly, resulting in the MMM team achieving the only 100% business audit score within US Commercial. She consistently goes out of her way to make each team member feel supported professionally and personally, including through the creation of the MMM onboarding guide. It's no wonder her executive views her as a thought partner, trusted advisor and "the secret weapon my team and I just can't live without."

FINALISTS



Rowe Hoffer
Mozilla Corporation



Gina Mlcuch
Innovaccer Inc



Shiree Shafer
Recurly

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.

LEADERSHIP AWARD

FINALISTS

WINNER



ROWE HOFFER
SENIOR EXECUTIVE ASSISTANT,
MOZILLA CORPORATION

Rowe Hoffer is Senior Executive Assistant to the Co-Founder/CEO at Mozilla Corporation. Her role is critical to the functionality of the Mozilla Line of Business Organizations, as she represents the EA Cohort and Executive Leaders, both inside and outside of Mozilla. Rowe is a poised, polished and supremely strategic communicator who expertly juggles and prioritizes the demands of internal and external customers. She is proficient in the fast-paced, high-demand Mozilla environment and operates with finesse, flawless judgment and confidentiality. Rowe also serves as lead for the EA Cohort, defining career progression for the company’s Admins through identification of key business competencies, the establishment of a career talent sourcing and development model, and leading the cohort through organizational design, team building, and change management/transformation initiatives. Additionally, Rowe has gone over and beyond in her commitment to laying the cultural groundwork for Mozilla’s diversity, equity and inclusion, employee engagement and leadership presence programs – leading her colleagues to describe her as an “absolute gem.”



Joan Adajar
City National Bank



Vivian Brewer
Gilead Sciences



Joanne Cordoba
Workday



Alisha Covello
Roche



Stephanie Davies
Model N



Karie Molesworth
GoFundMe



Jen Wang
Ancestry

ACHIEVER AWARD

FINALISTS

WINNER



SHIREE SHAFER
EXECUTIVE ASSISTANT,
RECURLY

As an Executive Assistant at Recurly, Shiree Shafer is known for exemplifying the company’s values: Be Mindful, Solve Elegantly, Iterate Everything, Debate Passionately, Compromise Accordingly and Own the Outcome. Once she settled into her role at Recurly, Shiree offered her services to the leadership team reporting directly to the CTO. She assists with their calendars, travel, meeting coordination and more, establishing herself as more of an Executive Business Partner than a traditional Executive Assistant. Most recently, Shiree planned and coordinated Recurly’s Innovation Days, a weeklong event attended by more than 180 employees across the company. She expertly managed travel, catering, shuttles from the host hotel, a team happy hour and various team dinners. The event was a massive success, largely because of Shiree’s incomparable event planning skills. Through her contributions and consistent track record of delivering for Recurly, Shiree has played an essential role in the organization's ability to successfully achieve its goals and meaningful business outcomes.



Annie Fraley
Varo Bank



Mildred Gallegos
Chime



Renee Verhaegen
Skedulo

ABOVE THE CALL AWARD

FINALISTS

WINNER



ASHLEY FIORE
ADMINISTRATIVE ASSOCIATE TO THOMAS ALBERT,
GLOBAL HEAD, RESEARCH & EARLY DEVELOPMENT,
ROCHE DIAGNOSTICS

Ashley Fiore is Executive Administrative Associate to Thomas Albert, Global Head, Research & Early Development, at Roche Diagnostics, where she helps to manage a large and complex organization of 400 employees spread across nine sites and four countries in North America, Europe and Africa. In her role, she handles a seemingly endless list of critical responsibilities, including strategic partnering, procurement, calendaring, domestic and international travel, expenses, event planning, communications and more. But no matter how extensive her to-do list, Ashley tackles every task in a proactive and exceedingly efficient manner – she always knows where to go and how to “pull off the impossible” when needed with an unfailingly calm demeanor and great sense of humor. She has a solid understanding of the business, which is critical to understanding the larger context of the work as well as any downstream impacts. It’s no wonder her executive says he simply “cannot imagine what my day-to-day life would be without her.”



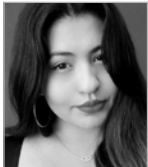
Rachel Bauny
Volta



Myra Hurley
Presidio Trust



Jenny Martinez
Life360, Inc.



Samantha Ramirez
Ancestry



Connie Reyna
City National Bank

LOYALTY AWARD

FINALISTS

WINNER

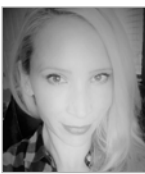


BREN BETCONE
EXECUTIVE ASSISTANT,
WILLIAMS SONOMA, INC.

Bren Betcone is Executive Assistant at Williams Sonoma, where she essentially supports the entire company. During COVID, she came to the office nearly every day to assist associates, customers and communities during this incredibly challenging period. Bren coordinated Zoom events that kept the organization connected, and she circulated communications on behalf of the CEO about where the company was headed. Her hard work helped keep the business functioning so that Williams Sonoma could continue to pay all employees, even when stores were closed. Additionally, she serves as a mentor to all Executive Assistants within the company, planning meetings and lunches that allow the team to bond and collaborate. Bren aids employees at all levels, tirelessly answering questions, coordinating events, welcoming new hires, and speaking up about areas in which the organization can continue to improve. In many ways, Bren serves as Williams Sonoma’s institutional memory, carrying forward the values, stories and practices of its founders.



Elizabeth Ardium
Southwest Airlines



Sacheen Hidalgo-Owens
Okta



Daniel LaFever
Stifel & Co.



Wendi Woolf
Ancestry

ADMINISTRATIVE EXCELLENCE
IN PUBLIC SERVICE AWARD

FINALISTS

WINNER



BETH MCCLEARY
ADMINISTRATIVE OFFICER III,
UNIVERSITY OF CALIFORNIA, BERKELEY

In her role as Administrative Officer III at the University of California, Berkeley, Beth McCleary is considered a strategic business partner, thought partner and solution partner who pays close attention to what is best for the physics department’s goals and culture. That’s been especially true during COVID – Beth has gone above and beyond in supporting students and coworkers in times of stress, even calling one graduate student regularly to check on him when he developed anxiety during the pandemic. When a colleague contracted COVID-19, she found creative ways to keep grant proposal deadlines in check, submit timely recommendation letters, and manage emails and priorities in his absence. Beth also serves as a liaison to human resources and makes herself available to be the point person for group onboarding and general HR onboarding so that it is easier for employees to settle into UC Berkeley. Through her tireless work and enthusiasm, Beth has created a productive, supportive environment for students, faculty and staff.



Jasmine Brennan
Habitat for
Humanity Greater
San Francisco



Paulette Trauty
Eden Housing



KIMPTON BANNEKER, WASHINGTON DC

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STRATEGIC PARTNERSHIP AWARD

FINALISTS

WINNER



MARIA JENKERSON
EXECUTIVE ASSISTANT,
SNOWFLAKE

Maria Jenkerson is Executive Assistant at Snowflake, where she is responsible for a variety of complex tasks, including recruiting, financial planning, building employee onboarding and trainee programs, and developing cultural programs for the global marketing team. She has a stellar reputation in Silicon Valley, where she’s built an extensive network of top-performing individuals across the companies she’s worked for. In the past three months alone, she has referred and helped her executive recruit two director-level team members from her own network. During the past year, MJ has created Snowflake’s Marketing Executive Business Partner function that supports the company’s VPs, and she hired two excellent EAs who report directly to her – both of whom joined Snowflake largely for the opportunity to be mentored and coached by MJ. MJ is a leader and mentor at heart and her positive “anything is possible” attitude is contagious. She contributes the kind of high morale and productivity across the Snowflake team that has proven priceless.




Jill Bettencourt
Salesforce



Korin Franklin
Nektar
Therapeutics



Andie Hyndman
Sumo Logic



CONGRATULATIONS ON YOUR NOMINATION!

Please join us in a toast to Bren Betcone

Love, Your Williams-Sonoma, Inc. Family

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

GOOD AS GOLD
BEST DRESSED AWARD

WINNER:
MICHELLE DAVIS,
SALESFORCE



GOOD AS GOLD
TEAM SPIRIT AWARD

WINNER:
SALESFORCE



SPRIT AWARD

FINALISTS

WINNER



MICHELLE DAVIS
EXECUTIVE ASSISTANT,
SALESFORCE

Michelle Davis is Executive Assistant at Salesforce, but it might be more appropriate to call her a “force to be reckoned with.” Michelle has served as the central nervous system of the Enterprise Strategy and Operational Excellence team throughout enterprise-wide transformation initiatives, with her superpowers of seeing and understanding people’s needs and bringing positivity and encouragement proving particularly invaluable during a time of massive change. In fact, her coworkers often describe Michelle’s approach as “magic,” whether it’s her specially curated welcome boxes for new employees or the personalized gifts she creates to celebrate special occasions. The scope of her impact spans the personal relationships she has built across the team, as well as the broader role she plays in curating events and experiences. Michelle has become known as both the “cultural heartbeat” and “secret sauce” of the organization, someone who ensures all employees feel seen and connected. Her colleagues say she never seeks the spotlight — but she absolutely deserves it.



Nicole Bulanadi
Box



Audry Hilbert
Ancestry



Bobbie Lacanlale
Roche Diagnostics
Solutions



Jeanine Neal
Pacaso

ROOKIE OF THE YEAR AWARD

FINALISTS

WINNER



GABRIELA TAKAHASHI
CLIENT INTAKE SPECIALIST,
JOHNSTON, KINNEY & ZULAICA LLP

In her role as Client Intake Specialist at Johnston, Kinney & Zulaica LLP, Gabriela Takahashi has proven to be not just a fast learner, but someone who is great with clients and is always willing to help her colleagues. Gabriela provides a great experience to everyone she interacts with in the Client Intake Department, whether a member of the firm or a potential client. When the former Client Intake Manager suddenly left, Gabriela boldly stepped up to handle many of the managerial duties, including facilitating roundtable discussion groups with staff members for process improvement feedback. She continually impresses with her leadership skills — Gabriela streamlines processes, creates efficiencies and effortlessly multitasks. She not only possesses the initiative to get the job done, but also the soft skills that allow her to seamlessly work with others and understand when to push back with diplomacy. Her colleagues describe her as smart, collaborative and enthusiastic, and everyone truly enjoys working with her.



Joseph Jansen
Genentech



Christa Nicholson
PrismWork

GREATNESS RECOGNIZED

Congratulations to all the San Francisco Bay Area Admin Awards Nominees!

As a national partner of the Admin Awards, Robert Half is proud to recognize these extraordinary individuals. Whether you are seeking a meaningful career or looking for skilled professionals like them, we are here to help.

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Gilead Congratulates
2022 Admin Award Nominees

LJ Mizzi and Vivian Brewer

Creating Possible

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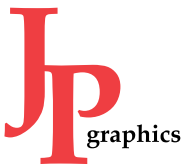
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OH SNAP! VISUALS



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