

YOUR GUIDE TO THE  
2023  
**ADMIN**AWARDS®  
THE ADMINISTRATIVE PROFESSION'S  
HIGHEST HONOR



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# A MESSAGE FROM THE FOUNDER

*At the heart of recognition is gratitude.*

The Admin Awards was inspired by my mother. She was a career Executive Secretary who retired shy of her 80th birthday. Growing up, I saw first-hand the incredible pride my mother had for her role. I also witnessed the immense and lasting impact she had on her company and colleagues. She was viewed and admired as an essential member of the team and was showered with appreciation and gratitude.

As I reflected on my mother's career, I realized that there wasn't a single national or international recognition program dedicated to recognizing the invaluable contributions of Administrative Professionals—people like my Mother and the over six million Admins across the country—who are often considered the "backbones of an organization."

In 2012 that changed when I founded the Admin Awards with a singular focus and unwavering motivation: to recognize the thousands of deserving Administrative Professionals through a robust awards program to celebrate the spirit and capture the significance of the modern-day Administrative Professional. The Admin Awards highlights the extraordinary impact an Admin can have on an organization and its leadership, while also offering resources to inspire and advance administrative excellence.

Over the last decade, the Admin Awards has grown both in reach and reputation. From our inaugural market - Dallas | Fort Worth - we now have a presence in 9 metropolitan areas across the United States. We are very proud to be regarded as the Administrative Profession's highest honor through our five-star recognition program and prestigious array of annual awards. Twelve years later, we are the acknowledged "Academy Awards for Admins."

The process is very straightforward. It begins with a nomination and culminates with an iconic, deeply meaningful, and glittering celebration of Administrative Professionals. Recognition is powerful. The annual Admin Awards "Good as Gold Gala" in each city, is designed to leave every Nominee and Admin who attends feeling inspired, committed, and eager to continue going the extra mile for their leaders and organizations.

Let's celebrate the power of gratitude to inspire and elevate a team!

## HERE WE GO!

**SUNNY NUNAN**

**FOUNDER, CEO & PROUD DAUGHTER OF AN EXECUTIVE SECRETARY**



# CONTINUING THE LEGACY OF COLLEEN BARRETT

## *through the Colleen Barrett Award for Administrative Excellence*

**The Colleen Barrett Award for Administrative Excellence** is the Admin Awards most prestigious honor. The Award elevates and recognizes the Administrative Professional who embodies the “spirit” and proficiency of nationally renowned (former) Legal Secretary, Colleen Barrett of Southwest Airlines.

Colleen Barret began her career as the secretary to Herb Kelleher, the visionary founder of Southwest Airlines. Herb recognized and leveraged Colleen’s gifts for management, strategy, leadership, and interpersonal relationships. At Southwest Airlines, it is understood that Herb was the brains behind the company but Colleen was its heart.

Over the course of her five-decade career at Southwest, Colleen served as a guiding force behind the company’s legendary “people first” culture and ascended to become its President and COO. Colleen was not only the first woman to serve as President of a major airline, but she achieved the highest honor in the aerospace industry, as a recipient of the 2017 Wright Brothers Memorial Trophy in Washington, D.C.

The Admin Awards is proud to be a part of Colleen’s legacy through the Colleen Barrett Institute, which now personally selects the Finalists and Winners across the U.S. of the coveted Colleen Barrett Award for Administrative Excellence.

GET TO KNOW COLLEEN BARRETT THROUGH THE COLLEEN BARRETT INSTITUTE [HERE.](#)



# HOW THE ADMIN AWARDS WORKS

The Admin Awards is a multi-phase recognition program. It begins with the **NOMINATION** phase, followed by the **JUDGING** phase and culminates with the Admin Awards 'Good as Gold' Gala **CELEBRATION**.

Here's a [short video](#) which brings to life the 'Good as Gold' Gala, the highlight of the Admin Awards experience.



LURIE CHILDREN'S HOSPITAL OF CHICAGO SENIOR EXECUTIVE ASSISTANT JUNELL LEWIS CELEBRATES WINNING THE ABOVE THE CALL AWARD ALONGSIDE HER LEADER, MATTHEW DAVIS, CHAIR, DEPARTMENT OF PEDIATRICS, AND EXEC VP AND CHIEF, COMMUNITY HEALTH TRANSFORMATION

# THE 2023 AWARD CATEGORIES



## *Award Categories*

Created to reflect the unique talents of the diverse community of Administrative Professionals, The Admin Awards offers distinct award categories, including our program's most prestigious award, **The Colleen Barrett Award for Administrative Excellence**. In addition, the **Founder's Award** honors an organization that creates an exceptional work environment for Administrative Professionals through visionary initiatives and specific "best in class" attributes.



THE COLLEEN BARRET AWARD FOR ADMINISTRATIVE EXCELLENCE



THE ABOVE THE  
CALL AWARD



THE ACHIEVER  
AWARD - INDIVIDUAL



THE ACHIEVER  
AWARD - TEAM



THE EXCELLENCE IN  
PUBLIC SERVICE AWARD



THE LEADERSHIP  
AWARD



THE LOYALTY  
AWARD



THE SPIRIT  
AWARD



THE STRATEGIC  
PARTNERSHIP AWARD



TOYOTA START YOUR  
IMPOSSIBLE AWARD



THE FOUNDER'S  
AWARD

*Dallas Fort Worth Only*

## NOMINATION PHASE

Nominations can be submitted by their supervisors, coworkers, clients, vendors, etc. in one or more of the award categories.

With a growing list of over 150 diverse job titles reflecting the administrative function today, as long as the organization and Nominee are in mutual agreement that the job function is primarily administrative in nature, we accept the nomination regardless of the actual job title.

Visit [adminawards.com](https://adminawards.com) and click the Nominate button **NOMINATE NOW** to access our secure Awards Portal.

Ready to nominate now? [Click here](#) to go directly to the portal and get started.

- Create your account
- Follow the system prompts to create and submit nominations
- Need help? Email [nominations@adminawards.com](mailto:nominations@adminawards.com)

### What happens when you submit your nomination?

Your Nominee is notified instantly that they've been nominated for an Admin Award and by whom. As you can imagine, this is an emotional and powerful moment for your Nominee – and just think, it's only the beginning!



ALL NOMINEES RECEIVE A CUSTOM NOMINEE'S BADGE UPON ARRIVAL

## READY, SET, NOMINATE!

### *9 Tips for Crafting a Winning Nomination*


- 1.** Start with an extraordinary Administrative Professional.
- 2.** Evaluate the Award Category that best reflects your Nominee's unique contributions and characteristics.
- 3.** Concentrate your nomination efforts on a single award category versus nominating an individual in multiple award categories, which could potentially dilute your efforts.
- 4.** Ensure the Admin's leader participates in the nomination process – nominations submitted by their leaders are weighed more heavily by the judging panel.
- 5.** Be specific in answering the award category questions. Provide background, anecdotes, and details related to the Nominee's unique contributions against the award criteria you've selected.
- 6.** Nominations that advance in the competition average a 700-900 word count.
- 7.** Nominating can be a fulfilling team building initiative. Many companies come together and rally their Nominee's co-workers and colleagues during the nominations process.
- 8.** Rally support externally too. Encourage clients and vendors to also contribute to your Admin's nomination.
- 9.** To give your Nominee a real advantage, view samples of winning nominations: [click here](#)





2022 SAN FRANCISCO  
BAY AREA ADMIN  
AWARDS WINNERS



## JUDGING PHASE

 An independent Panel of Judges evaluates all Nominees, and rely solely on the written nomination(s) and any supporting materials you choose to upload with your nomination.

 The Panel is comprised of Administrative Professionals, HR Leaders and Executives serving alongside the Colleen Barrett Institute in evaluating Nominees. Judges look for specific details, stories, anecdotes and quantifiable results. Neither sponsors, advisory board members nor the Admin Awards staff is involved in the judging process.

 To produce the best possible outcome for every Nominee, the Judges reserve the right to advance a Nominee in any of the award categories should their nomination better reflect an award category different than the one originally selected. The Judge's discretion in award categories in no way negatively affects a Nominee's status in the competition.

**ERIC CHAPMAN, EXECUTIVE ASSISTANT TO THE CEO, PAN COMMUNICATION WINS THE COLLEEN BARRETT AWARD FOR ADMINISTRATIVE EXCELLENCE AT THE 2022 GREATER BOSTON ADMIN AWARDS.**



## CELEBRATION PHASE

Every Nominee is celebrated during the Admin Awards 'Good as Gold' Gala with a red-carpet experience, a commemorative gift, prize drawings and years of service acknowledgments.

What makes the Gala so memorable and meaningful for nominees is when leaders, coworkers, friends and family attend to celebrate their achievement. Attendance at the Gala is critical to amplify the impact of your nomination.

All Finalists are revealed and honored in each award category with winners announced and presented with their iconic Admin Award on stage. Only Nominees present at the Awards Gala are eligible to advance in the competition.

To access the Admin Awards complete FAQ [click here](#)

ADMIN AWARDS®  
GOOD AS GOLD  
*Gala*



"The Admin Awards is the best thing to ever happen to the Administrative Profession" – Lori Seamons, Executive Assistant, Grainger & Winner of the Achiever Award

# THE 'GOOD AS GOLD' GALA AT A GLANCE

The **Admin Awards** is the **Administrative Profession's highest honor!** At its heart, the program and the 'Good as Gold' Gala honors and celebrates every Nominee and Administrative Professional by recognizing their dedication to their organizations and commitment to Administrative Excellence!



**6-6:45 PM** Guest Arrival,  
Cocktail Reception

**6:45 PM** Ballroom Doors Open

**7:05 PM** Opening Remarks &  
Nominee Video Tribute Reveal

**7:25 PM** Dinner Break

**7:45 - 9:30 PM**

Years of Service Acknowledgments

Award Presentations

Major Prize Drawings

Good as Gold Best Outfit Contest

Team Spirit Contest

Presentation of the Colleen Barrett  
Award for Administrative Excellence

**EXECUTIVES ARE INVITED TO JOIN THEIR WINNERS ON STAGE AS THEY  
ACCEPT THEIR AWARD AND ARE WELCOME TO MAKE REMARKS**



# THE LEGENDARY ADMIN AWARDS RED CARPET EXPERIENCE

## All Nominees and attending Admins:

- Walk the red carpet
- Receive a high value commemorative gift upon arrival
- Automatically entered into the Prize Program
- All Nominees are showcased on our Nominees Wall of Fame



2022 ADMIN AWARDS  
COMMEMORATIVE GIFT -  
THE 'ADMINS ROCK'  
BUTTON ENGRAVED,  
HIGH QUALITY STRETCH  
CUSTOM JEAN JACKET.





# PRIZES THROUGHOUT THE EVENING

The legendary Admin Awards Major Prize program is a long-standing tradition of the Admin Awards 'Good as Gold' Gala and includes:

**14+ Major Prizes** valued at \$500+ that all attending Admins are eligible to win throughout the evening during our Major Prize Drawings

**Years of Service Acknowledgements & Prize for Most Tenure** publicly recognize Admins in the audience with significant tenure

## Team Spirit Contest & Prize

Companies rally around their Nominees with creative expressions of "Team Spirit" and a shot at winning the Team Spirit Contest!

## 'Good as Gold' Themed Attire Contest & Prize

Guests come dressed in their best 'Good as Gold' themed attire for a chance to win the 'Good as Gold' Best Outfit Contest



# TEAM SPIRIT CONTEST!

Participating companies rally around their Nominees with creative expressions of enthusiasm and gratitude and a chance to win the Team Spirit Contest!



PNW



Southwest Airlines



AMAT



Altria



Hess Corporation





# GOOD AS GOLD CONTEST

Attendees love the 'Good as Gold' best theme outfit contest for a chance to win the Good as Gold Contest prize!





# SHOWCASE OF PAST WINNERS

Administrative Professionals representing organizations of every size and stature win the Admin Awards across the country. Below is a showcase of some of our past winners.



**Candice Evans**

UT MD Anderson Cancer Center  
Operations Manager



**Jennifer Hiwa**

United States Attorney's Office  
Executive Secretary to United States Attorney, Dave Anderson



**Carrie Coston**

Centura Health  
Executive Assistant to the SVP, Care Integration



**Debra Narasaki**

NASA Cloud & Computing Services  
Administrative Assistant III



**Ike Saunders**

Joseph P. Kennedy Enterprises, Inc.  
Executive and Personal Assistant to Chris Kennedy, Chairman



**Junell Lewis**

Lurie Children's Hospital  
Senior Executive Administrative Assistant to the EVP and Chief Community Health Transformation



**Karen Lindsey**

Riveredge Hospital  
Executive Coordinator and Assistant to the Chief Executive Officer



**Kathleen Earley**

Salesforce  
Executive Administrator, Office of the President & CFO, Mark Hawkins



**Margaret March**

Goodwill Industries of Fort Worth  
Executive Assistant to the President & CEO, David Cox



**Margie Luna**

Southwest Airlines  
Executive Office Receptionist & Admin Coordinator



**Stacey Speizer**

Uber  
Executive Assistant to the CEO, Dara Khosrowshahi



**Ann Seid**

Tesla  
Executive Assistant to the CFO



**DeeDee Rodriguez**

Dallas Independent School District  
Executive Administrative Assistant to the Superintendent



**Denise Polanco**

HP, Inc.  
Executive Assistant to the President & CEO, Dion Weisler



**Eva Valenzuela**

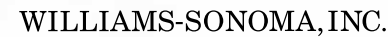
Toyota Financial Services  
Executive Assistant to the CEO, Mark Templin



**Suzanne Staring**

Southwest Airlines  
Executive Assistant to the CEO, Gary Kelly

# A SNAPSHOT OF PARTICIPANTS



# EXCITING MOMENTS



**MAYOR MURIEL BOWSER,  
WASHINGTON DC**



**NANCY NORDBERG, WINNER OF THE LEADERSHIP AWARD AT THE SILICON VALLEY ADMIN AWARDS IS CONGRATULATED BY NASDAQ ON THEIR TOWER IN TIME SQUARE**



**JOHN CHAMBERS, CHAIRMAN OF CISCO LEARNS HIS LONG-TIME CHIEF EXECUTIVE ASSISTANT DEBBIE GROSS WON THE COLLEEN BARRETT AWARD**



**MAYOR SYLVESTER TURNER,  
HOUSTON**



**SOURDOUGH SAM OF THE SAN FRANCISCO 49'ERS MAKES A SURPRISE APPEARANCE**

# WHAT DOES IT COST?



To an Administrative Professional, a nomination delivers great prestige and immense pride. As the only national public recognition program devoted to Administrative Professionals and considered the Administrative Profession's highest honor, being nominated is a great accomplishment.

Yet nominating is just the first phase of our program. The second phase is where the magic really happens, at the Admin Awards 'Good as Gold' Gala, which has been designed to be an intensely meaningful and memorable experience – one that 98% of attending Admins and Executives alike rate five-star/excellent. This is where EVERY Nominee is

celebrated, Finalists are revealed, and Winners are announced. All Nominees must be present to win.

Plan now to attend with your Nominee as Leaders are important and active participants in our program and should your Nominee win, you will not only want to witness that exhilarating moment but you'll also join them on stage to commend them publicly. Should your Nominee not become a Winner, participants confirm that attending the Admin Awards Gala alongside their leaders and coworkers makes them feel like one!

## COST SCENARIOS

*Designed to suit any budget*

### **Individual Tickets: From \$295** (Prices vary by market)

Includes entry to the Good as Gold Awards Gala, the VIP red-carpet experience for all attending Admins including a high-value commemorative gift, pre-event cocktail reception, premium dinner and beverages and inclusion in the Major Prize program contests and drawings.

### **One Table of 10: From \$2700** (Prices vary by market)

Ensures all guests are seated together and includes the VIP red-carpet experience for all attending Admins

### **Silver, Gold & Platinum Table Sponsorships: \$5,950 - \$12,950** (Prices vary by market)

For companies that want to amplify their attendees experience, Silver, Gold and Platinum table sponsorships include premium table placement at the Gala, an Advertisement in the Finalist & Winners Publication, Nominee Plaques for all Nominees and ensure all your company's attendees are seated in the same area.

### **Premier Sponsorships: Starting at \$12,500**

Additional sponsorship packages are available and are an excellent option for companies who rely heavily on the Administrative function and want to attract, reward, inspire and retain top Administrative talent. Sponsorship options include a variety of powerful benefits including attendance at professional development events throughout the year, access to Admin Awards resources and help promoting your Administrative job openings. Contact Randy Kazmierski at [randy.kazmierski@adminawards.com](mailto:randy.kazmierski@adminawards.com) for additional details.

# 2023 PROGRAM DATES & DETAILS

## **BOSTON**

Nominations Deadline: August 2023  
Awards Gala Date & Time: September 2023  
Location: Coming Soon!

## **CHICAGO**

Nominations Deadline: March 17th, 2023  
Awards Gala Date & Time:  
May 4, 2023 – 6-9:30  
Location: Sheraton Grand  
Chicago Riverwalk

## **DALLAS FORT WORTH**

Nominations Deadline: October 2023  
Awards Gala Date & Time: November 2023  
Location: Coming Soon!

## **HOUSTON**

Nominations Deadline: February 15, 2023  
Awards Gala Date & Time:  
March 31, 2023 - 6-9:30 PM  
Location: Westin Galleria

## **PACIFIC NORTHWEST**

Nominations Deadline: July  
Awards Gala Date & Time: September  
Location: Coming Soon!

## **PHILADELPHIA**

Nominations Deadline: May 15, 2023  
Awards Gala Date & Time:  
June 2, 2023 - 6-9:30 PM  
Location: Live! Hotel & Casino

## **SAN FRANCISCO**

Nominations Deadline:  
September 2023  
Awards Gala Date & Time:  
October 2023  
Location: Coming Soon!

## **SILICON VALLEY**

Nominations Deadline:  
February 6, 2023  
Awards Gala Date & Time:  
March 3, 2023 – 6-9:30 PM  
Location: Santa Clara Marriott

## **WASHINGTON D.C.**

Nominations Deadline: July 2023  
Awards Gala Date & Time: August 2023  
Location: Coming Soon!



**SALESFORCE CO-FOUNDER  
PARKER HARRIS AND LEADERSHIP AWARD  
WINNER AND EXECUTIVE ASSISTANT ROBIN GUIDO AT  
THE SAN FRANCISCO BAY AREA ADMIN AWARDS**

# CONTACT US



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