

PACIFIC NORTHWEST  
SEPTEMBER 20 | 2023

# ADMIN AWARDS<sup>®</sup>

THE ADMINISTRATIVE PROFESSION'S  
HIGHEST HONOR



NATIONAL PARTNERS



# A LETTER FROM THE ADMIN AWARDS



The 2023 Pacific Northwest Admin Awards celebrates the amazing spirt, heart and expertise of the country’s intrepid Administrative Professionals.

As I reflected on my six plus years with the Admin Awards, 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 Pacific Northwest 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 attend the Gala. Their generosity in contribution of time and resources ensure that their Nominees, Finalists and Admins feel their support and admiration.

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

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 enthusiastic to see one of their peers in the spotlight as they are if the 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 Nominees, Finalists and Award Winners, you deserve your time in the limelight! And thank you to everyone who made this evening possible – the Pacific Northwest 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 Pacific Northwest’s Administrative Professionals!

**Eric Trautmann**  
SVP of Partnerships

## 2023 JUDGES

<b>Stacey Andrade</b> Barracuda Networks	<b>Kathy Cannon</b> Juniper Networks	<b>Pam Gerber</b> The Fibroid Institute of Dallas	<b>Theresa Rivas</b> Beneficial State
<b>Michael Woody</b> Visit Seattle	<b>June Wideman</b> Retired	<b>Carmen Martin</b> Serene Solutions	<b>Shannon Fornelli</b> Recurly
<b>Brenda Carpenter</b> Retired	<b>Lan Nguyen</b> Amazon	<b>Akiko Netto</b> Nestle Coffee Partners	<b>Judy Champion</b>  <b>Vanessa Sosa</b>

## 2023 ADVISORY BOARD

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<b>Barb Patton</b> Northwest Specialty Hospital	<b>Hillary Kelly</b> Productive Dentist Academy	<b>Casey Lee</b> Amazon Web Services	<b>Lindsey Mwoga</b> Fred Hutchinson Cancer Center
<b>Valerie Key</b> Starbucks	<b>Amelia Anderson</b> Amazon Web Services	<b>Lisa Murphy</b> Microsoft	<b>Jane Nesbitt</b> Office of independent Investigations
<b>Janelle Delaney</b> Amazon	<b>Alexandria Hashimoto</b> Expedia Group	<b>Angela Mieher</b> Amazon Web Services	
<b>Michael Allen</b> Microsoft	<b>Adelle Ostensen</b> Amazon	<b>Joy Belvin</b> Fred Hutchinson Cancer Center	
<b>Cristina Howard</b> Fortive	<b>Sarai Leavitt-Fulton</b> Premera Blue Cross	<b>Maria Phillips</b>	

## COLLEEN BARRETT AWARD FOR ADMINISTRATIVE EXCELLENCE

# WINNER

### TARA MCFADDEN MANAGER, AMAZON



As Manager at Amazon, Tara McFadden's extensive background as an Executive Assistant has served her incredibly well. Her talents as a mentor and coach have led her to become a go-to trainer for other EAs throughout the company, which has resulted in increased direction and feedback for Amazon Admins, as well as improved coverage and less duplicative work across the organization. Tara also is an expert event planner, coordinating multiple annual events at domestic and international locations, and her ability to focus on the bottom line while never sacrificing quality has led to an "event recipe" embraced by other organizations Amazon Web Services. Perhaps most impressively, Tara has built an amazing EA team from scratch, largely by setting the bar as high for them as she does for herself. She aligns EAs according to organizational changes and adjusts the structure based on leader needs. She leads by example and always demonstrates both strong business acumen and compassion as a manager.

#### FINALISTS



Lori Byland  
Intel US



Jasmine Harbor  
King County



MistiLynn Lokken  
Microsoft

## 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.**

LOYALTY AWARD

FINALISTS



**SHANAN HOEKSTRA**  
SAFETY TRAINING COORDINATOR,  
MSNW GROUP LLC

Shanan Hoekstra’s versatility and "let's do this" attitude as Safety Training Coordinator have made her an asset to MSNW Group LLC. Throughout her 16 years with the company, her dedication has been evident in the myriad Administrative positions she has held – and with each position, she brought passion and a willingness to elevate the company's standards. In her current role, Shanan demonstrates the full extent of her care for the MSNW team. She regularly travels to all four offices in Washington and Oregon, where she visits crews in the field and tailors her training to fit individual needs. Shanan’s willingness to face new challenges head-on and pitch in wherever there’s a need showcases her unwavering dedication to MSNW’s ethos. She isn't just an employee – she's a proactive stakeholder who consistently takes actions that she feels are in the best interest of the company and its people. Shanan’s ability to uplift those around her isn’t just an asset: It’s a lifeline.



**Kristin Gulledge**  
City of Bellevue



**Colleen Milner**  
Starbucks

STRATEGIC PARTNERSHIP AWARD

FINALISTS



**JODI MCKINNEY**  
EXECUTIVE ASSISTANT,  
THE GUNTER GROUP

Jodi McKinney is Executive Assistant at The Gunter Group, but “superhero” might well be a better title. She expertly manages four partners and flawlessly takes on numerous responsibilities: office manager, event manager for their annual staff and family retreat, curator of holiday client appreciation efforts, and Santa's helper for employee holiday events and gifts. She supports the leadership team with incredible efficiency, handling day-to-day tasks, strategic initiatives, events and projects, and during leadership team meetings, Jodi contributes her opinions, calls out potential roadblocks to accomplishing goals, and ensures that the team is able to focus on making those goals a reality. She has a complete understanding as to what is happening in the business, what the priorities are and then protects time for those priorities. Her exceptional skills make her a trusted strategic partner not just for the Gunter Group, but for the many executives she's supported and the EAs she's mentored throughout her career.



**Holly Peterson**  
Providence St.  
Joseph Health



**Anne Thompson**  
Amazon



**Stina Williams**  
Funko

ACHIEVER AWARD

FINALISTS



**MARJORIE O'ROURKE**  
EXECUTIVE ASSISTANT,  
PHYSICIANS OF SOUTHWEST WASHINGTON (PSW)

Marjorie O’Rourke serves as Executive Assistant to the Chief of Digital Health at Physicians of Southwest Washington. Since she first joined the department, it has more than doubled in size – and Marjorie has handled the changes with an unparalleled grace and adaptability. She seamlessly accommodates the evolving needs of the organization and tackles tasks that extend beyond her designated responsibilities. Her willingness to go the extra mile has enhanced operational efficiency, including in her flawless leadership of crucial SWOT analysis and technology platform projects. Marjorie expertly juggled these complex initiatives while continuing to excel in her daily tasks. Her ability to balance multiple responsibilities without compromising on quality is a testament to her exceptional work ethic and professionalism. Marjorie’s unyielding dedication, organizational skills and unwavering commitment consistently surpass expectations and have contributed to the significant growth and success of not just the digital health team, but also the organization as a whole.



**Caitlin Pennington**  
Washington  
Athletic Club



**Ramsay Riddell**  
Amazon



**Jessica Romero**  
Starbucks



**Debbie Sayer**  
Oregon State  
University

“NEXT TO EXCELLENCE  
IS THE APPRECIATION OF IT.”

– William Thackeray

ADMINISTRATIVE EXCELLENCE  
IN PUBLIC SERVICE

FINALISTS

WINNER



**RENEE CASTILLA**  
EXECUTIVE ASSISTANT  
CRAFT3

In her role as Executive Assistant at Craft 3, Renee Castilla is known for her relentless dedication, unwavering support and deeply ingrained sense of social responsibility, all of which have transformed not only the organization but also the broader community. Whether it's providing administrative support, coordinating events or just being there with a word of encouragement, Renee is the embodiment of selfless service.

She also has played an instrumental role in advancing the organization's antiracism work: Her commitment to equity, diversity and inclusion is not just theoretical – it's evident in every action she takes. Renee's leadership in coordinating workshops, driving policy changes and facilitating meaningful dialogue has created a ripple effect, fostering a more inclusive and respectful workplace culture. Renee's impact is felt every day, not only in the efficiency and harmony she brings to Craft3 but also in the lives she touches with her kindness and empathy.



**Jodi Beatty**  
Providence



**Kay Kertz**  
Community  
Health Center of  
Snohomish County



**Sarah Knox**  
City of Bellevue



**Erika Overall**  
King County



**Kelly Uyehara**  
King County  
Department of  
Adult and Juvenile  
Detention

SPIRIT AWARD

FINALISTS

WINNER



**WENDY GOFF**  
SENIOR EXECUTIVE ASSISTANT,  
SMARTSHEET

Since she joined Smartsheet as Senior Executive Assistant, Wendy Goff has embodied the word "spirit." She's particularly adept at pinpointing ways to nurture the growth of the EA team. She schedules exciting events specifically for Smartsheet EAs, including Admin Day celebrations, luncheons, training sessions, happy hours, site tours and more. Recently, Wendy brought EAs to a lunch and property tour of a high-end lodge in the area that could

also be used for future company events. By leveraging the contacts and vendor relationships she's made over the years, these events are often a cost savings for Smartsheet, and most importantly, foster a more engaged EA team. However, Wendy's encouragement isn't solely limited to other EAs. Whenever a member of the Smartsheet team displays exceptional performance or goes beyond expectations, she is swift to spread positive recognition throughout the organization. Wendy is a true connector who brings people and groups together and sets the tone for all around her.



**Eryn Asbra**  
Starbucks



**Connie Gardner**  
Robert Half



**Jo Ann Yonemura**  
Linn-Benton  
Community  
College

LEADERSHIP AWARD

FINALISTS

WINNER



**TONIA WISEMAN**  
EXECUTIVE ASSISTANT,  
KAMPGROUNDS OF AMERICA

As an Executive Assistant at Kampgrounds of America, Tonia Wiseman has demonstrated the kind of unwavering dedication, integrity and innovation that has significantly contributed to the success of the organization. Despite facing tight deadlines and challenging tasks, Tonia consistently displays an unwavering determination to overcome obstacles and deliver outstanding results, including creating processes to reduce duplication, align strategies

and create a collaborative, team-orientated environment. She handles sensitive information with the utmost confidentiality and maintains a reputation for honesty and reliability within the organization. But Tonia is not content with simply executing tasks; she genuinely embraces her role as a leader by actively seeking opportunities to mentor junior administrative staff, providing guidance and support to help them grow professionally. She takes the initiative to lead projects within the Administrative team, always striving to enhance efficiency, foster a positive work atmosphere, and promote a culture of continuous learning and improvement.



**Melissa Burton**  
Seneca Group



**Leslie Hall**  
Amazon

GREATNESS RECOGNIZED



**Connie Gardner**



**Erin Reeve**

Congratulations to our amazing Robert Half team and  
all the Pacific Northwest Admin Awards nominees!



ABOVE THE CALL AWARD

FINALISTS

WINNER



**LORI BYLAND**  
EXECUTIVE ASSISTANT,  
INTEL US

Lori Byland is Executive Assistant at Intel, where she consistently exceeds expectations in her support of her team and the entire enterprise. She exemplifies the values that are at the heart of Intel culture, including Customer First, One Intel, Fearless Innovation, Inclusion and Results Driven. Her commitment to these values, her colleagues say, knows no bounds, whether it’s through mentoring and coaching, responding to emergency organizational changes, or providing much-needed guidance during the pandemic. On occasion, Lori has even channeled her inner event manager, stepping in to coordinate catered lunches at the last minute for large-scale meetings and designing trivia matches from scratch that enrich employees’ knowledge of different cultures and geographies. Her innate nature to go above the call does not go unrecognized at Intel – because of the values she models every day, Lori was asked to establish a corporate standard for Admin training. For these reasons and so many more, her colleagues consider her “an exceptional Admin, a partner and a friend.”



**Kiera Ausenhus**  
Greater Tacoma  
Community  
Foundation



**Amy Baker**  
Oregon State  
University



**Ashley Brown**  
Amazon Web  
Services



**Amy DeWitt**  
MSNW Group LLC



**Gina Harris**  
POWER  
Engineers



**EulaJenee  
Matsumoto**  
King County  
Department of  
Community and  
Human Services

TEAM ACHIEVER AWARD

WINNERS



**PSJH BOARD COMMITTEE LIAISONS**  
CATHI TURNER, MARIA AN REUTER, LIZA SUSI & JAMES BRADLEY

As Providence St. Joseph Health Board Committee Liaisons, Cathi Turner, Maria An Reuter, Liza Susi and James Bradley go above and beyond in their duties, consistently delivering exceptional results in an accurate and timely manner. They have an attention to detail and commitment to excellence that has significantly improved PSJH’s administrative processes and streamlined operations. In 2023, when the portal platform used for all Board and committee meeting materials was upgraded, this administrative team was across the first in the health system to make the transition – and they didn’t miss a beat. They not only navigated the significant change, but were instrumental in ensuring smooth operations, thinking critically and anticipating challenges, which was invaluable to meeting the needs of PSJH executives and Board members. Cathi, Maria An, Liza and James are embodiments of Providence St. Joseph Health’s promise to “know me, care for me, and ease my way.” This team has significantly contributed to the overall morale and productivity for the executive and governance success at PSJH.

GOOD AS GOLD

BEST OUTFIT PRIZE DRAWING

WINNER: JAMES BRADLEY,  
PROVIDENCE ST. JOSEPH HEALTH  
SPONSORED BY: ROBERT HALF

GOOD AS GOLD

TEAM SPIRIT PRIZE

WINNER: STARBUCKS  
SPONSORED BY: PANERA BREAD

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