

WELCOME HOME



UCSB from Goleta Beach

painting by Chris Potter

COMMUNICATION CAREER DAY

April 30, 2016





The Communication Alumni Council and the UCSB Department of Communication present

**8th Annual Communication Career Day
Saturday, April 30, 1:00 – 4:00pm**

SCHEDULE & PARTICIPANTS

- 1:00pm** Check-in and Courtyard mingle in Corwin Pavilion’s Lagoon Plaza
- 1:30pm** Opening Remarks by Dean Melvin Oliver and Professor Karen Myers
Alumni Council Video: Denny Directo
Keynote address: Dylan Casey
- 2:00pm** ALUMNI “SPEED MENTORING” SESSION
See the screen in Corwin for the table locations of each of our Alumni.
- 3:30pm** Toast for Alumni with Faculty, Graduate Students & Staff

COMMUNICATION ALUMNI MENTORS (#hashtags indicate career and industry areas):

MARSHA BAILEY:	CEO, Women’s Economic Ventures	#businessdevelopment #entrepreneurship
MARGARET BARRECA:	Community Manager, MXM (Meredith Xcelerated Marketing)	#socialmediamarketing #tvshowpromotion #entertainment
GEOFFREY BERZ:	Program Director, Youth Interactive	#entrepreneurship #atriskyouth #socialimpact
SCOTTY CARPER*:	Senior Vice President, Dating Dynamics	#webdesign #advertising #consultant
DYLAN CASEY:	Vice President of Product Management, Yahoo!	#tech #appdevelopment #socialmedia #athletics
CODY CORONA*:	Product Manager, Rockstar Games	#gaming #productmanagement #advertising
DENNY DIRECTO*:	Supervising Producer/Host, EOnline.com	#media #entertainment
CONNOR DUNNE:	Media Coordinator, Port of Hueneme	#publicrelations #mediamarketing
JASON GILBERT:	Brewery Representative, Craft Brew Alliance	#marketing #beerindustry #sales
SCOTT HENNESSEE:	News Anchor, KCOY/KKFX	#journalism #media #news
ASHLEY JACOBS:	CEO, Sitting for a Cause, & Director of Marketing, Wise Bread	#marketing #startups

KIMIA KALBASI:	Business Development Consultant, Oracle	#pr #marketing #socialmedia
LAUREN KIDO:	Senior Account Executive, Highwire Public Relations	#publicrelations #techpr
LESLIE KLONOFF*:	Consultant; Chair of Greekfest at All-Gaicho Reunion	#fundraising #communityservice
BRIANNA KOCH:	User Experience Designer, AppFolio	#design #customerservice #tech
LAURA LEINDECKER:	Independent Public Relations Consultant, LLLeindecker & Associates	#pr #networkingentrepreneurs #marketing #socialmedia
RACHEL LURIE:	Account Manager, Passenger	#managingclients #marketing #advertising
MELISSA MAHAN:	News Anchor, KCOY	#journalism #media #news
FRAN MANCIA*:	Vice President of Government Relations, MuniServices	#lobbying #policy #govtrelations
JAY MATHESON:	Business Development Executive, Apple Inc.	#sales #technology #marketing
KENDRA MILLER:	Interactive Marketing & Communications Coordinator, CBS Films	#mediamarketing #entertainment
MONICA RATAJCZAK:	Administrative Coordinator, The Network for Social Work Management	#eventplanning #fundraising #internationalrelations
MATT SCHERMERHON*:	Assistant Director of Admissions, Econ and Business Admin MBA, St. Mary's College	#collegeathletics #marketing #promotions
CATHLEEN SEGOVIA:	Talent Acquisition, Enterprise Rent-a-Car	#humanresources #talent
DANIELLE SOULE:	Operations Manager, The Electric Connection	#operations #customerservice
KEN STERLING*:	Executive Vice President, Valiant Group, and Partner, BigSpeak	#marketing #entrepreneurship #sales #socialmedia
SALLY TANNENBAUM*:	Professor of Communication, California State University, Fresno (retired)	#politicalengagement #education #politicalcampaigns
STEFANY VIESCA:	HR Coordinator, MedInformatix	#humanresources #internalcomm #eventplanning #interviewing
HEATHER WIGHT:	Independent Digital Marketing Specialist	#digitalmarketing #eventpromotion
HEATHER WILBURN*:	Product Training Curriculum Manager, Google	#advertising #producttraining #sales

***Member, Communication Alumni Council**

COMMUNICATION ALUMNI MENTORS



MARCIA BAILEY, Class of 1980 (M.A.) **#businessdevelopment #entrepreneurship**

Marsha is the founder and CEO of Women's Economic Ventures and a certified Economic Development Finance Professional. Since 1991, WEV has provided entrepreneurial training and technical assistance to nearly 5000 women and men and made more than \$4 million in loans to pre-bankable small businesses. WEV has helped more than 3,500 local businesses start or expand. Marsha also develops educational programs and services for women, is the primary author of WEV's self-employment training curriculum, *From Vision to Venture*, and has mentored and trained emerging women leaders in the U.S. and around the world. Marsha also serves on the boards of numerous professional organizations involved in enterprise and women's business.



MARGARET BARRECA, Class of 2014 **#socialmediamarketing #tvshowpromotion #entertainment**

Margaret is Community Manager for a content marketing agency called MXM (Meredith Xcelerated Marketing). She handles social media marketing and community management for a major TV network client. Her job includes writing posts across platforms on four shows, interacting with fans, live tweeting the shows, working industry events, collaborating with talent, and more. Prior to her current work, she was Social Media Manager at a Santa Barbara-based startup called Snapwire. Margaret's marketing experience includes monitoring and posting on social media platforms such as Instagram, Facebook, Twitter, Tumblr, Pinterest, Flipboard, and Google+.



GEOFFREY BERZ, Class of 2009 **#entrepreneurship #atriskyouth #socialimpact**

Geoffrey is the Program Director for Youth Interactive, the after-school entrepreneurial academy for at-risk youth in Santa Barbara, located in the Funk Zone. Youth Interactive is a non-profit which insulates the cost of doing business for five youth-led micro businesses. High School students learn a vocational skill, become taught the basics of entrepreneurship and earn micro-scholarships along the way as their businesses sell products. A graduate of SBCC and UCSB, Geoffrey has a passion for creatively building socially impactful organizations, and he now has 5 years of for profit and 4 years of non-profit experience behind him. While studying Communication at UCSB, he became interested in, and still works to best understand, the most prominent organizations online and their influence in the social impact space.



SCOTTY CARPER, Class of 1998 **#webdesign #advertising #consultant**
Communication Alumni Council

Scott is the Senior Vice President of Dating Dynamics, a web design and implementation company. He oversees the operations of the company and insures that websites fit the ideals of their creators, employees, investors, and potential clients. He also works as a consultant for such clients as CBRE, DAUM, JH Snyder, DavidsonPowers, and SEG in advertising and in maximizing revenues on fixed location properties. With a passion for the Martial Arts, Scott is a minority owner for United Studios of Self Defense, in which he oversees the marketing and advertising division. While at UCSB, he was a double major in Communication and Law & Society, and he worked for Congressman Richard Gephardt on the National Television Violence Study and was awarded the Chuck Loring Greek Man of the Year Award.



DYLAN CASEY, Class of 1995 **#tech #appdevelopment #socialmedia #athletics**

Dylan is Vice President of Product Management at Yahoo! He currently leads the Identity and Geo platforms to power access and personalization across all of Yahoo's products. Before Yahoo! Dylan was the Head of Product at Path, where he built and led the product management team to develop and execute Path's product roadmap. Dylan was also a founding member of the Google+ team, focusing on driving growth, engagement and personalization across Google and YouTube. He led the design and launch of Google's Realtime Search Engine, managed Alerts, Trends, and Blogsearch, and helped lead a company wide effort to redesign Google's entire user interface. Dylan is also a retired professional cyclist. He rode for The US Postal Service Cycling Team, participated in the 2000 Olympic Games in Sydney, and is a 4 time national champion. Combining his technological and athletic interests, he built and launched MyTracks, which became a #1 fitness and health app and was made an official Google Product in 2011.



CODY CORONA, Class of 2010
Communication Alumni Council

#gaming #productmanagement #advertising

Cody is a Product Manager at Rockstar Games, a worldwide developer and publisher of award winning videogames. Before joining Rockstar Games, Cody worked at advertising agencies in Portland and New York City, managing campaigns for brands such as Denny's, Old Spice, Chobani, and more. He also competes in bike races and volunteers for Comfort Zone Camp, an organization that supports grieving children. While at UCSB, Cody majored in Communication and minored in Professional Writing. He was the Marketing Coordinator for the Recreational Sports Department, an Account Manager for SB Media Group (a student advertising club), an Assistant Account Coordinator for The Shand Group (a local advertising agency), and a bad surfer.



DENNY DIRECTO, Class of 2010
Communication Alumni Council

#media #entertainment

Denny is a Supervising Producer/Host for EOnline.com, the digital leg of *Entertainment Tonight* and CBS Television Distribution. His work includes producing original content for the web, such as major red carpet events, hosted celebrity interviews, feature packages and brand integrations. While most kids were reading comic books at 10-years-old, Denny was flipping the pages of an *Entertainment Weekly*. He eventually focused that absurd passion for entertainment and media toward a B.A. in Communication and Film & Media Studies at UCSB. During his time as a Gaucho, he was an active member of AS Program Board, IV Tenants Union and served as the social media intern for the UCSB Alumni Assoc.



CONNOR DUNNE, Class of 2015

#mediamarketing #pr

Connor is the Media Coordinator for the Port of Hueneme, the only deep water harbor between Los Angeles and San Francisco. Located in Ventura County on the Santa Barbara Channel, the port serves major shipping businesses and is an operating facility of Naval Base Ventura County. Connor was born and raised in Ventura County, so he has always had an attachment to the area. He studied at Ventura College before transferring to UCSB, and since he was 18 years old he worked as a lifeguard at Port Hueneme Beach. After graduating from UCSB last year with a major in Communication and a minor in History, he took some time off to travel, and then returned to his lifeguard job for the summer. By the end of the summer, he was hired by the Port to coordinate their media efforts.



JASON GILBERT, Class of 2010

#marketing #beerindustry #sales

Jason is Brewery Representative at Craft Brew Alliance, serving the Orange County beer market with notable brands such as Kona Brewing Company and Widmer Brothers. He began his career in the beer industry at Goose Island Beer Company as a Marketing Assistant in Chicago. From there he worked his way through a marketing and activation coordinator position and eventually became the Chicago Activation Manager. During his time at Goose Island he was able to bring the Goose Island brand story to life through innovative events and collaborations. Jason left Chicago to be closer to home, where he took on his new role in the commercial sales department at Craft Brew Alliance.



SCOTT HENNESSEE, Class of 1999

#journalism #media #news

Scott co-anchors KCOY 12 Central Coast Local News at 5:00, 6:00, and 11:00 p.m. and Fox 11 News at 10:00 p.m. Prior to joining KCOY 12, Scott was a reporter and weekend news anchor for sister station CBS Local 2 in Palm Springs. He also spent more than three years as anchor and reporter of the nightly program, "Eye on the Desert," and five years as the station's sports director. During his time in Palm Springs, Scott anchored live coverage of everything from fires and floods to international film and music festivals to world-class professional sporting events. Scott began his television career at KEYT as a freelance reporter while he was attending UC Santa Barbara. His first full-time job in television was with KREX in Grand Junction, Colorado, where he was a reporter and sports anchor.



ASHLEY JACOBS, Class of 2010

#marketing #startups

Ashley is the founder and CEO of Sitting for a Cause, a socially conscious pet services startup. She is also the Director of Marketing for Wise Bread, an award-winning personal finance website. After transferring to UCSB, Ashley spent her time at UCSB earning her degree in Communication, completing a minor in Education and Applied Psychology, working as a peer advisor, and interning at a Santa Barbara based startup company. She credits Dr. Jansma's internship class as a pivotal stepping stone in her career, helping her land her first job and grow her professional network.



KIMIA KALBASI, Class of 2015

#publicrelations #marketing #socialmedia

Kimia is a Business Development Consultant at Oracle HQ in the San Francisco Bay Area. Although she just graduated last year, Kimia launched her career while at UCSB with an internship at Melrose PR and Purscase, which was featured on Shark Tank. She also interned at a variety of start-ups and social media companies. Kimia is ambitious and a highly dedicated go-getter who is always striving for excellence and learning new things. She recognizes the importance in her field of staying on top of hip trends, hot spots, and networking events. She believes in maintaining impeccable communication skills, a bubbly and charismatic personality, and she loves interacting with others and meeting new people.



LAUREN KIDO, Class of 2011

#publicrelations #techpr

Lauren Kido is a Senior Account Executive at Highwire Public Relations in San Francisco, where she supports a variety of technology clients in the consumer and business-to-business (B2B) sectors. Lauren drives media relations, storyline development, event coordination, social media and content development across her teams and is actively involved in recruiting for Highwire's internship program. Prior to Highwire, Lauren supported public relations at an educational gaming startup, MindSnacks, and began her PR career at North of Nine Communications. While at UCSB, Lauren was a research assistant with Dr. Putnam and also spent a semester in Washington, D.C. through the UCDC program.



LESLIE KLONOFF, Class of 1980
Communication Alumni Council

#fundraising #communityservice

Leslie was a founding member of Cameron-Brooks, the nation's leading placement firm specializing in recruiting junior military officers transitioning to the corporate workforce. In an effort to give to her community, Leslie has executed the admission campaigns for her children's private schools and run the major fundraisers for her synagogue and children's schools. She co-created and currently chairs the GreekFest at All Gaucho Reunion for the UCSB Alumni Association and she and her husband Jeff are members of the UCSB Alumni Founders Circle. Leslie's two children, Joel and Jennifer Klonoff, are also Gauchos. Joel graduated in 2014 with a degree in Economics and Accounting and Jennifer will graduate in 2016 with a Communication Degree. She looks forward to the day when her grandchildren attend UCSB!



BRIANNA KOCH, Class of 2015

#customer service #design #tech

Brianna is a User Experience Designer at AppFolio, a software company in Goleta. Her role as a designer is to understand customer problems and design easy to use software features that solve them. Her job includes talking to customers, collaborating with an engineering team, creating prototypes of software features, and testing the effectiveness of designs with customers. She graduated from UCSB with her B.A. in Communication and a business certificate from the Technology Management program. While at UCSB, she worked as a Resident Assistant and a Marketing Assistant for UCSB Housing. She was also involved in Lambda Pi Eta and UCSB American Marketing Association's collegiate case competition.



LAURA LEINDECKER, Class of 1981 **#publicrelations #networkingentrepreneurs #socialmedia #research #marketing**

Laura is the entity of LLeindecker & Associates, a Public Relations firm she created 3 years ago. Her specialty is networking businesses into new territories. She leads clients in a direction that will gain visibility, for the purpose of growth, financial success, and potential partnerships. Laura began her business career in New York City as a project manager in commercial real estate and in financial publishing. After returning to CA, she recruited over 120 businesses in three years to the Banning Chamber of Commerce in Riverside County. In 2013, she decided to carry on solely and created LLeindecker & Associates. Her clients include corporate, local, and non-profit organizations, and a major (and favorite) client of hers is Museum of Pinball.



RACHEL LURIE, Class of 2007 **#managingclients #marketing #advertising**

Rachel is an Account Manager at Passenger Inc., a Los Angeles-based tech start-up in the consumer insights and customer engagement space. Rachel is the key point of contact for clients like ABC Studios, The UPS Store, Hyatt, and Zales – all of which use Passenger’s unique platform to host private online communities where they conduct market research projects. Rachel acts as a strategic guide for clients, ultimately helping to direct clients’ business decisions and marketing tactics. Prior to joining Passenger, Rachel worked in media planning and account management at a number of advertising agencies including: Evans, Hardy and Young (client: Chumash Casino), Team One (client: Lexus), RPA (client: Honda), and Quigley-Simpson (client: P&G). While earning her B.A. in Communication with a minor in Anthropology from UCSB, Rachel was involved with the Comm Association, as well as Lambda Pi Eta honors society.



MELISSA MAHAN, Class of 2002 **#journalism #media #news**

Melissa Mahan co-anchors KCOY 12 Central Coast News at 5:00, 6:00 and 11:00 p.m. She also co-anchors the KKFY Fox 11 News evening newscast at 10:00 p.m. Melissa is happy to be back on the Central Coast after a bit of a hiatus. She began her career at KEYT in 2002 on the Emmy-award winning Friday Football Focus. Melissa’s journalistic journey has taken her across the country where she’s worked at KJCT in Grand Junction, WLNE in Rhode Island, KOAT in Albuquerque, and WFXT in Boston, among others. She has covered stories ranging from the Boston Marathon bombing to major political events, to record-breaking snow storms and even the World Series. However, the stories she loves to cover the most are the ones that help make a difference in the community.



FRANCESCO (FRAN) D. MANCIA, Class of 1980 **#lobbying #policy #govtreations Communication Alumni Council & UC Regent**

Fran is the Vice President of Government Relations for Muniservices, LLC. He is responsible for overseeing company legislative, regulatory, and government relations activity throughout the country. With a focus on fiscal impacts to local districts, Fran monitors, analyzes and leads company lobbying efforts related to legislation, state mandates, and regulatory changes and policies that affect client revenue streams and special district tax allocation. Following UCSB, Fran earned his M.B.A. from the University of San Francisco. Over the past twelve years, Fran has spent a significant portion of his time interacting with mayors and council members, members of the State Board of Equalization, county assessors and tax collectors, state legislators, and state agency directors. He was recently elected to serve as one of four Regents for the University of California system.



JAY MATHESON, Class of 1996 **#sales #technology #marketing**

Jay is a business development executive at Apple Inc., where he creates and delivers events that educate customers with regard to Apple technology and provide solutions for the greater academic community. Jay works closely with the UC and California Community College system and often partners with campus leadership to speak on the topics of personal branding in a digital world and the challenges of the 21st century workforce and economy. Prior to joining Apple, Jay worked with some of the top Hollywood movie studios to create viral marketing campaigns for new releases.



KENDRA MILLER, Class of 2011

#mediamarketing #entertainment

Kendra is currently the Interactive Marketing and Communications Coordinator at CBS Films in Los Angeles. She has diverse experience in film marketing and media communications in the entertainment industry. She worked in the Media and Research Marketing departments of CBS Films, planning promotional and research film screenings, working red carpets, and being involved in media planning and press relations as well as the management of social media campaigns for 18+ films. While at UCSB she was involved in the Communication Association, SB Media Group, UCSB Development (Athletics), Lambda Pi Eta Communication Honor Society, and marketing efforts for basketball and baseball collegiate leagues. She earned a B.A. in Communication Studies with a minor in Sports Management.



MONICA RATAJCZAK, Class of 2012 **#eventplanning #fundraising #international**

Monica is the Administrative Coordinator for the Network for Social Work Management, an international membership organization dedicated to strengthening leadership in health and human services. Her role includes program development, fiscal management, marketing and communications, as well as planning the Network's annual management conference. Monica previously developed her fundraising and advocacy skills at USA for UNHCR-The UN Refugee Agency. While at UCSB, she held internships in marketing and PR with the Carsey-Wolf Center and with local start-ups. She was a Comm Dept. Research Assistant, a Gaucho Tour Guide, and the Publicity Coordinator for the Communication Association. She earned a B.A. in Communication and Global Studies and the Technology Management Certificate.



MATT SCHERMERHON, Class of 2009 **#collegethletics #marketing #promotions**
Communication Alumni Council

Matt currently serves as the Assistant Director of Admissions for the School of Economics and Business Administration's MBA program at Saint Mary's College in California. He focuses on advising and vetting prospective students for the program, while working on creating advantageous processes and marketing campaigns through hosted events and digital advertisement. Prior to that, Matt worked for four years in the Oakland Athletics baseball organization where he specialized in promotional marketing and special events. With a B.A. in Communication and a minor in Sport Management, Matt ultimately hopes to transition into collegiate athletics by sharing his current and past experiences from both Saint Mary's College and the Oakland A's.



CATHLEEN SEGOVIA, Class of 2004

#humanresources #talent

Cathleen works in Talent Acquisition for Enterprise Rent a Car. She is excited and passionate about finding great professionals that can help Enterprise reach their business goals. Cathleen started her career at Enterprise straight out of UCSB 12 years ago, when she started as a Management Trainee. She worked hard and was promoted to a Branch Manager within two years of being with the company. As a manager, she trained and developed many employees while running a profitable, million-dollar business. Since promoted into Talent Acquisition, she has enjoyed working with student organizations, professors, athletics and student groups at the Colleges and Universities in San Luis Obispo, Santa Barbara, Ventura County and the San Fernando Valley. She promotes opportunities to thrive in exciting careers.



DANIELLE SOULE, Class of 2011

#customerservice #operations

Danielle is Operations Manager for The Electric Connection, a company that provides electrical services to homeowners and businesses throughout the Los Angeles metropolitan area. Danielle's areas of specialty include operations, team building, contract negotiation, management, and customer service. A Los Angeles native, Danielle grew up wanting to help people and initially thought of majoring in psychology. But her interest in communication was sparked while working in college for a non-profit organization called The Center for Nonviolent Communication. She learned how communication could cultivate peace, and her studies in communication have enabled her to help people in any field of work and in all aspects of her life.



KEN STERLING, Class of 2012
Communication Alumni Council

#marketing #entrepreneurship
#sales #socialmedia #education

Ken is Executive Vice President at Valiant Group, managing a real estate portfolio in excess of \$300 million. Ken is also a partner at BigSpeak, the leading business speakers' bureau, serving Fortune 1000 companies. Ken co-founded a technology company (cloud computing), an international manufacturing company and BigSpeak. Ken earned a B.A. in Communication with a minor in Applied Psychology. He earned his MBA from Babson College and is currently pursuing his PhD in Education at UCSB with an emphasis in technology and organizational leadership. Ken is passionately involved in instruction, mentoring and enriching student experiences at UCSB.



SALLY TANNENBAUM, Class of 1975

#politicalengagement #education
#politicalcampaigns

Sally is a retired Associate Professor of Communication from California State University, Fresno. She earned her B.A. in Rhetoric and M.A. in Communication from UCSB and went on to earn a joint doctorate in Educational Leadership from UC Davis/CSU Fresno. She taught at Fresno State from 1983-2011. Her areas of emphasis included Communication and Learning, Service-Learning, and Political Engagement. She also taught at Universidad Simon Bolivar and Universidad Metropolitana in Caracas, Venezuela, and at Pima Community College in Tucson, Arizona. In addition, Sally worked as a communication consultant, chaired a number of political campaigns, served as a commentator on the local NBC affiliate, and was elected and served on the Fresno County Board of Education for four terms.



STEFANY VIESCA, Class of 2012

#humanresources #internalcomm
#interviewing #eventplanning

Stefany is a Human Resources Coordinator at MedInformatix, a healthcare software company in Los Angeles, CA. In this position, she administers a variety of HR programs such as performance management, employee relations, benefits, employee engagement, recruitment and selection, payroll, compensation, and legal compliance. She is also currently pursuing a Human Resources Management Certificate at UCLA Extension. While at UCSB, she was a writing tutor for CLAS, held two student positions at KCSB and was a Research Assistant for Dr. Putnam. She spent her last quarters studying abroad in Thailand, where she took business administration courses and held an internship with a non-profit. Her first job out of college was as Global Human Resources Coordinator at AIDS Healthcare Foundation, where she was exposed to the HR needs of various countries.



HEATHER WIGHT, Class of 2011

#digitalmarketing #eventpromotion

Heather Wight is a digital marketing specialist. She began promoting political websites, blogs, and social media properties in 2007. Within weeks, she had captured the front page of Digg several times, generated hundreds of thousands of page views and tens of thousands of followers and fans for her political clients. She has served as a small business consultant at the CSU Bakersfield Small Business Development Center and as a traditional media consultant to the Bakersfield Business Conference, one of the largest one-day keynote speaking events in the country. Last year, she helped launch the inaugural Bakersfield Rock & Country Music & Art Festival attracting over 5,000 attendees to the event as well as coordinating social media event promotion with 50 professional musicians, entertainers, and celebrities.



HEATHER WILBURN, Class of 1998
Communication Alumni Council

#advertising #producttraining #sales

Heather is the Product Training Curriculum Manager for Channel Sales at Google. She joined Google in 2002 as one of the founding members of the AdWords online advertising program, developing advanced online strategies for small to medium-sized businesses. During her tenure at Google, she has sold Google TV Ads to the Travel and Retail verticals, managed SMB relationships for Google Offers in the Denver and Phoenix markets, and most recently was a Strategic Partner Manager managing relationships with top tier agency partners helping them take full advantage of Google's ever-growing suite of products. As Product Training Curriculum Manager she is responsible for designing, deploying and managing both lifecycle and needs-based product training programs for the global Channel Sales team.

ADDITIONAL COMMUNICATION ALUMNI COUNCIL MEMBERS **(not able to attend this year, but we thank them for their support!)**



TAMARA FORD, Class of 2012

Tamara recently joined the team at Looker, Data Sciences Inc. to work in Business Development and Marketing. This role allows her to utilize and build on her previous experience in account management, content marketing, and sales. Tamara's enthusiasm for communication stems from a life-long passion for storytelling and leadership, which she has been able to put to professional use in marketing and management roles. While earning her B.A. in Communication and English at UCSB, Tamara co-organized the Peace Fair, conducted undergraduate research under Dr. Tamara Afifi, worked as Comm Peer Advisor, served as President of the Communication Association, and spent a year studying in Scotland with the EAP Program. Her education and experiences from UCSB have been invaluable, and she looks forward to giving back to students through the Communication Alumni Council.



SUMMER (TINA) MCGINNIS, Class of 2007

Summer is passionate about helping people live healthier, happier lives. She is a Sales Consultant for Turning to Wellness and for doTERRA International. As a Sales Consultant, Summer is currently supporting the sales efforts at Desk Yogi an eLearning wellness company based in Ojai, CA. Desk Yogi was created to help employees live their lives in better balance. Desk Yogi offers a digital headquarters for corporate fitness, yoga, meditation and more. Desk Yogi provides health and stress-reduction solutions right at employees' desks, on demand, when they want them. Previously, Summer worked as a Higher Education Account Executive for lynda.com, a recognized leader in the software training space. In 2013, Summer was awarded Sales Executive of the year. In 2015, lynda.com was acquired by LinkedIn for 1.5 million dollars.



LAURA C. MCHUGH, Class of 1989 - Friend of the Council

Laura is a founding partner of the law firm Rediger, McHugh & Hubbert, LLP in Sacramento. The firm represents employers in labor and employment law matters. She also counsels with employers on employment practices and policies and other workplace issues. She is a graduate of Santa Clara University School of Law, where she was an editor for the Law Review and she is a member of the Labor and Employment Law and Litigation Sections of the American Bar Association and the California State and Sacramento County Bar Associations. Previously, she worked in corporate human resources for a large bank and graduated *magna cum laude* from UCSB.



ROBERT MCCANN, Class of 2003 (Ph. D.)

Bob is a professor at UCLA's Anderson School of Management and serves as the Chair for the UCLA Thailand Executive Committee. He was formerly the Associate Dean for Global Initiatives at the Anderson School. He teaches courses in Leadership Communication, Global Leadership, Persuasion & Leadership, Doing Business in Thailand, and Doing Business in Southeast Asia in UCLA Anderson's various MBA and Executive Education programs. He also teaches each year in Hong Kong. In addition to these academic roles, he is the President of the McCann Group, Incorporated, a consulting firm that specializes in the training of executives and professionals in strategic communication, leadership, and workplace age diversity. Bob is the author of *Ageism at Work: The Role of Communication in a Changing Workplace*, published in Spanish, Catalan, and English and he lived in Asia for nearly twenty years, most of these in Thailand.



JUSTINE MILLER, Class of 2009

Justine doubled majored in Communication and Slavic Languages and Literature and minored in French at UCSB. After graduation, she taught English in Thailand and traveled for a year before moving to New York City. There, Justine worked in event planning, TV production and was a freelance writer and photographer. She then worked as a strategy and social media consultant for a start-up based in Manhattan. Justine is now a multimedia journalist getting a master's degree from Columbia University's School of Journalism. She focuses on broadcast production and global news. Justine has lived in Moscow, Paris and Bangkok and hopes to expand her journalism career internationally after graduating in May.



CYNTHIA (CARLA) NI, Class of 2015

Carla graduated from UCSB with a double major in Communication and Psychology and a minor in Art History. She is currently an Administrative Assistant for Aqualillies and an assistant in Public Relations for Prismatics in Los Angeles. During her time at UCSB, she served as the PR/Marketing Assistant for the Department of Communication, where she assisted with all of the Department's social media and marketing needs. She was also involved in AS Program Board, Dance Marathon, the Communication Association, and the UCSB American Marketing Association (where she served as President during her senior year). Carla also completed a media internship at the Carsey-Wolf Center during her junior year and was the 2015 recipient of the Communication Alumni Association Service Award.



ALEXANDRA PLATT, Class of 2012

Alexandra graduated from UCSB with a B.A. in Communication and Global Studies. She currently serves as Program Associate for the Henry Crown Fellowship at the Aspen Institute in Washington D.C. Prior to this, Alex completed her graduate studies through the Erasmus Mundus Masters in Global Studies program, earning an MSc in Global Economic History from the London School of Economics and Political Science and an MA in Global Studies from Roskilde University in Denmark. Her thesis analyzed the motivations of emerging nations in the bidding and event production processes of mega-sporting events with a focus on the 2010 World Cup in South Africa. While at LSE, Alex served as stage manager and executive board member for the second annual TEDxLSE conference. While at UCSB, she worked as manager of the on-campus hotel, the Summer Inn Santa Barbara; as Program Coordinator for the UCSB Alumni Association; and as Student Supervisor for the UCSB Faculty Club. Outside of work, Alex is passionate about travel, fitness, and a cappella music.



VICKI PRENTICE-RUBIN, Class of 1980

Vicki is President of Vicki Prentice Associates Inc. in New York City. She is a nationally recognized artist representative, creativity coach, and visual arts consultant. Her clients include Top 50 advertising agencies, book publishers, graphic design firms, magazines, and Fortune 500 companies. Vicki was one of the first 3 graduate students from UCSB's Communication MA program, receiving her Master's Degree in 1980 (BA in 1977). She is also currently doing doctoral work at the Institute of Transpersonal Psychology, with a specialization in creative expression and being with art in the unique context of museums worldwide.



Mary Shirley, Class of 2007

Mary (Shirley) Sheehan is the Head of the Product Marketing team at AdRoll, focusing on company positioning, product launches and global strategy. Prior to AdRoll, Mary worked at Google for seven years in San Francisco, Boston, New York and Paris. She also is the co-founder of Phynder, a new app that lets you buy and sell locally. She currently lives in the Bay Area with her husband, Patrick.



REBECCA LAW STONE, Class of 2002

Rebecca is a marketing professional with 15 years of experience in marketing communications, brand identity, and social media. She is currently the Sr. Director of Marketing for LiveRamp, an advertising technology company based in San Francisco, where she is responsible for digital marketing, demand gen and marketing operations. Outside of the office, she enjoys spending time with her 2-year-old daughter and husband. She currently resides in Mill Valley, CA.

What is the Communication Alumni Council?

The Communication Alumni Council fosters interactions between alumni and the Department and between students and alumni. Its specific purposes are to:

- * Strengthen the Department's relationship with the alumni community
- * Enhance public awareness of and support for the Department
- * Help raise financial contributions for Departmental needs
- * Initiate innovative outreach programs
- * Help students find career opportunities
- * Assist in other ways as the Department Chair may request to promote the goals and mission of the Department and the University

Membership in the Alumni Council is by invitation only and includes a financial commitment of \$1,000 annually (\$500 for alumni who have graduated within the last ten years). Member dues are used to support the Council's activities and Departmental initiatives such as career development, scholarships, and lectures. Council members commit to a three-year term and attend two meetings per year.

The Alumni Council sponsors our Communication Career Day each spring in conjunction with All Gaucho Reunion, an Internship Workshop, and other career education and networking projects. In addition, they assist the Department with development activities and giving campaigns for special Departmental needs.

Alumni Council members also are members of the Chancellor's Council, UC Santa Barbara's premier annual giving program, which recognizes a special group of investors for their annual gifts to the University. Council members are invited to all campus and regional events, including departmental activities, lectures, and conferences. Membership also includes campus parking and library privileges, and recognition in the Annual Report and Donor Honor Roll.

If you are interested in the Alumni Council, please contact Professor Karen Myers (myers@comm.ucsb.edu)

Your gift makes a difference!

Your gift of \$50 or more helps the department to meet all types of needs from classroom equipment and supplies to software for computer labs.

How your donation can help the department:

\$100: Information about internships to post on the department website

\$150: Sashes for Honors Students to wear at commencement

\$200: Recognition for Communication graduates, such as symbols that make it easier to spot our graduates at commencement

\$200: Special Career Development materials from National Communication Association

\$300: Reception to honor Graduates following Commencement



Please visit the Department of Communication's giving page at: <http://www.comm.ucsb.edu/giving>