



Schedule of Sessions--Career Panels
25th Anniversary—Department of Communication
Saturday, April 25, 3:00-4:30

Session A: Marketing and New Technologies, 1448 Phelps Hall

Moderator: David Seibold, Professor, Department of Communication

Alumni Presenters:

Karen Kelly, Senior Marketing Programs Manager, Citrix Online, Santa Barbara, CA

Mary Shirley, Account Strategist, Online Sales and Operations, Google Corporation, San Francisco, CA

Kibibi Springs, Public Relations and Marketing, Springboard Communication, Sherman Oaks, CA

Christian Vuong, SEO Manager, Wpromote Inc., Los Angeles, CA

Session B: Sales, Advertising and Marketing, 1260 Phelps Hall

Moderator: Laura Jansma, Lecturer, Department of Communication

Alumni Presenters:

Danielle Black, Lead Account Manager of Sales, Hotel Solamar, San Diego, CA

David Bork, founder of Paymerica, LLC and Senior Vice President of Sales, Yapstone, Inc., Carlsbad, CA

Drew Kain, Senior Product Specialist, Shire Pharmaceuticals, San Jose, CA

Ryan Wilson, National Media Buyer, Bargain Network, Inc., Santa Barbara, CA

Session C: Education, Management, Training and Development, 1440 Phelps Hall

Moderator: Dolly Mullin, Lecturer, Department of Communication

Alumni Presenters:

Sondra Deurloo, Instructional Assistant, Therapeutic Pathways, Sacramento, CA
Susan Goodale, Programs Director, UCSB Alumni Association, Santa Barbara, CA

Marney Randle, Assistant Resident Director, UCSB Housing and Residential Life, Santa Barbara, CA

Kyle Rhodes, Co-Owner and Marketing Director, Teach Brave, Austin, TX

Session D: Law, Financial Management, Risk Management, 1445 Phelps Hall

Moderator: Miriam Metzger, Associate Professor, Department of Communication

Alumni Presenters:

Laura McHugh, Founding Partner, Rediger, McHugh & Hubbert, LLP, Sacramento, CA

Amy Stoody, Certified Legal Specialist, Workers' Compensation, Stoody, Mills, Lansford, Walker & Doyle, Newport Beach, CA

Steven Finnk, Managing Director, Guggenheim Capital Markets, New York, NY

Seth Streeter, President, Mission Wealth Management, LLC, Santa Barbara, CA



Schedule of Sessions--Career Panels
25th Anniversary—Department of Communication
Saturday, April 25, 3:00-4:30

Session E: Public Relations, Public Affairs, Lobbying, Strategic Communication, 1425, Phelps Hall

Moderator: Cynthia Stohl, Professor, Department of Communication

Alumni Presenters:

Karen Constine, Public Affairs and Management Consultant, Los Angeles, CA

Francesco Mancina, Director of Government Relations, Muniservices, LLC, Sacramento, CA

Heidi Heller Niehart, Public Relations and Marketing; Creator & Co-Producer, children's educational DVD, San Diego, CA

Alison Stauffer, Public Relations Consultant, KP Public Affairs, Sacramento, CA

Session F: Television, Film, Promotional Videos, 1508, Phelps Hall

Moderator: Robin Nabi, Professor, Department of Communication

Alumni Presenters:

Marc Jaffe, Executive Director, Public Cable Television Authority, San Diego, CA

Bonnie Goldfarb, Executive Producer/CEO, Harvest Films, Inc., Santa Monica, CA

Todd Gillespie, Managing Producer and Director, UCSB Video Services and UCTV, Santa Barbara, CA

Marilyn Johnson Hackett, Writer and Producer, Los Angeles, CA

Laura Roenick, Event and Project Manager, United Talent Agency, UTA Foundation, Beverly Hills, CA



Bios of Alumni Career Panelists

For more complete bios, email addresses, and web url addresses, please see <http://www.comm.ucsb.edu/news/25th/index.htm>

Session A: Marketing and New Technologies

KAREN KELLY
Class of 1991



Karen is the manager of a Senior Marketing Program at Citrix Online where she develops integration programs with Citrix Systems. She is also a Partner at Search Remedy, a search engine marketing agency that specializes in direct-to-consumer marketing. After graduation from UCSB, she completed postgraduate studies in International Business and German Language at Carl Duisberg Center in Cologne, Germany. Karen enjoys life in Santa Barbara with her husband and four year old triplets.

MARY SHIRLEY
Class of 2007



Mary is an Account Strategist for Online Sales and Operations at Google. She works with high potential AdWords advertisers in the Health and Wellness space. She coordinates with advertisers on their media plans for online text and display advertising, as well as works with Google TV. Mary earned a B.A. in Communication with a minor in Spanish from UCSB. She currently resides in San Francisco.

KIBIBI SPRINGS
Class of 1995



Kibibi is a marketing communication professional who has held positions with top 10 public relations firms and non-profit organizations. She has top to bottom experience with strategizing, managing and executing PR and marketing campaigns for a number of *Fortune* 500 companies. In addition to her UCSB degree in Communication, she is certified in Consumer Psychology and is working on a M.A. degree from the Chicago School of Professional Psychology. She is a member of the board of directors for the Friends of South Central Los Angeles Regional Center and provides freelance marketing consultation to small businesses



CHRISTIAN VUONG
Class of 2006



Christian Vuong is SEO Manager at Wpromote Inc., a firm that provides search engine advertising services to corporate and professional clients. He leads teams in developing marketing strategies that sustain and grow search traffic and rankings. He also manages an Internet start-up business in which he was one of the co-founders. While at UCSB, he was President of Zeta Phi Rho and Co-Vice President of the Vietnamese Student Association.

Session B: Sales, Advertising, and Marketing

DANIELLE BLACK
Class of 2007



Danielle is the Lead Account Manager of Sales at the Hotel Solamar in San Diego, Ca. In this capacity, she is responsible for tracking current accounts, monitoring pick up, and making monthly sales calls to build client relationships. She also creates and implements added-value programs catered to each client and negotiates contract terms. While at UCSB, Danielle was Membership Officer for the Society of Leadership and Success, a member of the National Society of Collegiate Scholars. She also represented the university on the rowing team and completed the UCSB Leadership Program.

DAVID BORK
Class of 1994



David is the founder of Paymerica, LLC. a company purchased by Yapstone, Inc. Yapstone, Inc. is a leading provider of electronic payment services such as credit card processing and ACH to utilities, retailers and e-commerce companies. In this capacity, he leads a team focused on specific real estate verticals. He previously worked as a National Sales Executive for U.S. Wireless Data, a groundbreaking wireless payments firm in New York City. David started his career as an Account Manager for AT&T Wireless Services in Sacramento, CA.

DREW KAIN
Class of 2003



Drew is a Senior Product Specialist for Shire Pharmaceuticals in San Jose, CA. His role is to persuade physicians to initiate Fosrenol as their 1st line therapy for particular patients. In 2007, Drew won the President's Club award, the highest honor in pharmaceutical sales. He is also working on a Master's degree in Health Care Administration at CSU, East Bay. While at UCSB, Drew was the President of the Student Communication Association and interned at True North Leadership, a consulting firm in Santa Barbara.



RYAN WILSON
Class of 2008



Ryan is a National Media Buyer with Bargain Network Inc., a company who serves as an in-house marketing agency for call centers. He purchases advertisements for Texas, Iowa, Mississippi and Oklahoma. Upon graduating from UCSB, Ryan entered the job force as a radio Account Executive. For six months, he worked on local marketing campaigns and orchestrated presentations to agencies on the West Coast. While at UCSB, Ryan was a marketing intern and a technical advisor for the Men's Soccer Team and a research assistant in the Department of Communication.

Session C: Education, Management, Training and Development

SONDRA DEURLOO
Class of 2007



Sondra is an Instructional Assistant for Therapeutic Pathways, an early learning center for children diagnosed with autism and other pervasive developmental disorders. She provides intensive behavioral and language-based therapies for children ages 2-7. In addition, she is pursuing an Educational Specialist degree in School Psychology. While at UCSB, Sondra was Vice-President of Lambda Pi Eta, completed a senior honors thesis, and received the Alumni Association Service Award

SUSAN GOODALE
Class of 1986



Susan is the Programs Director for the UCSB Alumni Association. With 20 years of non-profit experience, she manages both student and professional staff and oversees a variety of student and alumni services. She has seven years of sales experience in the wine industry and has served on the board of directors for Santa Barbara's Old Spanish Days and as a volunteer for the Muscular Dystrophy Chapter's Black and Blue Ball. She is a member of the advisory council for the worldwide Educational Travel Community where she planned and coordinated an Educational Travel Conference.

KYLE RHODES
Class of 2007



Kyle is co-owner and marketing director of Teach Brave, an organization that provides the means to travel and live abroad cheaply through teaching English in another country. The company was inspired by his experiences traveling through Latin America and teaching English for a year in Argentina. He also currently works as a Public Relations Assistant at Strategic Forecasting Inc., a global intelligence agency based out of Austin, TX. At UCSB, Kyle was the President of Sigma Nu Fraternity and was a member of the Student Communication Association.



MARNEY RANDLE
Class of 2008



Marney is an Assistant Resident Director for the Department of Housing & Residential Life at UCSB. She is responsible for managing all aspects of the student life program for 1300 first-year students and she also supervises 21 Resident Assistants. Additionally, she serves on the Spring Insight Planning Committee, which organizes the Housing & Residential Services portion of the annual Open House and is also a member of the Academic Outreach Initiatives Committee. Marney graduated from UCSB with honors and was a member of Lambda Pi Eta and Alpha Chi Omega.

Session D: Law, Financial Management, Risk Management

LAURA C. MCHUGH
Class of 1989



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.

AMY MENKES STOODY
Class of 1980



Amy is a Certified Legal Specialist in Workers' Compensation and a former co-chair of the Workers' Compensation Section of the Orange County Bar Association. She regularly sits as a Judge Pro Tem and has been named a "Super Lawyer" in Southern California by her peers and *Los Angeles Magazine*. She was also featured by American Airlines as one of America's Most Influential Women in the Law. She graduated with honors from UCSB and from the Western State University College of Law. While in law school, Amy received numerous awards in American Juris Prudence and she served as an editor of the *Law Review*.

STEVEN FINNK
Class of 2000

Steven is a Managing Director of Guggenheim Capital Markets and is responsible for trading among institutional counterparties. He joined Guggenheim in 2005 to co-manage its trading efforts. After contributing to the group's trading infrastructure, he took on the responsibility of expanding the firm's global client outreach. Prior to joining Guggenheim, he held positions with United Capital and AIG-SunAmerica. He graduated with high honors in Communication and Economics at UCSB. He was also the Vice President and Treasurer of the UCSB Alumni Association.



SETH STREETER
Class of 1992



Seth is the Co-Founder and President of Mission Wealth Management, LLC (MWM). He specializes in integrated financial planning, risk management, and investment advisory services for high-net-worth individuals. In 2002, the *Pacific Coast Business Times* recognized Seth as a "Top 40 under 40" business leader and in 2008, *Worth* magazine named him one of the nation's top wealth managers. Seth has a Masters of Science in Financial Planning and is a Certified Financial Planner. At UCSB, he was the founding member of Pi Kappa Alpha fraternity and was involved in student government.

Session E: Public Relations, Public Affairs, Lobbying, Strategic Communication

KAREN CONSTINE

Karen provides strategic counsel and public affairs and management consulting for arts and entertainment nonprofits, government entities, and corporate clients. She served as the Interim General Manager of the Los Angeles Department of Cultural Affairs and Senior Policy Analyst of Arts and Culture to Los Angeles Mayor Antonio Villaraigosa. In addition to her own consulting practice, Karen is a Senior Partner with Allison Sampson Management Consultants and is the Consulting C.O.O. for FYAworld and ForYourArt.

FRANCESCO (FRAN) D. MANCIA
Class of 1980



Fran is the Director of Government Relations for Muniservices, LLC. In this capacity, he is responsible for overseeing company legislative, regulatory, and government relations activities. He monitors, analyzes, and leads company lobbying efforts that affect client revenue streams and special district tax allocation. He recently completed a two-year term as President of the League of California Cities' Partner Program. In addition to his B.A. in Communication from UCSB, he received an M.B.A. from the University of San Francisco.

HEIDI HELLER NIEHART
Class of 1988



Heidi is the founder and principal of For Immediate Release, Inc., a public relations, promotional marketing, and events staffing agency. In addition, she is the creator and co-producer of Tot-a-Doodle-Do, a children's educational DVD series. She is also a mother of three children and a published author and former syndicated columnist. In addition to her UCSB degree in Communication, she was a G.E. Foundation Scholar at the American Women's Economic Development Center in Washington, D.C. and the recipient of the 2008 *Redbook Magazine* "Design your Life" Award.



ALISON STAUFFER
Class of 2005



Alison is a Public Relations Consultant at KP Public Affairs where she develops and implements strategic communication programs for corporate, non-profit, and government clients. She also managed the media relations and community outreach activities for Native American tribes in Northern and Southern California. In addition to her UCSB degree, Alison took graduate courses at the Danish School of Journalism in Aarhus, Denmark. At UCSB, she received the Steven H. Chaffee Award for Excellence in Research and the Emeriti prize. She was also a member of Lambda Pi Eta and the Student Communication Association.

Session F: Television, Film, Promotional Videos

MARC JAFFE
Class of 1986



Marc is the Executive Director of the Public Cable Television Authority, a local government telecommunication regulatory authority that serves multiple cities in Southern California. Prior to this position, he was the Cable Television Program Manager for San Diego where he managed franchises for video service providers and ran the government access television channel. He is a board member of the National Association of Telecommunications Officers and Advisors and has graduate degrees in Telecommunications Management from the Annenberg School of Communications at USC and in Public Administration from CSU-Long Beach.

BONNIE J. GOLDFARB
Class of 1982



Bonnie is the executive producer/CEO of Harvest Films, Inc., a firm that she co-founded in 2001. The company is involved in the production of television commercials. Having worked as a news reporter and disc jockey, Bonnie left the radio business (KCSB, KIST, KRTH) to travel around the world. Her interest in making commercials and treating advertising as art came from working with a mentor from the Directors Guild of America who convinced her to stay in this business. In addition to her B.A. in Communication from UCSB, she has a M.A. from the Annenberg School of Communication at the U. of Southern California

TODD GILLESPIE
Class of 1992



Todd is the Managing Producer/Director of Video Services at UCSB and is responsible for the technical support of film studies classes, productions for UCTV, and editing labs for the faculty media center. He is a contributing writer for *EventDV* magazine. Todd is also an Apple Certified Final Cut Pro user and a recent recipient of three national Telly awards for his short documentaries about archeological work in Iceland. In addition to his B.A. in Communication, he received his A.A. in Radio Broadcasting. He worked as an intern with ABC affiliate KEYT and with Cox Communications.



MARILYN JOHNSON HACKETT
Class of 1974



Marilyn is a producer/writer who works on promotional videos for clients such as California's Division of Tourism, Wal-Mart, and TDC games. She also creates, develops, manages, and locates grants and corporate sponsorships for the entertainment industry. Currently, she is writing and producing films (KICKAPOO COUNTY and ERADICATOR). Her musical production of "Wartime Romance" is on a road tour. Prior to these positions, Marilyn worked in public relations at Disney Studios, in Las Vegas, and for the Princess Cruise Lines. She is a member of the Screen Actors Guild and the American Federation of Television and Radio Artists.

LAURA ROENICK
Class of 2005



Laura is the Event and Project Manager for United Talent Agency, UTA Foundation in Beverly Hills. In this capacity, she is responsible for planning and executing company-wide charitable initiatives, maintaining relationships between the non-profit community and the agency, and helping clients and employees explore their charitable interests. In addition, she oversees the agency's employee training programs. At UCSB, Laura minored in Art History, was the founding President of Lambda Pi Eta, was President of the Student Communication Association, and was President of Alpha Phi Fraternity