



3rd Annual Communication Career Day Saturday, April 30, 12:30 – 3:30pm SCHEDULE

12:30 – 1:00 Courtyard Mingle (sign-in, etc) Phelps Hall Courtyard

1:00 – 2:00 Alumni Panels Session I

Panel A: Working for the People: Non-Profit & Public Affairs: *Phelps 1160*

Moderator: Susan Goodale: Programs Director & Gaucho Getaways Coordinator, UCSB Alumni Association

Alumni Presenters:

Geoffery Berz: Founder, United Causes

Christine Steele: Non-Profit Consultant

Valerie Walker: Director, UCLA Medical Alumni Association & Founder/Executive Director, Operation Medical Libraries

Panel B: Entertainment Industry: *Phelps 2516*

Moderator: Ron Rice: Professor, UCSB Department of Communication

Alumni Presenters:

Scott Hennessee: TV Host & Sports Director, KPSP Local 2, Palm Springs

Debbie Miller: Executive Vice President Worldwide Marketing, CBS Films

Marley Pelta: Assistant to a television literary agent, United Talent Agency

Panel C: Digital Technology: *Phelps 1425*

Moderator: Liz Rockhold: Vice President, Sales & Customer Care, iParadigms/Turnitin

Alumni Presenters:

Jonathan DeLong: Executive Vice President of Business Development, ZOS Communications

Frank Lee: Senior Vice President, The Search Agency

Jay Matheson: Business Development Executive, Apple Inc.

Panel D: Public Relations Specialists: *Phelps 2524*

Moderator: Pam Lord: Senior Vice President, Canale Communications

Alumni Presenters:

Phil Hampton: Assistant Director, UCLA Media Relations & Public Outreach

Steve Kerns: Vice President, Fleishman-Hillard

Amanda Sanyal: Senior Manager, Global Public Relations, Logitech

Panel E: Designing & Developing a Brand: *Phelps 1260*

Moderator: Kibibi Springs: Executive Director, Ferrazzi Greenlight

Alumni Presenters:

Marcie Carson: Principal & Creative Director, IE Design + Communications

Dana Feldberg: Senior Business Analyst, The Active Network

Danielle Lehman: Project Manager, User Experience & Design, Myspace

Panel F: Communication & Law: *Phelps 1508*

Moderator: Dan Linz: Professor, UCSB Department of Communication

Alumni Presenters:

Eric Burkhardt: Attorney, Real Estate & Bankruptcy

Amy Stoodly: Southern California "Super Lawyer" & CBS Radio Legal Consultant

2:00 – 2:15 Courtyard Mingle (beverages & light snacks)



2:15 – 3:15 Alumni Panels Session II

Panel A: Pick the Brain of a Marketing Executive: *Phelps 2516*

Moderator: Dolly and Charles Mullin: Lecturers, UCSB Department of Communication

Alumni Presenters:

Rebecca Law Stone: Marketing Communications Manager, Occam Networks

Dariann Lucarelli: Marketing Manager, Xirrus

Debbie Miller: Executive Vice President Worldwide Marketing, CBS Films

Panel B: Working for a Large Corporation: Google: *Phelps 1425*

Moderator: Linda Putnam: Professor & Chair, UCSB Department of Communication

Alumni Presenters:

Annika Rittenhouse: Career Development Associate, Google Inc.

Mary Shirley: Account Manager, Google AdWords

Heather Wilburn: Account Executive, Google TV Ads

Panel C: Entrepreneurship & Developing Your Idea into a Brand: *Phelps 1160*

Moderator: Walid and Tammy Afifi: Professors, UCSB Department of Communication

Alumni Presenters:

Geoffery Berz: Founder, United Causes

Marcie Carson: Principal & Creative Director, IE Design + Communications

Vicki Prentice Rubin: CEO/President, Vicki Prentice Associates Inc.

Panel D: Event Planning: *Phelps 1260*

Moderator: Scott Reid: Professor, UCSB Department of Communication

Alumni Presenters:

Augusta Bates: Customer Service, Redwood Hill Farm & Creamery

Rachel Greenlee: Assistant Account Executive, Team One

Panel E: Financial Consulting and Management: *Phelps 1508*

Moderator: Todd Niedermeyer: Senior Vice President, Private Client Group, Stone & Youngberg, LLC

Alumni Presenters:

Anton Anderson: Financial Advisor and Partner, SPL Financial Group

James Nicoll: Owner, Nicoll Insurance & Financial Services

Jim Schmitz: Executive Vice President, Middle Tennessee Area, Regions Bank

James Watts: Senior Vice President, Wells Fargo Investments

3:15 – 3:30 Courtyard Mingle & Close (beverages & light snacks)

Communication Alumni Participants



ANTON ANDERSON, Class of 2006

Anton is a Managing Partner and Client Advisor at SPL Financial Group, based in San Diego, CA. Prior to starting SPL Financial Group (formerly Bedrock Capital Advisors) 2 years ago, Anton worked his way up from a non-paid intern to a Junior Partner at a boutique financial consulting firm in Del Mar, CA. In addition to his financial consulting business, he is a real estate investor, published co-author, and proud parent of an 8 month old black lab who joins him on his paddle boarding adventures. At UCSB, he served a Residential Coordinator at Santa Ynez and West Gate, sat on the board of the Student Entrepreneurs Association, and started The Society of Leadership and Success. Anton has lived and worked in the United States, Australia, and the United Kingdom, and currently resides in downtown San Diego with his wife Sophie.



AUGUSTA BATES, Class of 2009

Augusta has for the past year been with Redwood Hill Farm, located an hour north of San Francisco in beautiful Sonoma County. As a customer service representative, she interacts directly with customers, distributors, and stores; a typical day involves answering customer emails and phonecalls, processing orders, invoicing, and much more. She is also involved in product sampling, in-store demos and events for companies like Sunset Magazine and Williams Sonoma. Augusta joined the company during the launch of Green Valley Organics, their new line of lactose-free yogurt, kefir, and sour cream. She manages the Facebook and Twitter accounts for Green Valley Organics and has hands on experience with product development and marketing techniques.



GEOFFREY BERZ, Class of 2009

Geoffrey is the founder of United Causes, a "cause networking" organization whose mission is to encourage peaceful methods of conflict resolution through organizing collective action efforts for any cause. With United Causes' online platform, organizations can manage their events and opportunities for action while individuals become informed and involved with the causes that move them. While at Santa Barbara City College, Geoffrey completed two Communication AA degrees before transferring to UCSB in winter of 2006. In 2007 Geoffrey helped Tiffany & Co. open a store in Santa Barbara where he worked for 2.5 years before leaving in June of 2010 to pursue his work with United Causes. Geoffrey is in the process networking with non-profits, incorporating United Causes, and seeking funds to offset start-up costs.



ERIC W. BURKHARDT, Class of 1984

Eric is a partner in the law firm of Beall & Burkhardt, where his practice focuses on real estate and bankruptcy law. He was a "Cum Laude" graduate of Pepperdine University Law School in 1987, after graduating from UCSB with a major in Communication Studies and a Coaching minor. His clients include the Santa Barbara Association of Realtors, and in 1992 he was the Association's Affiliate of the Year. He has been on the Board of the Page Youth Center and the Santa Barbara County Bar Association. Eric is active in local sports and has coached for over 20 years. He has coached teams in boy's basketball and volleyball at Dos Pueblos High School. He is currently the general manager of the Santa Barbara Breakers Pro Basketball team and also has served as the team's assistant coach.



MARCIE CARSON, Class of 1990

Marcie is founding Principal and Creative Director of the award winning, Los Angeles-based graphic design firm IE Design + Communications. Marcie graduated from UCSB with a double-major in Communication and Art Studio. After several years in marketing and fashion (and a year-long stint touring the globe with Madonna), she founded IE with her husband and fellow UCSB alum, Corey Baim. Marcie's impressive roster of clients has grown to include names like: Getty, BMW, Disney, Dole and Hilton. She recently appeared on a top-ranking segment about working motherhood for ABC's "The View from the Bay" talk show and will soon launch a paper goods and gifts line called Mixt Studio.



JONATHAN DELONG, Class of 1998

Jonathan is the Executive Vice President of Business Development for ZOS Communications. Jonathan saw ZOS grow from a small start-up to a global emerging company focusing on mobile applications and mobile location management for developers. He currently oversees new business initiatives and partnerships globally. Jonathan was formerly in technology sales and marketing, held a board seat on the California - Nevada - Hawaii Affordable Housing Association, and had a lobbying role for technology in Washington, DC. Jonathan participates in several philanthropic endeavors, both locally and abroad and is a member of the UCSB Department of Communication Alumni Council.



DANA FELDBERG, Class of 1999

Dana serves as a Senior Business Analyst at Active Network, a technology and media company in San Diego, CA. As a member of their R&D program, she leads efforts to translate product vision into strategic requirements and system design for various software products and markets. Prior to joining Active Network, Dana worked for three years at Genex, an interactive agency in Los Angeles, where she guided strategic and research efforts for several Web properties for American Honda Motor Co. She spent the better part of a decade in traditional and interactive marketing, with experience in digital strategy, content creation, as well as project and client relationship management. After graduating from UCSB, Dana followed her passion for travel, including a brief stint in Galway, Ireland writing editorial content for The Irish Emigrant Web and print publications.



SUSAN GOODALE, Class of 1986

Susan is the Alumni Travel & Programs Director for 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. Susan has seven years of experience in the wine industry and has served on the board for 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 for whom she planned and coordinated an Educational Travel Conference.



RACHEL GREENLEE, Class of 2009

Rachel is an Assistant Account Executive in the National Experiential Marketing & Alliances department at Team One Advertising in Los Angeles. She assists in the planning and management of event sponsorships and brand partnerships for the Lexus automotive client. Her resume includes the U.S. Open (Golf), the Lexus Hotel Partnership Program, the LFA Supercar Launch, several notable Food & Wine events, and most recently the Lexus Ski Resort Driving Experience. Her responsibilities also include collaborating with other departments such as Creative, Legal and Cost Control to facilitate event planning, promotional elements, and incentive programs. Previously, Rachel was a retail intern at Nordstrom in San Francisco. Before graduating with honors from UCSB, Rachel studied abroad at the UC Center in Paris. She was the 2008-09 Career Services Marketing Peer, a Strategic Planner for SB Media Group, and a UCSB tour guide.



PHIL HAMPTON, Class of 1986

Phil is assistant director of the UCLA Office of Media Relations and Public Outreach. He serves as a campus spokesperson, provides public relations counsel to senior leaders, manages campus response to press queries, and helps to oversee editorial content development and other activities in a 15-person office. Prior to joining UCLA in 2003, he was the media relations manager and chief copywriter for Adler Public Affairs in Long Beach. Phil spent 11 years as a journalist covering local government and politics for *The Press-Enterprise* in Riverside, *The Desert Sun* in Palm Springs, and *The Camarillo Daily News* in Ventura County. He was editor-in-chief of the *Daily Nexus* in 1985-86. Phil earned a masters degree from the Medill School of Journalism at Northwestern University.



SCOTT HENNESSEE, Class of 1999

Scott is the host of Eye on the Desert, a nightly features show on KPSP Local 2, the CBS affiliated television station in Palm Springs, CA. He is also the Sports Director. In January, Scott hosts a live show from the red carpet of the Palm Springs International Film Festival Awards Gala. He has had the opportunity to interview stars such as Natalie Portman, Ben Affleck, Clint Eastwood, Morgan Freeman, and Leonardo DiCaprio. In his role as Sports Director, Scott has covered the NBA Finals, the U.S. Open and Bob Hope Classic golf tournaments, and the BNP Paribas Open tennis tournament. Scott's began his media career at UCSB where he was the Sports Editor of the *Daily Nexus* and Sports Director of KCSB-FM.



STEVE KERNS, Class of 1999

Steve is Vice President at Fleishman-Hillard. He is a San Francisco-based communications professional with a diverse technology background with extensive knowledge of the enterprise and telecommunications markets. He has represented unique consumer technology companies, provided public relations counsel for a wide range of start-ups, worked on a collection of venture capital projects, and delivered support for several technology industry events. Across these experiences, Steve leverages great media relations and content development skills, creativity and client service commitment to deliver meaningful results.



FRANK LEE, Class of 1998

Frank is the Sr. Vice President of Agency Strategy at The Search Agency, a top-tier Online Marketing Agency that offers advertisers a full-service solution to their search marketing campaigns, and is headquartered in Santa Monica, CA. Frank is responsible for the client services and media optimization teams for the SEM, SEO, Display, Feeds, Social Media and Consumer Experience departments. Additionally, he manages the strategic partnerships with all the major search engines and online publishers. Previously, he was on the Strategic Alliances team at Yahoo! & Overture Services, where he was responsible for managing the agency programs in the Western region. Frank holds a B.A. in Communication & Asian American Studies, is the President of SEMPO Los Angeles (Search Engine Marketing Professional Organization), a member of ThinkLA, and is on the advisory board for MediaPost's Search Insider Summit.



DANIELLE LEHMAN, Class of 2010

Danielle is a Project Manager for the User Experience and Design team at Myspace. Danielle has been responsible for working with a team of agencies and in-house designers to oversee the recent website redesign and rebrand. In addition, she oversees usability testing and consumer research to validate the new design direction. She is currently doing outreach to celebrities, entertainment studios, advertisers, and content providers to create content and advertising partnerships. She also develops content for the Myspace TV and celebrity pages. Prior to her position at Myspace, Danielle consulted as a marketing agent for a wide variety of organizations. In her free time, she is actively involved with an animal rescue organization where she oversees their social media strategy.



PAM LORD, Class of 1987

Pam is a strategic public and investor relations counselor for clients in the biopharmaceutical, diagnostics, and enabling technologies sectors. Pam joined communications agency Canale Communications as Senior Vice President in 2010 after working with Porter Novelli Life Sciences and earlier Atkins + Associates. Previously, she was a high-tech PR consultant with Eastwick Communications, and managed PR and marketing for San Francisco Ballet. While at UCSB, in addition to studying communication, Pam was active in the dance department and publicized performances of Repertory-West Dance Company and the Santa Barbara Dance Alliance. She is certified in healthcare regulatory PR and was awarded a Silver Bernays Award from the Public Relations Society of America in 2008.



DARIANN LUCARELLI, Class of 2005

Dariann earned her B.A. in both Communication and Professional Writing. Developing brands and working with start-ups has been a theme throughout her career, which began with the local Santa Barbara "launch" agency, Ideocore. After Ideocore, she became the Lifestyle Marketing Manager for CRUNK!!! Energy drink where she developed, implemented, and managed the college and music sponsorship programs. Currently, she is a Marketing Manager for Xirrus, a local wireless technology company. Whether launching a single-family home development, a music driven energy drink, or a wireless access point, she understands that it takes a certain kind of energy and enthusiasm to successfully grow a brand.



JAY MATHESON, Class of 1996

Jay is a business development executive at Apple Inc. where he creates and delivers events that educate customers with regard to Apple technology and provides 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.



DEBBIE MILLER, Class of 1983

Debbie is currently Head of Worldwide Marketing at CBS Films where she develops and implements innovative campaigns for their theatrical releases. She joined the company at its inception, seizing an opportunity to build the studio's marketing department from the ground up. Recent campaigns include *Beastly*, *The Mechanic*, and *The Back-up Plan*. Prior to joining CBS Films, Debbie completed a 7-year stint at Warner Bros. Pictures where she last served as Executive Vice President of Domestic Theatrical Marketing and spearheaded such campaigns as the Harry Potter franchise, and the Oscar winners *Million Dollar Baby*, *The Departed* and *Happy Feet*. With over 20 years experience in the field, Debbie also held executive positions at Twentieth Century Fox. She began her career as a personal publicist working for clients such as

Tom Cruise, Demi Moore, and Johnny Depp. Among her career highlights are award-winning campaigns for *Independence Day* and *There's Something About Mary*. She is a member of the Academy of Motion Picture Arts and Sciences and the Publicist Guild of America.

TODD NIEDERMEYER, Class of 1983

Todd is Senior Vice President with Stone & Youngberg's Private Client Group. He brings more than 20 years of asset management expertise to the group, where he develops investment strategies for wealthy individuals and families. Todd spent ten years with Wells Fargo, most recently as senior vice president in the firm's Investments' Wealth Management Group. Prior to his tenure at Wells Fargo, he worked for Black & Co.'s wealth management division as a principal and member of the firm's Board of Directors. Todd began his career in 1987 at the venerable Wall Street firm of Kidder, Peabody & Co. in San Francisco. His B.A. from UCSB was in business and environmental studies.



JAMES NICOLL, Class of 1981

James is Broker and Owner of Nicoll Insurance & Financial Services based in Ventura County. Nicoll is one of the few fully licensed Independent Life, Health and Disability insurance professionals in the area that represents only the top companies for his clients' benefit. He is a certified Long Term Care Insurance champion agent. Nicoll Insurance & Financial Services specializes in providing the best in family and business life insurance planning, vanishing mortgage funding, employee benefits, major medical insurance and Long Term Care insurance planning. He is a proud UCSB graduate and also was a member of the UCSB track team for two years.



MARLEY PELTA, Class of 2010

Marley works at United Talent Agency as the assistant to Elise Henderson, a television literary agent who represents television writers. She started in the mailroom as part of UTA's agent training program, where she was soon promoted to assistant. During her time at UCSB, Marley held six internships, including positions at CBS Television Network, The Santa Barbara Film Festival, Citrix Online, and *The Santa Barbara News Press*. She was a research assistant for Prof. Daniel Linz and graduated in three years with a major in Communication and a minor in Professional Writing.



VICKI PRENTICE-RUBIN, Class of 1980

Vicki is President of Vicki Prentice Associates Inc. in New York City, with her office in the International Building overlooking Rockefeller Center. 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 first Master's Degree in 1980 (BA in 1977). She is also an MA MATS TLC and is 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. She is a member of the UCSB Department of Communication Alumni Council.



ANNIKA RITTENHOUSE, Class of 2010

Annika has been working as a people operations coordinator at Google Inc in Mountain View, CA for the past 3 months. She is on the Career Development team where she supports the Google Sales function with event planning, website creation, analytics tracking, program development and global internal marketing. Annika graduated in December from UCSB with a doublemajor in Communication and Global Studies and a minor in Spanish. Prior to graduating, Annika studied abroad in Lund, Sweden and Madrid, Spain. While at UCSB, she held internships at the Education Abroad Program, at Evans, Hardy, and Young in public relations, and at UCSB Career Services. Annika spent last summer as an intern for the State Department in the Fulbright scholarship office helping to send hundreds of highly intelligent academics abroad to teach and conduct research.



LIZ ROCKHOLD, Class of 1985

Joining iParadigms, LLC in September of 2008, Liz brings over 20 years of experience in building and managing sales and marketing teams and driving growth in start up, turnaround, and established company environments. Her background includes extensive experience in the education and technology industries where she held a variety of executive positions in sales, marketing, and management. Liz was Director of Marketing at ABC-CLIO, Director of Technology Sales and Marketing at Cengage Learning, Manager of Technology Sales at Addison Wesley/Benjamin Cummings, and National Sales Manager for Education at Macmillan Computer Publishing. Prior experience also includes positions in sales and management at Borland and Prentice Hall. Liz manages the Sales and Customer Care teams at Turnitin, and is a member of the UCSB Department of Communication Alumni Council.



JAMES (JIM) SCHMITZ, Class of 1980

Jim oversees banking operations in the Middle Tennessee area for Regions Financial Corporation, the area's largest bank. He is a 15-year veteran with Regions, a top U.S. bank-holding company headquartered in Birmingham, Alabama, with \$146 billion in assets, operating 1,900 banking offices in 16 states. Prior to joining Regions, Schmitz spent over 10 years in the banking and mortgage banking industry. After earning his UCSB bachelor's degree, he studied at the graduate level at the University of Tennessee in Knoxville. He currently serves as the 2011 Campaign Chairman of the United Way of Metro Nashville and the 2011 Chair of the Heart Gala for the Nashville Chapter of the American Heart Association, where he is also a board member. Jim also serves on the boards of the Middle Tennessee Council of The Boys Scouts of America, the Nashville Downtown Partnership, the Middle Tennessee Transit Alliance and is the Treasurer of the Phi Sigma Kappa Scholarship Foundation.



MARY SHIRLEY, Class of 2007

Mary Shirley is a Senior Account Manager working with some of Google's largest healthcare advertisers and agencies. Specializing in health education, her main role is to understand trends on behalf of her customers and use Google's services to improve their businesses. For each of her clients, she oversees their online marketing strategy, data analysis, and campaign execution for media, including text ads, display, mobile, and YouTube. She has been at Google for three and a half years and currently resides in Boston. Mary is a member of the UCSB Department of Communication Alumni Council.



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 such as Edelman Public Relations, Golin Harris, The Milken Family Foundation, Procter & Gamble and The Virgin Entertainment Group. Currently she serves as the Executive Director for Ferrazzi Greenlight, a consulting company focused on optimizing relational capital for business success where she heads up business operations for the High Impact Team coaching division alongside company Founder and CEO Keith Ferrazzi. In addition to her B.A., she holds a Master's degree in I/O Psychology from the Chicago School of Professional Psychology.

Kibibi is a member of the UCSB Department of Communication Alumni Board as well as a member of the advisory board for youTHINK a young adult mentoring program run by the Zimmerman Museum in Los Angeles.



CHRISTINE STEELE, Class of 1983

Christine is principal consultant for her own firm, C. Steele & Associates. Christine's non-profit consultant experience spans the breadth and depth of not-for-profit administration and fundraising. Her niche is capacity building, and improving systems and infrastructure. Christine's 25-year career has included incorporating non-profit organizations; all elements of general management; strategic planning; board development and training. She excels at sustainable fund development planning and implementation, strategic non-profit marketing and public relations, including branding, case for support and collateral materials. In 1995, Christine received her Juris Doctorate from Pepperdine University School of Law, specializing in non-profit regulations, estate planning and planned gifts.



AMY MENKES STOODLY, Class of 1980

Amy is a Certified Legal Specialist in Workers' Compensation and a former co-chair of the Workers' Compensation Section of the Southern California Bar Association. She is on the board of Directors for Boys Town California. Amy regularly sits as a Judge Pro Tem and has been named a "Super Lawyer" in Southern California by her peers and *Los Angeles Magazine* for the past seven years. She was also featured by American Airlines as one of America's Most Influential Women in the Law. Amy 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*. Amy is also a legal analyst for Los-Angeles based CBS affiliate KNX

1070 News Radio, providing weekly commentary on a variety of legal topics, and a member of the UCSB Department of Communication Alumni Council.



REBECCA LAW STONE, Class of 2002

Rebecca is a marketing professional with over eight years of experience in marketing communications, brand identity, and social media. She most recently worked as the Marketing Communications Manager for a telecommunications equipment manufacturer overseeing all outbound communications for the company, including public relations, social media, e-marketing and trade shows. She is actively working to establish her own brand online and can be reached online at www.rebeccalawstone.com. Rebecca currently resides in Santa Barbara with her husband.



VALERIE WALKER, Class of 1980

Valerie Walker is the Founder and Executive Director of Operation Medical Libraries, a project that has over 50 American medical centers, associations, and universities collaborating with the United States military to provide medical, dental, and nursing textbooks to Afghan and Iraqi health care professionals. Concurrently, she is the Director of the UCLA Medical Alumni Association, a dynamic and distinguished professional network for its 10,000 Lifetime members. Valerie has an established reputation in volunteer management and relationship development. She has been interviewed by *The New York Times*, *American Medical News*, Voice of America and National Public Radio. In addition to her BA in Communication Studies from UCSB, she earned a Professional Clear Multiple Subject CLAD Teaching Credential from California State University at Northridge.

JAMES WATTS, Class of 1983

James Watts is a Sr. Vice President and Sr. Financial Advisor at Wells Fargo Advisors. He began his career at Wells Fargo Investments in October of 1997 as a Sr. Financial Consultant managing pension funds for closely held businesses. Currently he is responsible for overseeing the management of funds for High Net Worth investors at Wells Fargo. He and his team distinguish themselves by providing outstanding service and timely advice. One of 30 members of the Financial Advisor Advisory Council for Wells Fargo Advisors representing 16,000 Financial Advisors, James has been recognized as one of the top 75 Wealth Advisors in the Bay Area. Prior to joining Wells Fargo, James worked for Stephens Inc., as a liaison between Wells Fargo and Stephens Inc. and National Sales Manager for fifteen Business Investment Consultants that worked with business clients of Wells Fargo Bank throughout California and the Northwest. James has over 20 years of experience working in the financial services industry. He currently resides in Greenbrae, CA with his wife and two children.



HEATHER WILBURN, Class of 1998

Heather joined Google in 2002 and was one of the founding members of the Adwords online ads program, focusing primarily on developing advanced online strategies for small to medium businesses. In 2008, Heather joined the Google TV ads team. She currently manages clients in the Retail and Travel verticals, leveraging Google's real time TV measurement along with her knowledge in behavioral analytics to provide unique insights for her clients. Prior to joining Google, Heather spent 6 years in the hospitality industry. She transitioned to an online reservation company where she worked closely with a variety of Convention & Visitor Bureaus and Hotel/Motel Associations, helping their members leverage the internet to promote unsold inventory. In her spare time, she travels the world, is an avid photographer and enjoys refining her salsa dancing skills.



UCSB DEPARTMENT OF COMMUNICATION ALUMNI COUNCIL MEMBERS



JONATHAN DELONG, Class of 1998

Jonathan is the Executive Vice President of Business Development for ZOS Communications. Jonathan saw ZOS grow from a small start-up to a global emerging company focusing on mobile applications and mobile location management for developers. He currently oversees new business initiatives and partnerships globally. Jonathan was formerly in technology sales and marketing, held a board seat on the California - Nevada - Hawaii Affordable Housing Association, and had a lobbying role for technology in Washington, DC. Jonathan also participates in several philanthropic endeavors, both locally and abroad.



FRANCESCO (FRAN) D. MANCIA, Class of 1980

Fran is the Director of Government Relations for Muniservices, LLC. and 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. 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 recently completed a two year term as President of the League of California Cities' Partner Program. Fran earned a B.A. in Communication from the University of California-

Santa Barbara and an M.B.A. from the University of San Francisco.



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.



VICKI PRENTICE-RUBIN, Class of 1980

Vicki is President of Vicki Prentice Associates Inc. in New York City, with her office in the International Building overlooking Rockefeller Center. 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 first Master's Degree in 1980 (BA in 1977). She is also an MA MATS TLC and is 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. She is a member of the UCSB Department of Communication Alumni Council.



LIZ ROCKHOLD, Class of 1985

Joining iParadigms, LLC in September of 2008, Liz brings over 20 years of experience in building and managing sales and marketing teams and driving growth in start up, turnaround, and established company environments. Her background includes extensive experience in the education, and technology industries where she held a variety of executive positions in sales, marketing, and management. Liz was Director of Marketing at ABC-CLIO, Director of Technology Sales and Marketing at Cengage Learning, Manager of Technology Sales at Addison Wesley/Benjamin Cummings, and National Sales Manager for Education at Macmillan Computer Publishing. Prior experience also includes positions in sales and management at Borland and Prentice Hall. Liz

manages the Sales and Customer Care teams at Turnitin.



LAURA ROENICK, Class of 2005

Laura is the Event and Project Manager for United Talent Agency's 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 also 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.



KAMYAB SADAGHIANI, Class of 2008

Kamyab is the Vice President at Terra Universal, Inc. Terra Universal is a mid-sized manufacturing and marketing firm specializing in modular cleanrooms and related controlled environments. As Terra's VP, Kamyab oversees the company's manufacturing operations and customer service. He has also worked in sales at Terra. Kamyab graduated from UCSB with highest honors and distinction in the communication major, and he looks forward to joining Duke University's MBA program.



MARY SHIRLEY, Class of 2007

Mary Shirley is a Senior Account Manager working with some of Google's largest Healthcare advertisers and agencies. Specializing in health education, her main role is to understand trends on behalf of her customers and use Google's services to improve their businesses. For each of her clients she oversees their online marketing strategy, data analysis, and campaign execution for media including text ads, display, mobile, and YouTube. She has been at Google for three and a half years and currently resides in Boston



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 such as Edelman Public Relations, Golin Harris, The Milken Family Foundation, Procter & Gamble and The Virgin Entertainment Group. Currently she serves as the Executive Director for Ferrazzi Greenlight a consulting company focused on optimizing relational capital for business success where she heads up business operations for the High Impact Team coaching division alongside company Founder and CEO Keith Ferrazzi. In addition to her UCSB degree in Communication Studies, she holds a Master's degree in I/O Psychology from the Chicago School of Professional Psychology. Kibibi is a member of the UCSB Department of Communication

Alumni Board as well as a member of the advisory board for youTHINK a young adult mentoring program run by the Zimmerman Museum in Los Angeles. Kibibi resides and works in the Los Angeles area.



AMY MENKES STODY, Class of 1980

Amy is a Certified Legal Specialist in Workers' Compensation and a former co-chair of the Workers' Compensation Section of the Southern California Bar Association. She is on the board of Directors for Boys Town California. Amy regularly sits as a Judge Pro Tem and has been named a "Super Lawyer" in Southern California by her peers and *Los Angeles Magazine* for the past seven years. She was also featured by American Airlines as one of America's Most Influential Women in the Law. Amy 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*. Amy is also a legal analyst for Los-Angeles based CBS affiliate KNX

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