



2014 ADMIN AWARDS

OCTOBER 2014

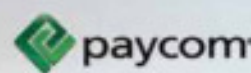
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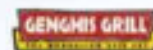
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ADMIN AWARDS CORE 24

A LETTER FROM THE FOUNDER



Core24 has long believed that an awards program recognizing administrative assistants in Dallas was long overdue. So in 2012, we created one – and the reception was truly overwhelming. We quickly learned that people absolutely love their admins!

So we did it again in 2013, and then decided that

Tarrant County admins deserve recognition too! So we launched The Fort Worth Admin Awards, which resulted in unprecedented nominations and attendance at an inaugural event.

Here we are again, with more than 500 nominations in support of Dallas area administrative professionals – and we are proving once again, louder than ever, that there is certainly no shortage of appreciation for this incredibly talented community of professionals.

The Admin Awards is the first program of its kind in the United States to publicly honor the invaluable contributions of administrative professionals and we are proud to say it began right here in Dallas – especially as we roll this important program out nationally.

Each year, The Admin Awards appoints an independent board of 10 judges to evaluate nominations and carefully select finalists and winners who they believe best meet the criteria in nine award categories. Comprised of executives and executive assistants, the judges reached one consensus early on: competition was fierce and nomination after nomination succeeded to inspire, impress and enlighten them to all that administrative professionals are – and do.

The Admin Awards would simply not be possible without the support of our sponsors – from our presenting sponsor, Delta Dallas, to those companies that supported their finalists with a table sponsorship

and everyone in between; these companies truly understand the importance of a recognition program for administrative professionals and the massive impact that recognition and appreciation can have on admins' spirits.

We continue to be incredibly thankful for Colleen Barrett's support as she passionately presents The Admin Awards' most prestigious award, The Colleen Barrett Award for Administrative Excellence. As most people know, Colleen began her career as Herb Kelleher's secretary and over the course of four decades, she went on to become President and COO of Southwest Airlines, demonstrating for every admin that the sky truly is the limit for those who reach for it.

This year's Admin Awards was carefully guided by an important group of administrative professionals, better known as the 2014 Dallas Admin Awards Advisory Board. Their guidance, wisdom, candor and commitment contributed to the success of this year's program in countless ways – and helped us avoid countless missteps.

Among all this excitement, there's one piece of important feedback we received this past year from an admin who attended the nominees' cocktail reception. She wrote, "I attended the cocktail party proud to be a nominee. I left proud to be an admin."

And for us, it just doesn't get better than that.

2014 BOARD OF JUDGES

COLLEEN BARRETT, President Emeritus, Southwest Airlines
 MONICA BRADY, Executive Staff Assistant to VP of Customer Insights and Corporate Initiatives, JCPenney
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 LISA HALL, Executive Assistant to SVP of Global Intelligence, Hunt Consolidated, Inc.
 LAURIE MAGERS, Executive Assistant to Zig Ziglar, Ziglar, Inc.
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 and 2013 Winner of The Colleen Barrett Award for Administrative Excellence
 DAWN TONGISH, Journalist

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THANK YOU TO OUR EVENT PARTNERS

This event would not have been possible without our event partners who have donated countless resources of time, energy and passion to help make The Admin Awards™ a success.



FINALISTS: ABOVE THE CALL RECEPTIONIST AWARD

The Above the Call Receptionist Award honors the RECEPTIONIST who goes above and beyond the call in delivering an exceptional first impression and serves internal and external customers with professionalism, enthusiasm and care, leaving a lasting impression with all they come into contact with. (*NOTE: Nominee must spend 50 percent or more on average of their time daily fielding/handling phone calls in order to qualify for this award.)

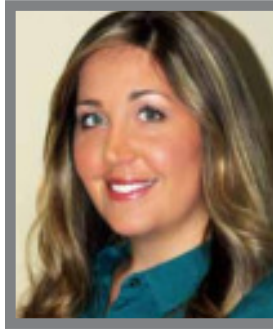

**ALISHEA HELM,
CHILDREN'S MEDICAL CENTER**

Alishea Helm is 35 years old and a single parent of two handsome boys, Micah and Kyrie, ages 13 and 4. Her children are her pride, joy and motivation. Alishea's motto is "I do it for my kids;" however, she has learned that she also needs to do it for herself.

Alishea has been an administrative assistant for 15 years. Her experience allows her to be the best in a range of professional forums. Recently, she has thought about exploring other career options that will allow her to take on more responsibility, master new skills and promote growth.

The things she enjoys most are spending time with family and friends, writing poetry, and creating graphic and web designs. She thinks of herself as a bubbly, creative and inspiring person. Alishea is humble and content with very little, and yet always finds herself being blessed with wonderful opportunities.

She treats everyone with respect because in the words of Maya Angelou, "I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel." Alishea always wants her first impression to positively reflect who she is.

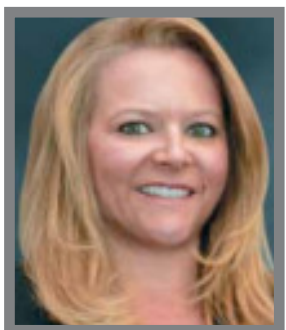

**BROOKE ARNETT,
ONESOURCE VIRTUAL**

Brooke Arnett is the receptionist for OneSource Virtual in Las Colinas, Texas. She has more than 15 years of administrative experience, an associate credential in child development and two years toward a psychology degree. Prior to joining the OneSource team, Brooke served in the early childhood field as an assistant center director, lead training teacher and kindergarten preparatory teacher. She returned to the business world excited to be part of a rapidly growing company already recognized for its innovation in the business process outsourcing industry. Her passion is

providing exceptional service both inside and outside the company and forming genuine relationships with people she encounters. This passion is supported by a team with a phenomenal value system that makes each day fun and rewarding. She currently resides in Bedford with her husband, Jeremy, and their two children.

FINALISTS: ACHIEVER AWARD

The Achiever Award recognizes the admin who successfully managed and completed a significant project that had a positive company-wide impact. For example, projects like office relocations, social media campaigns, corporate events and activities, software implementations, reorganizations and rebrands would be among examples of Achiever Award-worthy nominations.


**KIM BAXTER,
NATIONAL ROOFING PARTNERS**

As the director of administration for National Roofing Partners, Kim has the responsibility of overseeing multiple departments including HR, Customer Service, Office Management, Invoicing and Collections. With over 15 years in the construction industry, her knowledge of administrative duties is extensive.

Kim received her B.A. in science and liberal arts with a minor in business administration from the University of Central Oklahoma in 1996. It was then that she moved to Dallas to pursue a career in public relations and begin her

master's degree in accounting. In 2000, her father-in-law asked her to join the family business of Commercial Aquatics Construction where she oversaw the office personnel, HR, purchasing, insurance and contract documents until 2012 when he decided to retire and close the business. Since that time, she has been with National Roofing Partners. In October 2013, Kim orchestrated the move of NRP from their Dallas office to their current location in Coppell. In June, NRP was voted the no. 2 best small business in Dallas to work for by the Dallas Business Journal.

Kim currently resides in Carrollton with her husband and two children. She loves traveling, big game hunting with her husband and shopping.


**DANA DIEMER,
ESSILOR OF AMERICA**

In 1998, Dana Diemer began her administrative role at Essilor, supporting the VP of Marketing and the respective marketing team. Through organizational growth and development and the changing landscape that brought, her position developed into even more of an executive support role, supporting the president of Essilor's US subsidiary in Dallas.

Today, Dana supports the US-based Chief Operating Officer, Essilor International; President, Essilor of America; SVP Strategic Initiatives; SVP Corporate Initiatives; and VP

Service Marketing & Business Development. Her primary support to the US team consists of maintaining daily agendas and all details involved. In addition to supporting the US team, Dana coordinates agendas and details for the global teams that interact with the US business unit. She is also responsible for planning and coordinating employee appreciation events and other strategic campus functions.

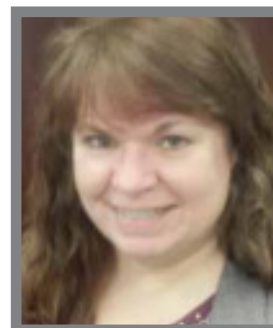
Dana is proud of the work she has done and is doing at Essilor and looks forward to future opportunities and challenges with this world-class team and company!


**GLADISH LAWRENCE,
YUM! EMERGING BRANDS**

Gladish Lawrence was a detention service officer for the Dallas County Sheriff's Department and a private investigator before she found her true calling of being an administrative professional for 15 years. While 9 of those years were spent on the international side of YUM! Brands in Marketing, Engineering and QA, she recently has been supporting YUM! Emerging Brands, an incubator of sorts to start new concepts or brands. While starting new concepts from the ground up is exciting, she is responsible for managing projects, HR services and benefits, payroll, risk

management, restaurant training and event planning, along with her administrative role.

Though she received her certifications in Auto-CAD for civil and architecture, she feels fulfillment in being an executive assistant. "I am grateful to work for a company like YUM! Brands where I have the privilege to be challenged and advance my skills as an administrative professional. I see my role as more of a service rather than a job," she says. In her spare time, Gladish enjoys spending time at the gun range, spending time with family and friends, being involved in her church and interior decorating.


**KERRI SMITH,
DALLAS COUNTY COMMUNITY COLLEGE DISTRICT**

Kerri Smith is a senior administrative assistant at El Centro College. She earned her bachelor's degree in education and enjoys working in the educational system. She's worked at ECC for almost three years. During the last few months, Smith helped launch the 10,000 Small Businesses initiative at Dallas County Community College District. She served as the program/project manager and handled all aspects of the application process for scholars while simultaneously ordering furniture and supplies, helping with the launch reception, and planning and organizing

the national training that the college hosted for the program in July and August. She exhibited extraordinary flexibility by doing whatever had to be done, working nights and weekends and juggling the competing priorities of all the partners involved.

Kerri and Rodger, her high school sweetheart, have been married for 26 years. During Rodger's 12 years in the US Navy, they had the pleasure of living in five different states. After moving back to Texas, Kerri and her husband had a son, Kooper, who is now 11 years old. In her spare time, she enjoys serving as PTA President of her son's school in Allen and tending to her flowerbeds.



The purse raffle proceeds will be donated to S.O.U.L. Church in the name of Caroline Berry, with Spring Valley Construction Company, winner of the 2014 Community Champion Award.

ADMIN AWARDS CORE 24

FINALISTS: THE BIG IDEA AWARD

The Big Idea Award celebrates the administrative professional who has come up with an idea that had a considerable impact on a company, such as (but not limited to) increased revenue, reduced costs, improved operations, customer retention, etc. within the last three years. The Big Idea Award was created to encourage and inspire administrative professionals to communicate their ideas and ingenuity to senior executives within their organization.



KIMBERLY BRUCE, ENTREPRENEURS FOR NORTH TEXAS

Kimberly is the operations and communications associate at Entrepreneurs For North Texas, a program of Communities Foundation of Texas. She joined the EFNT team almost as soon as her plane took off from San Jose, CA, and hit the runway at DFW two years ago, and she spent no time taxiing. Instead, Kimberly leads the way in strengthening EFNT's website and social media presence. She develops content for collateral materials, newsletters and educational documents. She tracks the metrics for EFNT's success and interfaces with donors, board members

and volunteers, all while managing the many day-to-day tasks requested of her by her co-workers. It's easier to ask what Kimberly doesn't do! Having developed a reputation for her can-do attitude, Kimberly approaches the daily stream of deadlines with grace, and her competence, professionalism and relentless optimism make her a highly valued colleague at EFNT.

Kimberly has 10 years of experience in nonprofit development and communications support roles. Prior to EFNT, she worked for Community Services Agency of Mountain View after several years at two American Red Cross chapters. Kimberly's education is in studio arts and graphic design. In her free time, Kimberly enjoys traveling with her husband.



SHANIKA HUNTER, HEAD START OF GREATER DALLAS

"Never confuse effort with results," a quote that rings so true in the professional life of Shanika Hunter.

Since 2009, Shanika Hunter has been a results-oriented employee of the Head Start of Greater Dallas, in her current position as the administrative assistant to the community development director. She has worked in the nonprofit arena her entire working career, first as a case manager for an adolescent drug treatment facility and then on to Head Start, where she started as a family and community advocate. Always able to see beyond what is placed before her, Shanika has played a very instrumental role in the agency's rebranding and attainment of its \$9 million required federal match. She is a visionary who has been able to combine the unique perspectives of employee, consumer, customer and supporter. She believes that excellent customer service, creativity, a true passion for people and a "can do" attitude has set her apart.

Shanika is a native of Dallas who enjoys reading, the arts, and enjoying her children and family.

FINALISTS: THE COLLEEN BARRETT AWARD FOR ADMINISTRATIVE EXCELLENCE

The Colleen Barrett Award for Administrative Excellence is the Core24 Admin Awards® most prestigious award. This coveted award is presented to the admin who best demonstrates the qualities listed below, many of which enabled Colleen Barrett's rise from legal secretary to President and Chief Operating Officer of Southwest Airlines and contributed to the company's legendary corporate culture and extraordinary success. These qualities are: high proficiency, must share the same values as their organization, must be passionately committed to their organization's cause or purpose, must demonstrate a passion for legendary customer service both internally and externally, and must have a heart for employee advocacy -- making sure the company always does right by its employees.



TIFFANY CONE, RYAN, LLC

Tiffany Cone began her career as an administrative assistant in the marketing and advertising department of a national grocery retailer in 1991, which helped her develop the keen attention to detail she is known for today. Over the next 17 years, Tiffany expanded her business acumen by taking on greater roles of responsibility in snack food manufacturing, pharmaceutical and government contractor industries.

Since 2008, she has been in the tax services industry serving as executive assistant to Ginny B. Kissling, President, U.S. Operations and Principal at Ryan, LLC.

During her tenure at Ryan, Tiffany has been an essential part of ushering numerous initiatives across the finish line, not the least of which was the two years she spent fine-tuning the executive assistant onboarding program. She is very passionate about helping others succeed while learning from others as well. Tiffany is a native North Texan who supports not only the local community through opportunities at Ryan, but also spinal cord injury fundraising for her sister. She has one child, Garrett, who recently married and serves in the United States Marine Corps. Tiffany and her husband, Buster, enjoy riding bikes, golf, travel and spending time with friends and family.



MOLLY SCHINDLER, BAIN & COMPANY

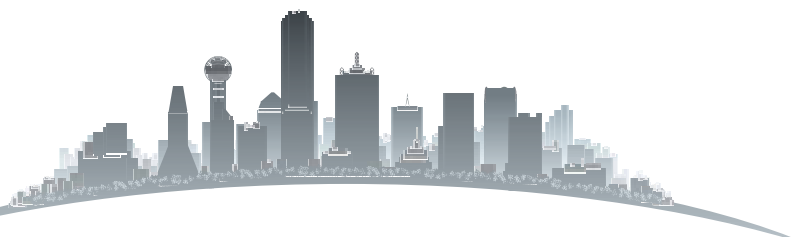
Molly joined Bain in 2008 as receptionist and has managed to move into several different roles throughout her tenure. After only six months, she was promoted to Case Team assistant to support consulting staff with graphic assistance and presentation production. Molly held this role for two years before becoming a manager assistant where she supported anywhere from five to nine managers at one time. Molly built a reputation for being reliable and hard-working even while taking on an "extra 10 percent" of event planning and catering for the office.

She took on a dual-role of MA/EA while covering for the assistant to the Office Head and upon their departure from Bain, she was specifically asked to support the Office Head in addition to the lead partner for Bain's Texas Private Equity team as well as a partner highly involved in Bain's Oil & Gas practice.

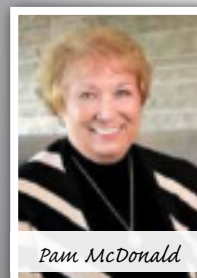
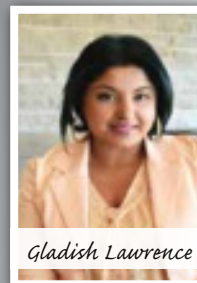
Molly continues to commit herself to aiding in the success of her partners while still being able to serve on the board of Flight, one of Dallas' newest Young Professional Organizations and supporter of Vogel Alcove Childcare Center for the Homeless, volunteer as a tutor for Reading Partners, and spend time with her boyfriend and pets, Chris, Sawyer, and Richard Parker.

Trintech Congratulates All of the 2014 Dallas Admin Awards Nominees

Thanks to Administrative Professionals for All You Do!



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CONGRATULATIONS!

Gladish Lawrence, Yum! - The Achiever Award

Pam McDonald, KFC - The Leadership Award

The entire Yum! family is proud of our 2014 Admin Awards finalists - Gladish and Pam! These ladies exemplify loyal, hardworking administrative professionals supporting two of our fantastic brands. Thank you for all that you do!



FINALISTS: COMMUNITY CHAMPION AWARD

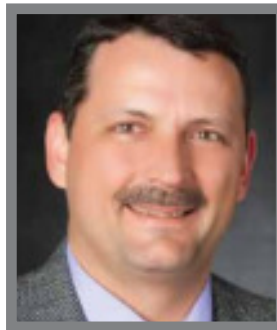
The Community Champion Award is awarded to the administrative professional who best demonstrates a commitment to serving others in their community and works internally to inspire employee volunteerism, community service and good corporate citizenship.

**LUPE BILLINGSLEY, AT&T**

Lupe Billingsley started her career with AT&T in 1978 in the Building Operations group in Dallas. She supported this organization in various areas throughout her career with the transitioning of Southwestern Bell, SBC and now AT&T to her current position of executive assistant to Sr. Vice President, Corp Real Estate.

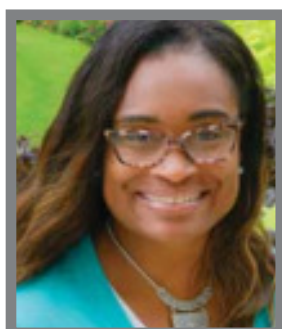
Lupe has been a longtime active member of AT&T's Dallas Employee groups, Pioneers and HACEMOS. In addition to volunteering for these organizations, she is also very involved in her local community of Grapevine, Texas. She is a 15-year CORE youth volunteer teacher and other ongoing events at St. Francis of Assisi Church. She also volunteers at numerous activities with her children at Grapevine High School during the school year.

Lupe is married, has three children, is one of 10 children and enjoys gardening, cooking, family and visiting with friends.

**SEAN BRADSHAW, AT&T SERVICES, INC.**

Sean Bradshaw started his administrative career in 1997 at a small finance company in San Antonio before joining SBC (now AT&T) in April 2000. In 2008, he relocated to Dallas where he supported the General Attorney & Associate General Counsel for the Shared Services & IT Group. Sean supported this group for more than 13 years before transitioning to his current role of executive assistant to the Senior Vice President of AT&T Operations Planning & Optimization in January 2014.

Sean serves as the secretary for the DFW chapter of LEAGUE, the AT&T Employee Resource Group serving the Lesbian, Gay, Bisexual, Transgender (LGBT) and Allies employees. He also performs as vice chair and produces the newsletter for Couples Metro Dallas, a socially oriented group made up of LGBT couples in committed relationships.

**KRISLYNN HENDERSON, CHILDREN'S MEDICAL CENTER**

Krislynn Henderson is currently the senior administrative assistant to one senior director, two directors and seven clinical managers at Children's Medical Center of Dallas. She began working at Children's in 2007 and she serves as the cohesive unit to the leadership team. To say that Krislynn is the glue to mission achievement is an understatement. Her personality, smile, professionalism, flexibility and dedication make her an asset member of the team.

Krislynn serves as a youth leader in the Youth Ministry at Friendship West Baptist Church in Dallas, and is currently a licensed foster parent with Refuge House. Krislynn and her husband Damian have 11 children, which consist of two biological, four adopted and five foster children.

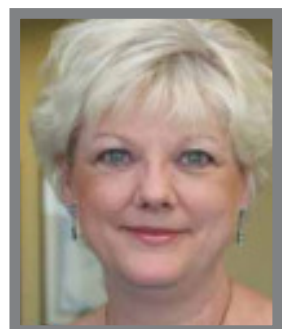
**WENDY GARRETT, THE INSOURCE GROUP**

Wendy is passionate about helping others; in fact, she's made it her life-long mission. She began her philanthropic journey over 32 years ago, when she helped process donations for United Way. She then went on to help The Denton State School with holiday fundraising. For the last 25 years, Wendy has been assisting IT recruiting firms jumpstart their charitable initiatives. Her dedication and selflessness eventually led her to The Insource Group, where she has spent the last eight years assisting and organizing charitable events like Freedom Day and School is Cool for the entire office.

She has even taken to involving her two daughters in philanthropic projects over the years. Both of them now take great interest in giving back as young adults. When she is not giving back to the community, she makes time to travel to beach destinations with her husband.

FINALISTS: LEADERSHIP AWARD

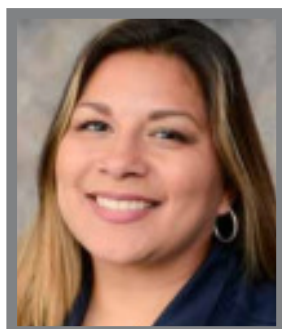
The Leadership Award recognizes the administrative professional who serves as a leader and mentor to other administrative professionals (either by job description or hard-earned respect), leads by example, and is passionate about helping their fellow employees succeed and reach their goals.

**KELLI HUNT, ALLIANCE DATA**

Kelli Hunt is one of the most trusted faces inside Alliance Data's corporate headquarters. As the executive assistant for the General Counsel's office and the Chief of Staff, she supports some of Alliance Data's high-ranking executives. She loves her team and says she has "the honor to work for the best of the best." She seamlessly takes care of the day-to-day details so that the executive staff can focus on the important matters of running a company on the S&P 500. Kelli's administrative career began in 1981 at Frito Lay, working more than 16 years for several executives in various departments. From there, she became the assistant to the

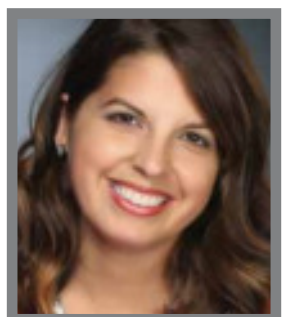
President of Co-Counsel, a Legal Staffing agency. This is where her interest in the legal field grew, leading her to a position in Alliance Data's Corporate Legal department in 2002.

Kelli graduated from Navarro College and received her paralegal certificate from the Professional Development Institute at the University of North Texas. Outside of the office, she enjoys spending time with her husband of more than 30 years and waiting for her two daughters to make her a grandmother!

**ATHENA LABELLE, CHILDREN'S MEDICAL CENTER**

Athena LaBelle has been at the heart of hospital operations since 2002. She began her career at St. Paul University Hospital in adult care and then moved to pediatrics at Children's Medical Center in 2004. Athena is currently serving as the Patient Access Team Lead in the At Risk Children Center and the Continuity of Care Clinic. She loves the mission of both of these clinics to serve the underserved population, where she started at the front desk and has worked her way up to leading staff. Her passion for the work she does speaks for itself and she has been awarded

on numerous occasions for customer service, patient advocacy and developing best practices. She says she didn't realize at that time that she would be taking a job that would turn into a successful and fulfilling career. "I absolutely love what I do and the difference that I can make in so many lives daily," she says. Patients that she has helped in the past and that have outgrown the services that the clinic provides often come back to visit her. She says that is her greatest success, knowing that she has made life better for children.

**VAL MARTINEZ, AMERICAN RED CROSS - NORTH TEXAS REGION**

Val Martinez serves as the manager of executive administration for the American Red Cross North Texas Region, supporting CEO T.D. Smyers within the executive team. As the North Texas Region works to optimize the efficiencies of a national enterprise and build a culture of collaboration across 96,000 square miles, Martinez works with Smyers to optimize his time and to strengthen the dynamic of more than 85 paid staff members, 37 metropolitan board members and over 6,000 volunteers.

Dedicated to what the Red Cross does worldwide, as well as the local mission, Martinez serves as a digital volunteer, shelter volunteer and a Disaster Action Team (DAT) member in training.

Martinez is earning her degree from Tarrant County College. She and her family live in Arlington, where her direct supervisor is her five-year-old daughter, Gracie. With Gracie's direct and no-nonsense approach to feedback, Martinez has blossomed as a parental figure.

**KIM VALKER, GRANITE PROPERTIES**

Kim Valker is the executive administrator for Granite Properties, supporting the chief executive officer, chief operating officer, chief financial officer and director of accounting, and also serves as the office manager for the Dallas office.

Prior to joining Granite, she worked in the real estate industry for P.O.B. Montgomery & Co. and the real estate division of Nortel Network. She has been with Granite Properties for a combined total of 10 years. Along with her day-to-day responsibilities, she enjoys interacting with the Granite corporate administrative assistants, mentoring new hires, and has served for three years on the Granite

Community Involvement Committee. Kim is currently president of the Texas YPO Secretaries.

She enjoys being involved with the community and joins her husband in supporting Frisco Family Services. The project closest to her heart is making blankets for the Collin County Children's Advocacy Center in Plano. Since its inception in 2011, this project has grown year-over-year and has recently been adopted in Granite's Houston offices.



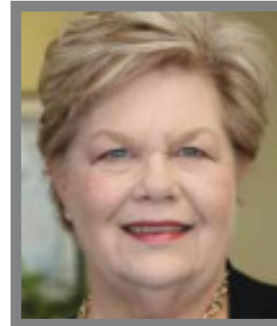
ABOVE THE CALL RECEPTIONIST AWARD FINALIST
All of us at Behringer congratulate
Dori Kuhn

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ADMINAWARDS^{CORE 24} FINALISTS: LOYALTY AWARD

The Loyalty Award is presented to the fiercely loyal administrative professional who has a 10 year or greater history of effective service to their current organization in an administrative role, and consistently demonstrates tireless dedication and commitment to supervisors, employees and customers.



MARY BALL, ALLIANCE DATA

Mary Ball has been an administrative professional for 47 years. She's spent more than 13 years of her career as an executive assistant at Alliance Data, supporting the Legal and Audit departments. Known throughout the company as a team player and a "go-to" person, she's also deeply involved and committed to the company's annual United Way campaign. "I'm proud to be part of a great team here," Mary said. "I am especially proud of my many years of involvement with the United Way Campaign at Alliance Data; the philanthropic endeavor is a real passion of mine." Mary has a daughter and two teenage granddaughters

who she is immensely proud of.



LINDA BERRY, AT&T

Linda Berry has served as the executive assistant to John Stephens, senior executive vice president and CFO of AT&T, since 2001 when Mr. Stephens was a VP in the tax group for AT&T's predecessor, SBC Communications. She started her career with Southwestern Bell Telephone Company in Waco in 1969. In 1974, she blazed trails as the first woman in her region to work in a central office, climbing ladders and soldering wires to ensure Southwestern Bell customers had reliable phone service. In 1979, Linda became a clerk in Southwestern Bell's San Antonio office, serving in this capacity until 1992 when she assumed an administrative role in the company's headquarters. From 1992 to 2001, Linda served as receptionist and executive assistant for a variety of groups before being named assistant to Mr. Stephens.

Linda is widely respected within AT&T for her kind demeanor and ready willingness to lend a helping hand. In her community, Linda brings a passion for music, nurtured over three decades, to her role as the pianist for her church. Linda and her husband of 35 years, Leonard, are proud to have raised two daughters who have blessed them with four beautiful grandchildren.

Fran De Gennaro, Mary Ball, and Kelli Hunt



2014 ADMINAWARDS^{CORE 24}
NOMINEES

Thanks for your outstanding work!  AllianceData.



DEBBIE ROBERTSON, TARGETBASE

Debbie Robertson is currently the administrative coordinator at Targetbase, a leading U.S.-based Customer Engagement Agency and Marketing Services Provider (MSP). She works closely with the SVPs in Client Service, supporting various client teams. In addition, Debbie supports the Executive Creative Director and the Creative team. Debbie's can-do attitude, resourcefulness, ingenuity, creativity and love of helping others make her the perfect fit for such a diverse role and agency life. She enjoys mentoring new hires and is a vital member of the Targetbase Support team.

When Debbie transferred from Targetbase's sister company, MARC Research, in 1996, she felt like she had finally found her life's calling in the role of administrative coordinator. Prior to joining Targetbase, Debbie held a variety of positions including office manager, project manager, SR QA specialist, field auditor and coder in the Texas and California offices of MARC Research.

While at MARC Research, she interviewed Jim Robertson in a survey for a leading beer maker. They were married in 1971 and have two adult sons, Sean and Jesse. Debbie is also a passionate animal lover and active animal rescuer. Debbie and Jim currently share their home with rescue dogs, Murphy and Harley, and rescue cat, WALL-E.



JUDY TURNER, STAFFELBACH

Judy Turner began her career with Staffelbach in 2002 with more than eight years administrative experience in the Corporate Office environment. She initially worked in Staffelbach's Marketing Department as sales assistant and currently serves as contract administrator assisting associates and team members. Judy is expansively involved in the day-to-day business of the organization. She performs many necessary administrative functions to maintain a smooth project process and fulfill a vital role for the Design, Tenant Development and Corporate Services teams. She also serves as back-up to the marketing coordinator, supports Human Resources, and stands ready

to assist wherever the need arises.

In her 12 years at Staffelbach, she has had the pleasure of experiencing many endearing friendships and has enjoyed working with some of the most exceptional and talented people in the industry.

Judy loves spending time with friends and family. She enjoys outdoor activities and weekend excursions. One of her favorite places in Dallas is Klyde Warren Park, which she enjoys exploring with her granddaughter, and sampling various food truck specialties.

Judy's true passion is traveling. She looks forward to the next chapter in her life, which will include traveling with friends and family abroad and closer to home.

**DR PEPPER
SNAPPLE** GROUP

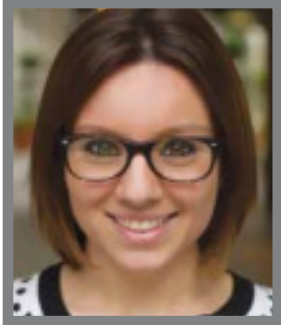
Congratulations to our
Spirit Award Nominee,
Ava Spooner!

We love you!
Your DPS Family

CORE 24
ADMINAWARDS

FINALISTS: ROOKIE OF THE YEAR

The Rookie of the Year Award celebrates an administrative assistant or receptionist, new to the administrative profession (career as an admin started less than three years ago), who has demonstrated the greatest potential to excel. This award honors professionals who are starting their career as an administrative professional, have reentered the workforce as an admin or made a career change to an administrative role.



BRYN EMERY, DHD FILMS

Bryn Emery currently serves DHD Films as special projects manager and executive assistant to President/Chief Success Officer Hussain Manjee. She has been an administrative assistant for two years and joined DHD Films in April 2014. In her current role, Bryn wears multiple hats but is responsible for managing the President/Chief Success Officer's day-to-day calendar and tasks as assigned by the executive leadership team. Bryn is instrumental in project management and coordination for various initiatives including government contracting support and certification management. She manages the

company's supplier diversity program and handles the design and implementation of internal communications strategy. Bryn's background in human resources has proven valuable, as she provides support during the new team member onboarding process.

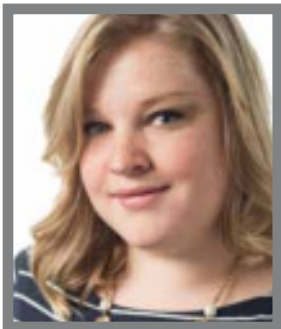
Outside of the studio, Bryn can be found improving her backhand on the tennis court or scouting her next travel locale. Bryn's bubbly personality and vigor for life is a welcome force to those around her. Though a native of New Jersey, Bryn has acclimated to the southern hospitality (and Texas heat) and now calls Dallas home.



AMANDA FREEMAN, OMNI DALLAS HOTEL AT PARK WEST

Amanda started her career in hospitality about 10 years ago as a restaurant employee. Since then, she has worked her way up through several jobs in food service, earned her bachelor's degree in hospitality management from the University of North Texas, and gained some great experience from peers and bosses along the way. She yearned to work for a distinguished hotel company like Omni since college and last year, she decided to take that step by accepting her current position as the executive assistant for the Omni Dallas Hotel at Park West. She

could not ask for a better group of executives to work for! Amanda finally feels like she has found her place in the workforce, as all of her best professional qualities are able to shine in this position. She feels extremely grateful to have been nominated for this award and is thrilled that she's been able to make an impact at this wonderful hotel. Amanda looks forward to many more great years with her company.



JULIA SHOCKLEY, BRINKER INTERNATIONAL

Julia Shockley is currently an administrative assistant at Brinker International, the parent company of Chili's® Grill & Bar and Maggiano's Little Italy®. She joined Brinker in 2013, and was recently promoted to her current role in which she supports the Global Business Development, Domestic Franchise and Brinker Canadian Restaurant teams. Her unique position allows her to utilize her strong organizational and communication skills to help align the various departments within the company.

Prior to joining Brinker, Julia held multiple positions including preschool teacher, special education teacher's aide and receptionist. She holds a bachelor's degree in

historical studies from the University of Texas at Dallas, with a focus on Holocaust studies. Born and raised in Dallas, Julia enjoys reading, cooking and discovering new aspects of her hometown.



LAURA THRELKELD, NATIONAL ROOFING PARTNERS

Laura was born and raised in Naples, Fla., but after 18 years in the same town, she chose to branch out and try a university out of state. She attended Northern Arizona University in Flagstaff, Ariz., majoring in public relations and advertising. Immediately upon graduating, Laura moved to Chicago, Ill.

In Chicago, her first job was an EA to the CEO of a small advertising agency, which gave her great experience but after a year or so, Laura chose to change paths and try other lines of work. After three and a half years in the

Windy City, she decided to head back to Arizona.

About a year ago, Laura relocated to Dallas and landed a receptionist position with a small (but mighty) company, National Roofing Partners. After a few months, she was asked to move in to the role as the President's assistant, which is where she has remained for almost a year! It's been an amazing opportunity to work for such a great boss. She feels appreciated every day, which only makes her want to be better! Not having family close by has been hard, but she is lucky to have such a wonderful work family to make her feel at home.

Comerica Bank congratulates
Debbie Johnson
for her well-deserved
nomination for the Colleen Barrett Award

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CONGRATULATIONS TO OUR 5 FINALISTS!

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- Joanie Ensom – 22 Years of Service
- Vicki Holloman – 14 Years of Service
- Lorraine Leon – 11 Years of Service
- Shannon Jones – 7 Years of Service
- Sandy Sambrano – 4 Years of Service
- Kathy Manos – 2 Years of Service
- Sandra Garnett – 1 Year of Service

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ADMIN AWARDS CORE 24

FINALISTS: SPIRIT AWARD

The Spirit Award celebrates the administrative professional who consistently exhibits a positive, spirited outlook and has good energy that colleagues and vendors alike find contagious and uplifting. This is the person people are drawn to during good days and bad, for an energy boost, pep talk or happy fix.



TAMMY AVERY, MAXIMUSALLIANCE

Tammy Avery supports the partners and staff of MAXIMUSalliance and ensures the smooth and efficient operation of the office. In early 2014, she joined the company shortly after moving to Texas from Colorado with her husband and three dogs. Prior to joining MAXIMUSalliance, she held a variety of executive and administrative assistant positions in various industries.

Tammy was the executive assistant to the President of an educational research firm and the executive assistant to the Vice President of Campus Operations at a graduate university. In addition, she supported high-level executives at a test publishing company. Her previous experience also

includes several years in the hospitality industry, including positions in management for major hotel chains where she honed her outstanding customer service skills.

Tammy holds a BA in business administration from Ashford University. Her personal philosophy is, "It's not a matter of whether or not it can be done; it's a matter of how can I get it done."



FRAN DE GENNARO, EPSILON DATA MANAGEMENT, LLC

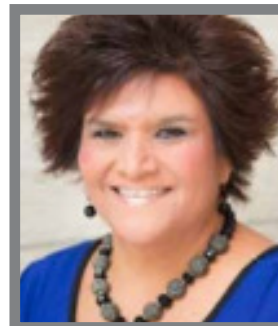
Fran De Gennaro can drive an 18-wheeler, speak legalese and send an executive around the world with one hand tied behind her back. Her varied professional career led her to her current position as executive assistant to the Executive Vice President, General Counsel and Chief Privacy Officer, at Epsilon, a global marketing and data services company with 53 offices and more than 6,000 employees.

Frequent legal communications and high-profile meetings come with the job when the parent company is publicly

traded. Fran must also ensure smooth sailing for her boss who frequently travels all over the world.

Her experience before Epsilon is as colorful as Fran herself. This includes working for a senior officer in telecommunications, being the assistant to the Captain at the Command Recruiting Office for the Army, and even spending time as an independent trucker -- she has her Class A CDL license and has driven an 18-wheeler with a 53 ft. trailer across the country.

Fran's favorite hobbies are watching vampire movies, eating Italian food, kvetching and shopping for bling. Fran is a New Yorker at heart, but got to Texas as fast as she could. Fran and her husband have two grown daughters and five grandchildren.



ROSALLIE HACKLEY, AT&T

Rosallie Hackley is the executive assistant to Rick Moore, Senior Vice President, Corporate Development, at AT&T in Dallas. She has been in this position since 2010.

Rosallie started her career with AT&T in November 1999 in the Procurement Organization as an administrative clerk supporting various directors and the Office of the President of Procurement.

In 2000, she was promoted to executive assistant to the President of Procurement & Supply Chain for a total of 10 years in this role at AT&T.

From 1984 to 1999, Rosallie worked for Valero Energy Corporation in San Antonio as an administrative clerk before being promoted to administrative assistant in the Right-of-Way/Legal Department.

Rosallie has a passion to serve, therefore her love for the job as an assistant is evident in her work. She is highly thought of and drawn to because of her positive, giving and uplifting spirit at AT&T. In her community, her heart is committed to encouraging, helping and inspiring women through women's ministry. Rosallie and her husband of 17 years are proud to have raised a daughter and a son and are blessed with four beautiful grandchildren.



AVA SPOONER, DR PEPPER SNAPPLE GROUP

Ava Spooner is the executive assistant for the EVP of Marketing for Dr Pepper Snapple Group (DPS). In her role as lead admin for the marketing department, she oversees daily interaction with executives both internally and externally. She also oversees all travel, expense reporting, department events/off-sites and high-level meeting coordination, as well as calendar management.

She's been with DPS for more than 12 years. She first joined the company in March 2002 and has performed several admin/support roles in IT, HR, Travel & Event Services. After demonstrating her skill set and leadership

capabilities, she was promoted in 2007 to join the marketing department to support the EVP of Marketing.

Before joining DPS, she held several admin positions with Reynolds Metals Company in Richmond, VA, where she worked for 23 years.

Ava is originally from Venezuela and is fluent in Spanish. She now lives in Allen with her husband, Mike. Her two children, Ashley and Scott, also live nearby in the Dallas area.

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ABOVE THE CALL AWARD WINNER: DORI KUHN



Dori Kuhn has been the corporate receptionist at Behringer since 2010. Previously, she spent 15 years with Diagnostic Imaging, Inc., beginning as a client services representative and then becoming the client services manager four years later. Next, she transferred to the sales department as the executive administrative assistant and continuing education event coordinator.

After two corporate buyouts and three years at an accounting firm, she found her true calling at Behringer. She delights in making every guest feel welcome and comfortable – and in being the first face of Behringer. She says she has the gift of hospitality, and was awarded Employee of

the Quarter in October 2013.

Co-workers say that Behringer's reception area is like walking into an upscale hotel – not because of the furnishings, but because Dori is there with a warm, genuine smile to welcome each customer. She considers it her personal responsibility to make each customer's experience professional, comfortable and pleasant.

Behringer COO Jason Mattox says that Dori truly wants to be an ongoing resource to employees and does a wonderful job at supporting new hires. Not one to merely "do her job," she has established her own "welcome" package for new employees, which includes a welcome letter describing

how she can be an ongoing resource as well as a short questionnaire so that she can gather basic information about new employees. She's not one to forget a birthday or work anniversary.

Dori attended both Angelo State University and Southern Methodist University. She enjoys hosting dinner parties, cooking, traveling, rescuing animals, and enjoying life in general. She also volunteers with the bereavement/hospice ministry in her church. She currently lives in Dallas with her husband, Bob, two rescued Italian Greyhounds, and two ornery cats.

ACHIEVER AWARD WINNER: AUBRI LEVENS



Aubri Levens has two decades of experience as an executive and administrative assistant, brand and communications manager, and event coordinator in a wide variety of industries. Her background includes extensive experience in management team coordination, event and conference planning, marketing content creation, book publishing, website management, employee relations, budgeting and analysis, office management, sales and business development, and general administrative functions.

At Geoforce Inc., Aubri works with the CEO and CFO to manage corporation administration and Board of Director functions, legal operations, corporate services, international business

administration, facilities, ISO quality certifications, enterprise risk management and other ad hoc adventures in the sphere of GPS asset tracking for oilfield equipment and supporting software products.

Aubri played an integral role in Geoforce's opening of an international entity in Australia earlier this year. She served as the centralized project manager for this multi-month endeavor, where she managed all legal, regulatory and administrative aspects of the set-up. It was Aubri's job to keep everyone on task while getting certain aspects done herself by taking the initiative to simply "figure it out."

Geoforce's CFO says that many of the tasks Aubri had to complete were things that no one at the company has ever done before. Her initiative and hard work has

resulted in a successful build of Geoforce's Australian operations with numerous new customers.

A native Texan, Aubri earned an AA degree in business from Tarrant County College. She credits much of her informal education to her strong relationships with the brilliant entrepreneurs of the Small Giants Community.

Aubri has worked with local authors assisting with the publication of four books, in addition to online blogs and coordinating speaking events. She is an author of *Smile Guide: Employee Perspectives on Culture, Loyalty and Profit*. In her free time, she enjoys yoga, cooking and cheering on her beloved Dallas Stars with her husband and four daughters.

THE BIG IDEA AWARD WINNER: HILLARY BELL



An administrative professional for more than a decade, Hillary has been with ISN for just over two years, where she began as the front desk administrative associate and currently serves as the senior administrative associate. She reports to ISN's executive vice president and supports the Client Development team, which consists of more than 150 employees.

What Hillary enjoys most about ISN is the culture, the opportunities for growth and advancement, and the feeling of really being involved in the success of the company. Her career at ISN has been very rewarding, as she is constantly faced with opportunities to learn something new,

implement new ideas and successfully support every member of the team.

The winner of this year's Big Idea Award, Hillary saved time and resources by suggesting that one person coordinate ISN's prospective and existing client meetings and roundtables hosted at their global headquarters in Dallas – rather than having individual account and sales reps coordinate multiple meetings simultaneously. These meetings allow both prospects and clients to get away from their offices and provide ISN un-interrupted face time to better understand their needs and showcase the company.

Hillary's direct supervisor said that her idea

to centralize these meetings has allowed ISN's account and sales teams to spend 29 more days focused on their core work activities. Not to mention, she helped cut the amount of time required to execute these meetings down by half.

Brian Callahan, executive vice president, says that sales and account reps have sent countless thank you emails and cards – all thanking Hillary for her hard work on these workshops and roundtables.

COMMUNITY CHAMPION AWARD WINNER: CAROLINE BERRY



Caroline Berry is an estimating administrative assistant at Spring Valley Construction Company, a general contractor that prides itself in providing their stakeholders exceptional service, value, character and commitment throughout the duration of their projects. For eight years, she has assisted SVCC's Estimating Department by participating in bid days, organizing electronic documents for subcontractors and vendors on SmartBidNet, as well as initiating drawing logs and specifications book distribution, and maintaining subcontractor and vendor information for the company. Caroline also contributes her efforts to the Safety Department.

When not fulfilling her duties at SVCC,

Caroline is submerged in her role as a volunteer for numerous non-profit organizations across North Texas. Habitat For Humanity (2006 & 2014), Soul Church (2012-present), Scottish Rite Hospital (2006-present), The Soup Man (2006 & 2014), Autism Speaks (2010), DFW Rescue Me (2013-present), Animals First Foundation of Texas (2013), Harley's House (2013-present), Susan G. Komen (2006 & 2009) and Meals on Wheels (2014) highlight the most recent volunteer opportunities in which she has devoted her time.

Whitney Teague, SVCC marketing coordinator, said, "Whether it's fostering animals, feeding the homeless or participating in the Susan G. Komen 3-day walk to help fight cancer, Caroline is always

involved with something that serves others. She is the most generous and selfless person... her willingness to give to others is above and beyond most in her community." Since 2006, Caroline has lead Spring Valley Construction Company's annual Teddy Bear Drive for kids in need at Texas Scottish Rite Hospital. This past year, SVCC was able to donate more than 850 stuffed animals to the kids at Scottish Rite. Her goal this year is to be able to donate and deliver at least 1,000 stuffed animals, and her colleagues are certain she'll be able to make it happen!

Caroline is passionate about helping those less fortunate and providing them with an enjoyable experience throughout all walks of life, much like the company she works for does.

ADMIN AWARDS CORE 24

LEADERSHIP AWARD WINNER: PAM MCDONALD



Pam McDonald has been an administrative assistant for more than 35 years in various industries and capacities. She joined Yum! Restaurants International in 2005 as an administrative assistant in their marketing department and now supports the CEO of KFC in the global division.

"I love my job and all the wonderful people in our local office as well as our offices all over the world. Our execs and managers are great, and our admins are superb!" she said.

Despite her busy schedule supporting the CEO, Pam takes time to mentor new admins on the team. She knows "newbies"

work hard to learn their roles and she always offers to help them learn the ins and outs of the KFC business.

Her colleague, Anissa Hall, says that Pam is in a very important, high demanding role – but you'd never know it if she didn't tell you. She is truly appreciated and loved by her co-workers.

"Pam is so down to earth and very willing to help however she can," Anissa said. "She's a big resource and extremely knowledgeable. She makes time to give me a better understanding of KFC."

In addition to her routine tasks, she travels abroad to coordinate meetings and enjoys learning about the local culture

and history wherever business takes her. Pam is a single mom of two grown sons. She is very nurturing and loves to help others, which is evident by her experience as a board member and leader in booster clubs and school councils and as a former Scoutmaster for Boy Scouts of America. In her spare time, she enjoys spending time with her family, especially her grandson.

LOYALTY AWARD WINNER: HEATHER SMITH



Heather Smith, senior administrative assistant at The Pauline Allen Gill Center for Cancer and Blood Disorders, grew up at Children's Medical Center – but not for a condition of her own. At just 11 years old, she recalls walking the hospital halls providing moral support for her then 3-year-old brother diagnosed with aortic stenosis. She remembers it being a difficult and stressful time for her family but thanks to Dr. Fixler, all turned out well.

As for her work today, Karin Hill, program assistant and co-worker, said, "Heather supports directors and department managers, team leads and all staff with fierce dedication, loyalty, professionalism,

smiles and a positive attitude! She truly is an inspiration for other admins, especially myself!"

When an organization wanted to provide a prom in the hospital for a patient who had missed her own due to hospitalization in preparation for a bone marrow transplant, Heather rallied team support and the media team came in on a Saturday to do everything from welcome the patient's friends to help decorate the ad hoc prom location.

Heather says, "Helping others is my avenue, the way I connect. Working closely with my team members and sharing personal experiences truly makes me

happy. I live to be a light in their life and hope to share strength and encouragement for the future with everyone I come in contact with."

A devoted mother of three boys, Heather values her strong Christian faith and has instilled these teachings to her children. Born and raised in Waxahachie, Texas, Heather knows all too well the true meaning of loyalty.

Heather enjoys spending free time with her children, volunteering with her son's senior class projects, varsity soccer games and church functions. Heather also enjoys traveling to Nashville to see her oldest son perform in local venues.

ROOKIE OF THE YEAR WINNER: NATALIE ATKINS



Natalie Atkins is an executive assistant to Marsha Clark at Marsha Clark & Associates. She is responsible for a variety of administrative tasks, including travel arrangements, scheduling and correspondence. She also administers online assessments, handles set-up and support for training programs, and manages global client relationships with around the clock availability to global clients.

On any given day, Natalie is working with clients from Russia to Romania, Malaysia to Morocco, or Singapore to Switzerland. Natalie provides support for more than 150 days of training and over 1,000 hours of coaching per year.

Marsha Clark, Natalie's boss and owner of

Marsha Clark & Associates, commends her for her grace and competence as she works with people from over 30 countries to set up training events, schedule coaching calls, provide follow-up materials and field unique requests as they come in. She never misses a beat.

"Natalie displays great judgment in knowing when to move ahead and when to check to ensure she is on the right track," Marsha said, "She routinely demonstrates a strong desire to be of service."

Customers also recognize Natalie's hard work, saying that if everyone worked as hard and was as competent and professional as Natalie, business would run so much more effectively.

Prior to working as an executive assistant, Natalie held a variety of roles and positions in many industries, including business development, retail, sales and management, merchandising and personal stylist. She has also been an entrepreneur, managing and operating a housekeeping service.

Natalie has studied at Eastfield College and is a graduate of Ogle School. She plans on resuming her studies at El Centro College in the spring. Natalie is an advocate for children and those less fortunate, and devotes much of her free time to serving these communities. She is a loving and devoted mother to her four children, Ethan, Braeden, Lyric, and Phoenix.

SPIRIT AWARD WINNER: KIMBERLY LYONS



Kimberly Lyons has an adept three and half years working many different aspects of human resources. She began her career working as a full cycle recruiter for light industrial firms across the Dallas metroplex, where she wore many different hats. Versed in accounts payable, accounts receivable, marketing and safety, Kimberly began to focus her strengths towards the field of human resources.

Jeniffer Adkins, senior accounts manager, said, "Kim is constantly chipper! She has the type of personality where she will always tell you what is on her mind, and that's usually a compliment.

People want to come to work. Kim created a "WOW" booklet that is passed throughout the entire office, one employee to the other. Each person sends an anonymous appreciation letter to another employee in the office. We now have this whole book of wonderful letters to amazing employees that keeps operations going."

Her colleagues say she's one in a million when it comes to spirit and positive energy. She helps lighten up the mood by doing personalized care packages for employees when they're down – and even doing back flips down the hallways to make people laugh!

"Kimberly is a priceless part of our company!" Valerie Morales, recruiting coordinator and co-worker, said.

From 2013 to 2014, Kimberly was able to flip employee retention by 50 percent, creating happier and more empowered employees. While Kimberly's main focus is the morale of her team, she also works diligently on self-improving measures. She plans on pursuing her PHR certification within the next year.

Kimberly is beyond grateful to be apart of the Dallas Admin Awards this year, and strives to continue to bring positivity to the workplace.

COLLEEN BARRETT AWARD FOR ADMINISTRATIVE EXCELLENCE DEBBIE JOHNSON



Debbie Johnson is the executive assistant to the chief credit officer at Comerica Bank. She is a career administrative professional, and has worked at Comerica for more than 29 years. Debbie found herself a single mom to two small boys and in need of a full-time job to support them. She accepted an entry-level secretary position at Comerica until she could “find something better” but quickly realized she had found her calling. She loves her job and all the challenges it brings.

“I am blessed beyond measure to be a part of such a great executive team who makes me feel valued and appreciated. They have all contributed to my career success,” she said.

“Debbie understands the sensitivity of the nature of her job – turning conversations into successful lending,” her co-worker, Lorna DeArmound, said. “Building relationships is important to Debbie. She has customers who have many choices in the Dallas area but they know they will get good customer service working with Debbie. Businesses have followed her from Michigan to Texas!”

Friend and colleague, Maryann Upchurch, said that anyone who knows Debbie knows she demonstrates a high level of integrity, respect, adaptability, communication and commitment when dealing with people, whether they are customers, colleagues or friends.

Searching for a way to network and meet like-minded admins, Debbie joined the International Association of Administrative Professionals (IAAP) in 1989. She credits her involvement in IAAP as instrumental in developing her leadership skills. Debbie has served in many leadership roles over the years, and is currently serving as president of the Texas-Louisiana Division IAAP.

Her manager, John Killian, executive vice president, said, “Debbie is the most conscientious assistant I have had in my 39 years with Comerica Bank. She is very proud of her performance and her company.”

Debbie has been married for 20 years, has two grown boys and 11 grandchildren. She is active in her local church and loves spending time with her husband and grandchildren.

COLLEEN BARRETT: SERVANT LEADER AND SUPERSTAR

IN 2012, AS CORE24 LAUNCHED THE ADMIN AWARDS, WE SAT DOWN WITH COLLEEN BARRETT TO ASK HER FOR HER THOUGHTS AND EXPERIENCES ON THE ADMINISTRATIVE PROFESSION. HER ANSWERS FROM THAT SEPTEMBER INTERVIEW, EDITED FOR BREVITY, ARE BELOW.

WHAT DID YOU LIKE MOST ABOUT BEING A SECRETARY?

I like to serve so you have to start there. I loved to solve problems. And I loved to give exemplary or positive customer service delivery on behalf on whoever I was working for. Life is all about relationships ... you have an opportunity in the administrative group to form more relationships than probably any other position—even much higher up on that so-called ladder because you are very often that first point of contact with the outside world or the customer. ... Life is just one big grass roots campaign as far as I’m concerned.

WHAT DID YOU LIKE THE LEAST?

I didn’t like anything that was routine. I loved to master projects, but, for example, filing was only interesting to me because I loved to be able to find anything that anyone was looking for. ... I’ve never liked rote work. (But) there’s some that goes in every job no matter what position you’re in.

WHAT WAS THE MOST CHALLENGING ASPECT OF SERVING HERB KELLEHER?

Being a nanny for 45 years for a man who has always thought he was 17 regardless of any year that was added to his personal calendar! Herb is 81 and soon to be 82

and he’s going on 17. I’m 68 going on 90 because Herb is 81 going on 17...He’s a great servant leader... He loves life and you almost can’t be around him and not catch that love of life and love of people. He’s constantly learning.

AND THE BEST ASPECT?

It was truly feeling his egalitarian spirit and appreciating the fact that he valued my judgment and thinking as a team member.

DID YOU EVER THINK YOU WOULD RISE FROM SECRETARY TO PRESIDENT AND COO OF SOUTHWEST AIRLINES?

Quite honestly it wasn’t something I wanted, and I never wanted to be CEO— and I made that very clear to the Board—that isn’t my strength. My strength is customer service and people and everything that touches people, and, honestly, being president and CEO wasn’t my favorite position at Southwest... My favorite position was executive vice president-customers. Customer to us means employees, passengers, and shareholders, so I could really touch everything. I could touch every department. And as president ... I had to do a lot more external things... I did them... I can’t say I hated them... (but) I like to get down and dirty and really roll up my sleeves.

WHAT ADVICE DO YOU HAVE FOR ADMINS?

Love. Everybody. Just love. It’s a word that corporate America doesn’t use very much. ...Always remember where you came from—so that you know how far you’ve come. ... I don’t think most of us start out thinking we’re going to be the president of the United States or



the CEO of a company... and I think ... be humble and appreciate what you get. To me psychic satisfaction is 10 times more important than pay or title.

BE AUTHENTIC. BE REAL. REMEMBER WHO YOU ARE.

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WE CAN PROVE IT.

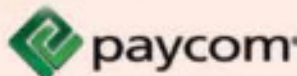
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DELTA DALLAS | Delta Dallas believes the best employee-employer fit transcends basic skill and credentials – it's mostly about finding the perfect interpersonal match. It's the reason why Delta Dallas is a market leader in talent acquisition services, placing more than 45,000 professionals in the Dallas metroplex in administration, IT, accounting, human resources, legal and call centers over the past three decades.

AT&T | For more than a century, AT&T has consistently provided innovative, reliable, high-quality products and services and excellent customer care. Today, AT&T's mission is to connect people with their world, everywhere they live and work, and do it better than anyone else. They are fulfilling this vision by creating new solutions for consumers and businesses and by driving innovation in the communications and entertainment industry. Recognized as one of the leading worldwide providers of IP-based communications services to businesses, AT&T has the largest international coverage of any U.S. wireless carrier, offering the most phones that work in the most countries.

KLEMCHUK KUBASTA | Klemchuk Kubasta is a fast growing intellectual property and technology law firm in North Texas realizing remarkable growth not only because of the firm's experience with IP, technology and business law, but also because of its unique ability to harness the powers of a strong company culture, uncanny client service, and an innovative approach to the way the law firm does business and engages with customers.

MARSH & MCLENNAN AGENCY | Marsh & McLennan Agency (MMA), known locally as Prescott Paillet Benefits, is a wholly-owned subsidiary of Marsh, dedicated to serving the insurance needs of small and middle market companies in the United States. At MMA, they recognize that small and middle markets utilize a distinctive paradigm, much different from that of national or global risk management agencies. This market

needs a company that they can trust and that can provide additional tools for opportunity and growth. And they are here to service those unique needs. Through the strength of their management team, geographic presence and world class value added services, MMA leverages the resources of the world's largest insurance broker to provide privately held companies with risk management and employee benefit insight previously available only to Fortune 1000 employers to help enable them to flourish in the market.

PAYCOM | Paycom's innovative cloud-based software provides human capital management technology to businesses with one solution that effectively manages the entire employment life cycle, from recruitment to retirement. Its technology is based on a core system of record maintained in a single database, providing the functionality and analytics that businesses need. Its full-service suite of payroll and HR products lowers labor costs, drives employee engagement and reduces exposure for businesses across the country.

RGT | For over a quarter century, Dallas-based Robertson Grieg & Thoele (RGT) has been recognized both locally and nationally as a top tier wealth management firm. RGT's credentialed staff of 58 includes CERTIFIED FINANCIAL PLANNERS,™ Certified Public Accountants, Chartered Financial Analysts, and attorneys, serving over 400 families with assets under management of approximately \$3 billion.

TEXAS CAPITAL BANK | Texas Capital Bank is a commercial bank that delivers highly personalized financial services to businesses and entrepreneurs. Headquartered in Dallas, TCB works with clients throughout the state and across the country. Texas Capital Bank is recognized as a Forbes Best Banks in America and The Dallas Morning News' Top 100 Places To Work company. To find out why they're the Best Business Bank in Texas, visit www.texascapitalbank.com.