

COMMUNICATION CAREER DAY 2017



**WELCOME BACK,
ALUMNI!**



The Communication Alumni Council and the UCSB Department of Communication present

9th Annual Communication Career Day Saturday, April 29

SCHEDULE & PARTICIPANTS

- 1:30pm Check-in and mingle in Corwin Pavilion's Lagoon Plaza
- 1:45pm Opening remarks by Communication Dept. Chair Norah Dunbar
Alumni Council video
Keynote address: [Christopher Lincoln](#)
- 2:15pm ALUMNI "SPEED MENTORING" SESSIONS
[See the screen in Corwin for the table locations of each of our alumni.](#)
- 3:30pm Mingle and wrap-up
- 4:00pm Wine reception for alumni with faculty, graduate students & staff

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

NEGEEN AMUZEGAR:	Business Development Specialist, Avoya Travel	#travelindustry #promotions #marketing
STEPHANIE ARNOLDY:	Director, Employee Communications & Marketing, Warner Bros. Entertainment	#employeecom #entertainmentindustry #publicrelations #marketing
MARSHA BAILEY*:	CEO, Women's Economic Ventures	#businessdevelopment #entrepreneurship
DARIA BAXTER:	Senior Account Executive, Edelman Public Relations	#publicrelations #mediaoutreach #corporatecomm
JOSH BEAUREGARD-BELL:	Floater, Creative Artists Agency	#sports #management #talent
JASON BONFIGLIO:	Regional Sales Manager, AQUAhydrate, Inc.	#sales #beverageindustry #marketing
SCOTTY CARPER*:	Senior Vice President, Dating Dynamics	#webdesign #advertising #consultant
MAUREEN CARRIG*:	Senior Public Relations Manager, Robert Half	#publicrelations #corporatecomm
JOHN CISEK:	Associate Broker, RT Specialty	#insurance #sales #recruitment
DENNY DIRECTO*:	Supervising Producer/Host, EOnline.com	#media #entertainmentindustry
LAUREN DANIELS:	Special Venues Sales Supervisor, UPS	#businessdevelopment #sales #marketing
KRISTEN DICKEY:	Advertising Sales Executive, BET	#advertising #television #sales
NICK DUGGAN:	Founder & Principal Consultant, Deeper Engagement	#employeeengagement #consulting #businesscomm

LISA MARIE FUOG:	Owner, Fuog Consulting Services	#humanresources #orgtraining #philanthropy
IVO GERSCOVICH:	Chief Brand Officer, Sega of America	#videogames #entertainment #branding #entrepreneurship
ANGIE GREENE:	Partner Operations Manager, Google	#eventplanning #customerservice #operationsmanagement
BEN HATCHER:	Owner, AllScape Design & Installation	#entrepreneurship #landscapedesign
KIRK HAWKINS:	Anchor/News Reporter, KTLA	#journalism #broadcastnews
MEGHAN KILLIAN*:	Associate Attorney, Duane Morris LLP	#law #copyright #intellectualproperty
CHRISTOPHER LINCOLN:	Producer/Director, Flying Fish Productions	#sports #broadcasting #tvproduction
FRAN MANCIA*:	Vice President of Government Relations, MuniServices	#lobbying #policy #govtrelations
JAMES LUMALU:	Assistant Editor, Busted Coverage	#sportsjournalism #newsediting
MICHELLE MAK:	Digital Marketing Coordinator, UCSB College of Engineering	#digitalmarketing #socialmedia
CHRIS MATHERS:	Teacher, Middle School & High School	#education #workingwithteens #publicspeaking
JAY MATHESON:	Business Development Executive, Apple Inc.	#sales #technology #marketing
ILYSE PALLENBERG:	Director of New Business Development, Canyon Design Group	#entertainment #marketing #advertising
ALEXEI PIZAREV:	Head of Campaign Management, ADARA Inc.	#advertising #campaignmanagement
MIKE SCALISE*:	Director of New Business, Genbook	#sales #internationalbusiness
RAYMOND SERRANO:	Sr. Manager Brand Partnerships, DisruptivAgency	#branding #entertainment #advertising
BLAIR SIEGAL:	Corporate Communication Specialist, Tetra Tech	#corporatecomm #consulting #techwriting
STEFANA SIMONETTO:	Account Manager, Vrge Strategies	#techcomm #policycomm #techstartups
MELODIE TAO:	Marketing Consultant & Social Media Speaker Marketing Melodie	#marketing #socialmedia #entrepreneurship
CHERIE USGAARD:	Talent Management Consultant, Experian	#humanresources #consulting #leadership
JALINA WALLACE:	Executive Assistant, Unplug Meditation	#meditation #holistichealth #wellness #customerservice
RYAN WILSON:	Director of Sales/Marketing, GCommerce Data Cloud	#marketing #sales #entrepreneurship

***Member, Communication Alumni Council**

COMMUNICATION ALUMNI MENTORS



NEGEEN AMUZEGAR, Class of 2014

#travelindustry #promotions #marketing

Negeen is a Business Development Specialist at Avoya Travel, a travel agency in San Diego. She manages multiple accounts, and her day-to-day activities include relationship building with cruise and tour lines, negotiating exclusive promotions, data analysis, developing marketing campaigns and strategies, and maintaining all internal communication with her brands. After receiving her degree in communication with a minor in professional writing, Negeen was confident that she wanted to pursue a career where she could foster relationships. Her involvement in Lambda Pi Eta and the American Marketing Association while at UCSB helped prepare her for her work experience after graduation. Working in the travel industry has its benefits, as Negeen recently had the opportunity to sail on Royal Caribbean's newest cruise line.



STEPHANIE ARNOLDY, Class of 2000

#employeecom #entertainmentindustry #pr

Stephanie is Director of Employee Communications and Marketing at Warner Bros. Entertainment Inc. She oversees communications to WB employees around the world with the goals of keeping them informed about and engaged with the company and its culture. Her responsibilities include developing strategies for company announcements, news and employee programs; oversight of WB's intranet; working with Time Warner to deliver enterprise-wide messages to WB; and working with each of WB's businesses to develop employee engagement opportunities. Prior to joining WB, Stephanie was Account Director at the public relations (PR) firm Weber Shandwick, served as Public Relations Manager at Yahoo!, and was a Senior Account Executive at PR agency GolinHarris. In addition to her B.A. in communication, she earned her M.A. in strategic public relations from USC, where she still regularly guest lectures. While at UCSB, she also studied music and was involved in several music ensembles.



MARCIA BAILEY, Class of 1980 (M.A.)

#businessdevelopment #entrepreneurship

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



DARIA BAXTER, Class of 2012

#publicrelations #mediaoutreach #corporatecomm

Daria is a Senior Account Executive at Edelman Public Relations. She is on Edelman's consumer technology team, leading HP Inc.'s product communications via event management, media outreach, and strategic activations. Prior to Edelman, Daria led the corporate communications and social media efforts for the west coast of global law firm Morgan, Lewis & Bockius LLP. Before that, Daria worked across the technology and corporate sustainability PR teams at Ogilvy Public Relations. Daria's B.A. is in communication and environmental studies, and she has an M.S. in media communication from the London School of Economics. While at UCSB, Daria was involved in Lambda Pi Eta Honor Society, the Communication Association, Delta Gamma sorority, Greeks Gone Green, and Team in Training.



JOSH BEAUREGARD-BELL, Class of 2014

#sports #management #talent

Josh works at Creative Artists Agency, the number one sports agency in the world. He assists a myriad of agents, whose clients are world leaders in sports, film and TV talent, and musical artists. He is the founder of the sports club at CAA, a group that's devoted to creating opportunities for aspiring sports agents like himself. Before his time at CAA, he managed Alan Williams, a professional basketball player in China, and who now plays for the Phoenix Suns. While at UCSB, Josh served as a Resident Assistant in Santa Cruz Hall, a S.T.E.P. Team Leader, and a Resident Assistant in Santa Ynez. He was also the membership chair for the Communication Association, and founder and president of UCSB's Black Business Association (BBA). He also studied abroad in Madrid, Spain for a summer semester.



JASON BONFIGLIO, Class of 1999

#sales #beverageindustry #marketing

Jason is currently the Regional Sales Manager (SoCal and NV) for AQUAhydrate, Inc., a performance water brand. He is an industry expert with 17 years experience in Consumer Package Goods, Sales and Marketing. He has worked for industry heavy hitters, such as DIAGEO-Guinness and PEPSICO, spending nearly 10 years with Heineken USA. Jason has had the opportunity to work at the corporate offices of both Heineken and PEPSICO, both in New York, where he led strategic marketing initiatives, such as the national launch of MTN DEW Berry Lime Slurpee at 7-Eleven. In addition to his B.A. in communication, Jason earned an M.B.A. in marketing from the Pepperdine School of Business and Management, and he has achieved several advanced qualifications from the Wine & Spirit Education Trust.



SCOTTY CARPER, Class of 1998
Communication Alumni Council

#webdesign #advertising #consultant

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



MAUREEN CARRIG, Class of 1992
Communication Alumni Council

#publicrelations #corporatecomm

Maureen is Senior Public Relations Manager for Robert Half, a global recruiting firm. She manages research initiatives and works with top-tier media outlets to secure coverage on employment, workplace opportunities, and career trends. Maureen's career in public relations and corporate communications spans more than 20 years. Prior to her current position, she worked in the travel, technology and financial services industries. At UCSB, Maureen was a campus tour guide for three years and perfected the ability to walk backwards while dodging bicycles. She interned at the Santa Barbara Museum of Natural History and volunteered for the Community Affairs Board.



JOHN CISEK, Class of 2010

#insurance #sales #recruitment

John is an Associate Broker at RT Specialty, an independent wholesale brokerage that provides specialty insurance services to agents, brokers and insurance carriers. He specializes in professional liability including employment practices liability and focuses his attention especially on the growing field of cyber liability/network security. John also worked as an insurance specialist for State Farm. Prior to the insurance business, John worked in higher education as a communication strategist for Cenveo and an assistant director of admissions for The Art Institute of California. While at UCSB, John was on the Golf Team.



DENNY DIRECTO, Class of 2010
Communication Alumni Council

#media #entertainment

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



LAUREN DANIELS, Class of 2012 **#businessdevelopment #sales #marketing**

Lauren works for The UPS Store in Sales & Business Development as a Special Venues Sales Supervisor. Responsible for all new locations in the Southwest region of the U.S., Lauren helps grow The UPS Store network by implementing shipping and packaging solutions for hotels, universities, military bases and convention centers. Prior to this position, Lauren worked for Santa Barbara Zoo as Marketing Coordinator where she managed their social media, marketing, and assisted with production of events like SB Zoo Brew and Celebration de los Dignatarios. During her time as a Gaucho, Lauren earned a B.A. in communication with a minor in art history.



KRISTEN DICKEY, Class of 2008 **#advertising #entertainment #sales**

Kristin is an Advertising Sales Executive specializing in digital media. With nearly ten years of experience across both broadcast and digital sales, she has worked for a number of major media networks, including: Golf Channel, NBC Sports, Weather Channel, Turner Sports & Viacom. She currently works for the BET Ad Sales team within Viacom in the Los Angeles area.



NICK DUGGAN, Class of 2000 **#employeeengagement #businesscomm #consulting**

Nick is an independent consultant helping companies improve employee engagement by fostering deeper connections with their purpose and values. He is passionate about driving stronger business outcomes by fostering great places to work. With more than 15 years' experience developing people and organizations, he has held jobs in areas as varied as event planning, corporate training, life coaching, corporate communications and organizational development. Nick served for nearly 6 years as head of internal communications for GetGo, a division of international software firm Citrix. He previously founded QuestSpace Coaching, where he innovated a "soul-centered" coaching model to help clients find solutions to their life and business challenges. He began his career in the healthcare industry with event planning and corporate training roles at companies including DaVita, the American Heart Association, Prometheus Laboratories, and The Zitter Group (now Zitter Health Insights). In addition to his communication degree, Nick also holds a master's degree in organizational psychology from William James College.



LISA MARIE FUOG, Class of 1999 **#humanresources #philanthropy #orgtraining**

Lisa Marie has spent 25 years in Operations & Human Resource executive management within the High Tech & Medical Device Industries. Early in her career she gained operations experience in Banking & Finance and Hospitality. She believes continuous learning and education is the key to success. Therefore, she strives to make training and development an organizational priority and bring coaching and mentoring programs to the forefront of development planning. She has owned 2 successful businesses in addition to serving on several boards of non-profit organizations. She is passionate about volunteering and philanthropic endeavors that impact children, students & animals. She earned her B.A. in communication, along with the equivalent of a minor in biology.



IVO GERSCOVICH, Class of 1993 **#videogames #entertainment #branding #entrepreneurship**

Ivo is Chief Brand Officer at Sega, overseeing all aspects of the company's flagship \$1bn+ brand, Sonic the Hedgehog. He oversees Consumer Products, Video Games, and the hit animated TV series Sonic Boom, as well as leading Marketing, Promotions, Public Relations, Digital, Events and Research across all functional areas of the business unit. Ivo first began his career in banking in London, but after realizing he wanted to flex more of his creativity, he became an entrepreneur and started a top-selling snow/skate/surf action sports apparel brand. He moved into marketing and promotions for a televised competitive auto racing series, and then put his entrepreneurial skills back to work in various global strategic marketing roles helping build new business units at entertainment studios including 20th Century Fox, Vivendi Universal, and Paramount Pictures. During this time, he launched many top entertainment brands globally including The Simpsons, Iron Man, Star Trek, Ice Age, The Mummy, Ghostbusters, Aliens vs. Predator, Barbie, Aladdin and Barbie working alongside Fox, Paramount, Disney, Universal, Sony, Marvel and Mattel.



ANGIE GREENE, Class of 2011 **#events #operationsmanagement #customerservice**

Angie is Partner Operations Manager at Google. She has been fortunate enough to get to experience a variety of different roles at Netflix and Google. These roles range from Customer Service, to Partner Support, Event Planning, and Operations Management. Angie has worked on large-scale events at Google for internal and external partners as well as working in the Payments and E-Commerce spaces in an Operations capacity. While at UCSB she was involved in the Communication Association, UCSB Rec Sports, and the Education Abroad Program. She also volunteers for the Humane Society of Silicon Valley.



BEN HATCHER, Class of 2014 **#entrepreneurship #landscapedesign**

Ben is an owner of AllScape Design + Installation. He started the company in 2014 with his business partner Nate Zacarias to develop a holistic approach to educate Santa Barbara county on water wise irrigation systems and drought tolerant native landscapes. Ben is a Veteran of the U.S. Coast Guard and originally from Spokane, WA. After completing his service, he found himself in Santa Barbara, where he decided to go back to school using the GI Bill. He worked at Enterprise Fish Company in Santa Barbara and spent summers crewing for Alaskan Commercial Fishing while completing his communication degree at UCSB.



KIRK HAWKINS, Class of 2004 **#journalism #broadcastnews**

Kirk is a reporter, anchor and correspondent based in Los Angeles. He works at KTLA and contributes freelance work for ABC News and NBC News. Prior to KTLA, Kirk worked at KCBS/KCAL. He has also worked at stations in Santa Barbara, Spokane, Orlando and Charlotte. Kirk has received 2 Edward R. Murrow Awards, an Emmy nomination, and an L.A. Press Club award for his breaking news coverage. He has played himself in various television shows and movies including the Disney film, Surrogates, starring Bruce Willis and the season finale of "American Horror Story: Roanoke". In addition to his on-camera work, Kirk is a real estate agent at The Agency in Beverly Hills. Kirk graduated from U.C. Santa Barbara with a double major in communication and political science and a minor in history.



MEGHAN KILLIAN, Class of 2010 **#law #copyright #intellectualproperty**
Communication Alumni Council

Meghan is an Associate Attorney at Duane Morris LLP in San Francisco, where she specializes in trademarks, copyrights, and brand protection. She received her law degree from the University of San Francisco School of Law, specializing in Intellectual Property Law. Meghan double majored in communication and psychology at UCSB. While at UCSB, she served as treasurer for the Lambda Pi Eta Communication Honor Society and was a research assistant for a graduate student researching communication accommodation within law enforcement-civilian interactions.



CHRISTOPHER LINCOLN, Class of 1984 **#sports #broadcasting #tvproduction**
Career Day Key Note Speaker

Christopher is a producer and director for his company Flying Fish Productions, which focuses in live event production, including award-winning "Olympic" television programming for broadcast and cable networks. Chris has earned a reputation for delivering both exciting and informative programming in a variety of sports and entertainment. Over the past thirty-two years he has been a part of ten Olympic games. Most recently Chris supported NBC in the 2016 Olympic Games, producing the Sailing coverage from Rio. Over the course of his career, Chris served as a Vice President for Fox Sports, Senior Director at ESPN and helped launch Golf Channel in 1995 as the channels Coordinating Director. He is a winner of five national Emmy awards and serves on the board of the Dream Foundation, a national charitable foundation based in Santa Barbara, CA.



FRANCESCO (FRAN) D. MANCIA, Class of 1980
Communication Alumni Council & UC Regent

#lobbying #policy #govrelations

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



JAMES LUMALU, Class of 2013 **#sportsjournalism #newsediting**

James is the assistant editor at Busted Coverage, where he focuses on the not-so-serious side of sports. BustedCoverage.com is a sports news website devoted to the “scandalous” side of sports, combining stories, crazy videos and pop culture events both on and off the field. It is part of the larger Coed Media Group of websites and marketing campaigns aiming to help partners effectively reach and advertise their brands to the college-educated, 18 – 34 year-old demographic. James previously worked as a sports editor for Obsev Studios in Los Angeles.



MICHELLE MAK, Class of 2014 **#digitalmarketing #socialmedia**

Michelle is the Digital Marketing Coordinator at UCSB College of Engineering. There she manages the College’s web and social media content, produces research videos, and designs print pieces including the College’s science and engineering magazine, Convergence. Adhering to the notion that there’s always something to learn wherever you go, Michelle has explored various industries since graduation, trying to figure out where she best fits in the professional world. So, prior to her current position, she dabbled in the cyber-security and nonprofit industries, and gained useful experience in project management, content development, video production, and event coordination.



CHRIS MATHERS, Class of 1979 **#education #workingwithteens #publicspeaking**

Chris recently retired from a career in teaching. He grew up in St. Louis and came to UCSB in 1974. He graduated from UCSB in 1979 with a double major in Environmental Studies and Communication Studies. Chris worked for the Orientation Program and Housing Office during and after his undergraduate years. Following that, Chris also worked as a dispatcher for a year at Apollo Airways at the Goleta Airport. He then received his teaching credential from UCSB in 1983, and began teaching at DeAnza Middle School. After one more year at Anacapa Middle School, Chris moved to Buena High School in 1985, where he taught English and Speech until his retirement in 2015. Chris also helped coach Buena’s Mock Trial team for 15 years, and worked with graduation speakers.



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

Jay is a business development executive at Apple Inc., where he creates and delivers events that educate customers with regards to Apple technology and provide solutions for the greater academic community. Jay works closely with the UC and California State University 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. A lifelong learner, Jay recently completed a doctoral program in Education Leadership at Lynn University.



ILYSE PALLENBERG, Class of 1987

#entertainment #marketing #advertising

Ilyse is Account Director and Director of New Business Development at Canyon Design Group. A creative executive with 20 years of experience in marketing, Ilyse has forged a career characterized by strategic innovation spanning the realms of television, home entertainment and theatrical advertising. Partnering with network and studio clients, she has developed and implemented consumer, trade and out-of-home (OOH) advertising campaigns as well as digital initiatives and worldwide marketing plans. She spearheaded the development of the key art, OOH campaign and other critical materials tied to the launch of "The Walking Dead," contributing to a record-breaking cable-premiere. Additional clients include Hulu, Epix, CNN, Starz and Warner Bros. Ilyse is an active member of Promax/BDA and Women In Film.



ALEXEI PIZAREV, Class of 2012

#advertising #campaignmanagement

Alexei is the Head of Campaign Management for North America at ADARA Inc. ADARA is the advertising company that hired him straight out of college, and Alexei credits his experience in Prof. Potter's advertising capstone class for his initial hiring and success. During his tenure at ADARA, Alexei played an integral role in growing a small data-driven advertising start-up into the world's largest travel data co-op. He has developed extensive knowledge of the programmatic ad buying space and digital marketing landscape, managed an office in Europe, grown strategic partners into multi-million dollar accounts, traveled to satellite offices to hold regional training, and currently manages a team of 8 Palo Alto based Campaign Managers. At UCSB, Alexei was the Philanthropy Chair for Sigma Pi, a Research Assistant for Prof. Walid Affifi, and a member of the Communication Association. He graduated with a B.A. in communication and a minor in Russian language.



MIKE SCALISE, Class of 2012
Communication Alumni Council

#sales #internationalbusiness

Mike currently works in sales as the Director of New Business for Genbook in Los Angeles. Genbook is a software as a service (SaaS) company building out a sales team for its online scheduling software. Prior to his move to Los Angeles, Mike worked in the San Francisco Bay Area as a Buyer for an international packaging distributor. His time there was heavily spent strengthening international partnerships which lead to his passion for international travel. His love for travel has taken him through Europe and Southeast Asia where he had the opportunity to develop international business communication skills. Mike graduated from UCSB with a B.A. in communication and certification in sport management.



RAYMOND SERRANO, Class of 2011

#branding #entertainment #advertising

Raymond is the Sr. Manager of Brand Partnerships at DisruptivAgency, where he was hired to build the Brand Sales division of a YouTube network called ScaleLab. He is a business professional with a proven track record in business development, digital advertising, and branded entertainment. Raymond started his roots in business development for Reality TV pioneers Bunim-Murray Productions, where he worked on shows such as Keeping Up With The Kardashians, Project Runway, and The Real World. He developed, executed, and produced branded content, working with companies such as Under Armour, GoPro, and NASCAR. He produced in-show and brand integrations for CBS on The Price is Right, and he consulted for media services company Tiny Horse on accounts such as Coca-Cola & Walmart. While at UCSB, Raymond served as an ASAM peer advisor, PR Chair for Kapatirang Pilipino.



BLAIR SIEGAL, Class of 2013

#corporatecomm #consulting #techwriting

Blair Siegal is a Corporate Communication Specialist for Tetra Tech, a leading provider of consulting, engineering, and technical services worldwide. In this role, Blair writes and manages content for Tetra Tech's internal and external outlets, works with project managers and scientists from across the company to produce content for multiple audiences, and assists with planning marketing campaign. In addition, Blair runs Tetra Tech's Science, Technology, Engineering, and Mathematics (STEM) Program, which promotes interest, for students of all ages, in these four subjects. Prior to joining Tetra Tech in 2014, Blair worked in the nonprofit and public relations fields where she planned and executed fundraising, sales, and marketing campaigns. Blair graduated from UCSB with Distinction, majoring in communication with a minor in speech and hearing sciences.



STEFANA SIMONETTO, Class of 2012

#techcomm #policycomm #techstartups

Stefana is an account manager at Vrge Strategies focused on policy communication strategy for associations, nonprofits and technology companies. She previously worked in enterprise technology PR at Text100, FleishmanHillard and North of Nine Communications, representing a wide variety of clients, from Fortune 500 companies such as Cisco, Intel and NVIDIA to Bay Area-based startups including makerspace TechShop and database software DataStax. While at UCSB, she was involved with the Capps Center, Taubman Symposium, EAP and the Gaucho Locos. She graduated from the College of Letters and Science Honors Program with a B.A. in communications studies and business economics and currently serves on the board of the Ole SF Young Alumni Group of San Francisco.



MELODIE TAO, Class of 2006

#marketing #socialmedia #entrepreneurship

Melodie Tao runs her own company, Marketing Melodie, where she helps businesses optimize their brand and build social media communities to generate more revenue. She is also the creator of the Marketing Success Team, an online community and resource for busy professionals who want to be on the cutting edge of social media strategies. Melodie began her career while still at UCSB, interning for iHeart Media (formerly Clear Channel Communications) and learning how to build large scale marketing campaigns. She then worked in the agency world, where she found her passion in social media. Melodie first launched MarketingMelodie.com as a blog and then developed it into a full-time digital marketing company. She graduated with honors, majoring in communication with a minor in sport management. She was active in the Communication Association, the Honors Society, and was House Manager of the Music Department.



CHERIE USGAARD, Class of 1986

#humanresources #consulting #leadership

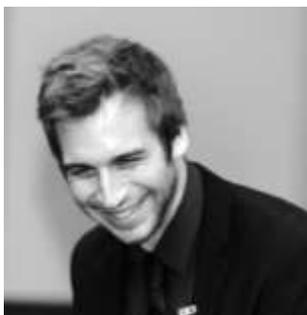
Cherie is a Talent Management Consultant for Experian North America, an over \$4 billion big data company in Costa Mesa. Cherie has over 20 years' experience in the performance consulting space working for large global companies, mid-size organizations and her own consulting firm. She began her career in Human Resources designing internal communications, then jumped into Technical Training in the banking industry. Combining her Human Resources expertise with training, she became a Learning & Development Manager in Human Resources for a mid-size insurance company. From there, she launched her own performance consulting business, GEM (Guiding Emerging Managers) and ran Bank of America's Coaching Academy, designed Executive Summits, and created a Playbook of best practices for Corinthian College. She is now completing her M.S. in organizational leadership from Colorado State Global and is certified to lead a variety of leadership programs.



JALINA WALLACE, Class of 2016

#meditation #holistichealth #customerservice

Jalina is enjoying her first post-grad position as the Executive Assistant to the CEO (Suze Yalof Schwartz) of Unplug Meditation, the world's first secular drop-in meditation studio. While Jalina employs top-notch customer service and oversees studio procedures as a Front Desk Associate, she is mainly assisting in behind-the-scenes business operations, including Marketing, Public Relations, Sales, Event Planning, Digital/Creative Design, Recruitment, Communications, Technical Support, and more. Jalina plans to earn her meditation teacher training certification in the foreseeable future, and advance her career in the world of holistic health. While at UCSB, Jalina was the President of Lambda Pi Eta Communication Honor Society, and a member of Communication Association and American Marketing Association. She graduated with a B.A. in communication and minor in philosophy.



RYAN WILSON, Class of 2008

#marketing #sales #entrepreneurship

Ryan is Director of Sales and Marketing at GCommerce Data Cloud, where he handles business development, sales and marketing strategy, and execution for two products centered in automotive e-commerce space. However, careers are always evolving and Ryan has many irons in the fire. Failures, layoffs, acquisitions, student debt and overall poor decisions have given Ryan a plethora of learning experiences to draw from. He spent the first few years after graduation working for an advertising agency, buying national broadcast television advertisements across major US networks. He earned his M.B.A. at Pepperdine University and has held senior level positions at various early-stage B2B companies across California. His focus is on entrepreneurial marketing, building sales and marketing departments from the ground up in the agricultural supply, medical device, industrial supply and automotive industries.

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



ALADRIAN GOODS, Class of 2012

Aladrian is a digital marketer in Los Angeles who consults with entrepreneurs on brand communication and communicating authentically with audiences. Prior to this position, she traveled the world teaching English and empowering people to #sharewhatyoulove. She earned a B.A. in communication from UCSB and was a recipient of the Vice Chancellor's Award for Leadership, Scholarship, and Citizenship. While at UCSB, Aladrian served as the manager of the Women's Basketball Team during the year the team won the conference championship. She also served as a Resident Assistant in Santa Catalina North Tower and as the Cultural Arts & Lectures Coordinator for the Associated Students Program Board.



LESLIE KLONOFF, Class of 1980

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



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

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



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

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



JUSTINE MILLER, Class of 2009

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



KENDRA MILLER, Class of 2011

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



SEAN O'KEEFE, Class of 2002

Sean is a Lecturer and Course Coordinator of the Business Communication program at Santa Clara University. He is responsible for curriculum development and he teaches Effective Business Communication, Business Leadership Skills, and Foundations of Leadership. Previously, Sean was the Vice President of Business Development for Shamrock Office Solutions, a local technology and IT services company. Sean had P&L responsibility and led Shamrock's growth initiatives and operational excellence. Prior to Shamrock, Sean led the Premium Seating Department with the Oakland Athletics Baseball Company where he and his team set several sales records in the luxury suite, group ticket and corporate sponsorship categories. While at UCSB, Sean interned for the Oakland Athletics, the San Francisco 49ers in the Player Personnel department, and the San Francisco Giants. In 2008, he received a M.B.A. from the Santa Clara University Leavey School of Business.



ALEXANDRA PLATT, Class of 2012

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



VICKI PRENTICE-RUBIN, Class of 1980

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



MATT SCHERMERHORN, Class of 2009

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



MARY SHIRLEY, Class of 2007

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



KEN STERLING, Class of 2012

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



REBECCA LAW STONE, Class of 2002

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



ERIN BERGAMO TRACY, Class of 1992

Erin has more than 20 years of experience managing and driving strategic communications for key businesses and technology companies around the world. In her current role as Director of Global Corporate Communications at Cisco, she is responsible for leading the PR, AR, social media, internal and executive communications, and crisis communications in EMEA (Europe, the Middle East, Africa), APJ+GC (Asia Pacific, Japan, Greater China) and the Americas (Canada, US, Latin America). She is a graduate of several Cisco leadership training programs and sits on the board of Cisco's Connected Women employee resource group. She also has a patent-pending on a Global Communications Model for driving effective communications strategies across multiple audiences and channels. While at UCSB, Erin was a member of the Alpha Phi sorority and the UCSB Crew team.



SALLY TANNENBAUM, Class of 1975

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



RYAN VOELTZ, Class of 2000

Ryan is currently the Vice President and Business Development Officer for US Bank's Asset-Based Lending Platform in Northern California. US Bank is the 5th largest bank in the US and Ryan's group focuses on working capital and revolving lines of credit for middle-market companies with greater than \$100M in annual revenue. After graduating from UCSB and pursuing sales and business development opportunities, Ryan earned his M.B.A. from the University of North Carolina at Chapel Hill's Kenan-Flagler School of Business. He joined General Electric in their Capital Experienced Leadership Development Program, where he worked in a variety of roles, including a consulting engagement in Bangalore, India. Ryan then moved to MUFG Union Bank to lead their Middle-Market Asset-Based lending efforts in the Pacific Northwest. While at UCSB, Ryan held officer positions in Lambda Chi Alpha fraternity and was named FSC Greek Educator of the Year. He was also involved in the Ski & Snowboarding Club, co-produced and co-hosted UCSB's weekly cable access sports news show, and worked for the Department of Athletics. He graduated with a major in communication and a minor in professional writing and editing.

What is the Communication Alumni Council?

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

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

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

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

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

If you are interested in the Alumni Council, please contact one of our coordinators:

Professor Karen Myers: myers@comm.ucsb.edu

Emeritus Professor Linda Putnam: lputnam@comm.ucsb.edu

Alumni Council Member Leslie Klonoff (class of 1980): lesliek4@sbcglobal.net



UCSB from Goleta Beach

painting by Chris Potter

Your gift makes a difference!

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

How your donation can help the department:

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

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

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

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

\$300: Reception to honor Graduates following Commencement



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

