



4th Annual Communication Career Day Saturday, April 28, 12:30 – 4:00pm SCHEDULE

12:30: Courtyard Mingle Begins: HSSB Courtyard

12:45: Opening Remarks by Dean Melvin Oliver and Professor Walid Afifi: HSSB Courtyard

1:00 – 2:00: Alumni Panels Session I

Panel A: Marketing & Strategic Communication: HSSB 1173

Moderator: Rebecca Law Stone*: Marketing Communications Manager, Steelwedge Software

Alumni Presenters:

Kristy (Salata) Bremer: Associate Director of Marketing, KPMG Consulting

Neil Goldman: Senior Partner, GCS Consulting

Melissa Rosenblatt: Communications Advisor, Chevron

Panel B: Entertainment Industry: HSSB 1174

Moderator: Kibibi Springs*: Community Director, myGreenlight

Alumni Presenters:

Denny Directo: Digital Media Coordinator, Entertainment Tonight

Monica Garcia: Vice President, Marketing & Brand Management, CBS

Debbie Miller: Executive Vice President of Marketing, 20th Century Fox

Panel C: High Tech Product Promotion: HSSB 1207

Moderator: Dave Seibold: Professor, UCSB Dept. of Communication

Alumni Presenters:

Tina Benevento: Academic Solutions Advisor, Lynda.com

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

Jay Matheson: Business Development Executive, Apple Inc.

Panel D: Branding Yourself & Your Business: HSSB 1211

Moderator: Karen Myers: Professor, UCSB Dept. of Communication

Alumni Presenters:

Marvin Gapultos: Food Writer and Author

Steve McCarty: Partner, Stafford McCarty Commercial Real Estate

Zack Tanck: Account Executive, Fashion P.R., RFPR

Panel E: Law and Finance: HSSB 1215

Moderator: Laura McHugh*: Partner, Rediger, McHugh & Owensby, LLP

Alumni Presenters:

Patrick Foo: Assistant General Counsel, Bank of America

Aaron Kaplan: Sales Director, Hewlett Packard Financial

Jason Kearnaghan: Partner, Sheppard, Mullin, Richter & Hampton, LLP

2:00 – 2:30: Courtyard Mingle (beverages & light snacks)

*Member, Communication Alumni Council



2:30 – 3:30: Alumni Panels Session II

Panel A: Getting Your Foot in the Door: Those First Five Years: HSSB 1173

Moderator: Mary Shirley*: Product Marketing Manager, Google

Alumni Presenters:

Amber Brown: User Experience Researcher, Citrix On-Line

Amanda Johnson: Technical Program Coordinator, Facebook

Ryan Wilson: Vice President of Marketing, Infab

Panel B: Entertainment Marketing & Promotions: HSSB 1174

Moderator: Ron Rice: Professor, UCSB Dept. of Communication

Alumni Presenters:

Alex Kanish: Operations Assistant, Participant Media

Debbie Miller: Executive Vice President of Marketing, 20th Century Fox

Ana Pineda: Public Relations Assistant, 42 West Entertainment P.R.

Panel C: Faces of Fortune 500 Organizations: HSSB 1207

Moderator: Fran Mancina*: Vice President of Government Relations, Muniservices, LLC

Alumni Presenters:

Craig Beveridge: Technical Recruiter, Google

Meghan Malaviya: Products & Agreements Legal Analyst, Google

Melissa Rosenblatt: Communications Advisor, Chevron

Panel D: Insights from Leading Account Executives and Directors: HSSB 1215

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

Alumni Presenters:

David Hefferman: Senior Account Executive, KEYT 3 ABC SB

Aaron Kaplan: Sales Director, Hewlett Packard Financial

Heather Wilburn: Account Executive, Google TV Ads

3:30 – 4:00: Courtyard Mingle & Close (beverages & light snacks)

*Member, Communication Alumni Council

UCSB Department of Communication and the Communication Alumni Council
thank the following participants for their support in underwriting this event:

Loyola Law School (Gold Level Participant)
Mission Wealth Management (Gold Level Participant)

Corporate Executive Board

Olive Street Media

Plan Member Financial

Studio 8

ZOS Communications

Communication Alumni Guest Speakers



TINA BENEVENTO, Class of 2007

Tina is an Academic Training Solutions Advisor for lynda.com, a Santa Barbara based company that is a recognized leader in software training. Tina works with Colleges and Universities in the Midwest, Canada, and Australia to see how the lynda.com Online Training Library can assist with their challenges of digital literacy. In this sales role, she maintains relationships with current and new clients, attends Trade Shows, creates marketing campaigns, and works to find new accounts that will translate into ongoing business for lynda.com. Previously Tina worked as an Account Executive at Paychex and in the Corporate Sales Department of Citrix Online.



CRAIG BEVERIDGE, Class of 2007

Craig is a Technical Recruiter for a variety of Software Engineering positions at Google in Mountain View, CA. He specializes in finding the best and brightest engineers to join the Platforms Engineering team. This is an elite group tasked with designing/developing Google's massive server infrastructure. With his degrees in Psychology and Communication, Craig is able to utilize a variety of techniques to find these elusive geeks and encourage them to join Google. He has been in this role for over two years and is hoping to lead a team of recruiters in the near future. Prior to working as a software engineering recruiter, Craig recruited construction engineers for a number of companies throughout the SF Bay Area.



AMBER BROWN, Class of 2010

Amber is a User Experience Researcher at Citrix Online. In this position, she works with departments all across her organization including; Customer Support, Sales, Marketing, Engineering, and Product. She spends most of her time talking with customers trying to understand how they use their product which gives customers the power to influence the design of her company's products. Before finding a job in the high-tech world, Amber spent one year doing outside sales for Xerox. As student Communication student at UCSB, she also obtained a minor in Sport Management. Amber is earning her Masters in Human-Computer Interaction at Iowa State University.



DENNY DIRECTO, Class of 2010

Denny is the Coordinator for the Digital Media Group at Entertainment Tonight & The Insider. This includes coordinating the offices of General Manager of Digital Entertainment Brands, Director of Product Strategy & Partnerships, and Editorial Director & Managing Editors for EOnline and TheInsider.com. Denny began at ET/Insider as a Production Assistant and within 5 months was promoted to his current role. Denny is often tasked with producing original video content for the web properties, as part of multiple integrations with large national brands. While at UCSB, Denny also studied Film and Media Studies, was an active member of AS Program Board, IV Tenants Union and served as the social media intern for the UCSB Alumni Association.



PATRICK FOO, Class of 1989

Patrick is Assistant General Counsel at Bank of America Corporation in the Consumer and Small Business Banking Group. He manages the legal team, providing guidance on marketing campaigns and activities and on advertisements that promote the Home Loans line of business. He has held corporate counsel positions for companies including New Century Mortgage Corp.; Arcata Associates; a start-up internet telecom provider and an online media company. At UCSB Patrick majored in Communication and Business Economics and earned his law degree from Southwestern. He is a featured speaker at the CMBA Western States Regulatory & Compliance Conference, and serves as a reserve deputy sheriff providing patrol services and teaching anti-drug abuse education.



MARVIN GAPULTOS, Class of 2000

Marvin is a food blogger, recipe developer, and cookbook author. Marvin began his career in the software industry as a Marketing and Technical writer and he was able to turn his hobby of food blogging into a career. In 2010, Marvin opened The Manila Machine—Southern California's first mobile restaurant to specialize in gourmet Filipino cuisine. In just a short amount of time, Marvin's cooking gained both a loyal following, as well as critical acclaim. Despite his success, Marvin soon closed his food truck business to better focus on a lifelong goal: writing a cookbook. Marvin's first cookbook, *The New Filipino American Cookbook*, will be published in early 2013. Marvin began his writing career at UCSB where he served as the Sports Editor of *The Daily Nexus*.



MONICA GARCIA, Class of 1996

Monica is the Vice President of Marketing and Brand Management at CBS Studios International. After graduating from UCSB with a double-major in Communication & English Literature, she quickly found her passion in marketing and branding in entertainment. In addition to coordinating with broadcasters throughout the world to successfully promote such CBS flagship franchises as *CSI* and *NCIS*, Monica also works closely with CBS Studio International's clients, partners and business units to preserve and continually expand the CBS brand. Prior to this role, Monica was a Director of Marketing and Advertising both at CBS Television and Paramount Pictures.



DR. NEIL GOLDMAN, Class of 1986

Neil owns Goldman Consulting & Strategy (GCS, Inc.), an organizational development and perceptual research firm founded in 2002, working primarily with credit unions. He is former president and owner of Member Research, serving credit unions since 1988. At last count, Neil had worked with hundreds of credit unions in 43 states nationwide. Through strategic planning, research services, workshops and consulting, Neil and GCS provide insights and information for better decisions and better leadership. Neil holds a doctorate degree in Organizational Leadership from Pepperdine University, where he also obtained an MBA with a marketing emphasis.



DAVID HEFFERMAN, Class of 1979

David is the Senior Account Executive at KEYT 3 ABC where he is responsible for generating a major portion of the station's local retail revenue. He is also the team sales leader of KEYT.COM digital video advertising, on-line advertising, pre-roll, and new page development. David created a multi-platform new business template that has produced hundreds of thousands of dollars in revenue and new clients. With over 23 years of marketing, promotion, sales, on-air experience, David's highly successful career has included roles with major media organizations such as Cumulus Broadcasting and Clear Channel/Jacor/Criterion Media.



AMANDA JOHNSON, Class of 2008

Amanda is a Technical Program Coordinator for the Mobile Core team at Facebook, where she has enjoyed working for over two years. Her career at Facebook started in User Operations, providing support to clients who were having difficulty with their accounts. She then joined the Product Specialist team, where she interacted closely with both Mobile and Profile Product Managers and Engineers to advocate for the voice of the user. In her current role, she manages the overall Mobile testing strategy and helps coordinate upcoming Mobile product launches. Amanda graduated from UCSB in 2008 with high honors in Communication and was a Peer Advisor for over two years in the Department of Communication.



ALEX KANISH, Class of 2011

Alex works at Participant Media in the Operations Department and organizes company events, provides executive assistance to department heads, trains interns, and maintains the office supplies. Following graduation, he obtained an internship at Participant Media, and Alex credits this for his ability to secure a full time job. In his free time, he is organizing fundraisers for the Annual AIDS Lifecycle charity and works as a promotional consultant for the start-up firm FilmBreak.com.



AARON KAPLAN, Class of 1983

Aaron is the Sales Leader for HP Americas' Channel and Mid-market equipment leasing sales team. Graduating from UCSB with a double major degree in Communication Studies and Sociology, Aaron's career goal was to become a "pitchman" in the advertising field. Returning to Silicon Valley after graduation, he found greater opportunity (and better pay) in technology. Starting in the customer service department, Aaron has been selling for over 25 years, and is a firm believer that "Sales" is a legitimate career choice for a Communication majors. Aaron's ability to listen, understand customers' needs, present solutions, create marketing messages, and negotiate agreements comes directly from his learning's in the (then) Communication Studies Department at UCSB.



JASON W. KEARNAGHAN, Class of 1995

Jason is a partner in the Labor and Employment Practice Group in Sheppard, Mullin, Richter & Hampton LLP's Los Angeles Office. Jason represents employers in various labor relations matters involving state and federal wage and hour laws, wrongful discharge, employment discrimination, employee discipline and termination, collective bargaining, union representation proceedings, and contract arbitrations. Prior to his current position, Jason practiced business litigation in the health care context and he served in the United States Navy Judge Advocate General's Corps as a trial attorney in criminal prosecution. He earned his JD from the University of San Diego Law School.



MEGHAN MALAVIYA, Class of 2010

Meghan is a Legal Analyst for the Products & Agreements group at Google Inc. She supports the Google Music and YouTube teams and is responsible for contract negotiations with music labels, publishers, and international collection societies. Meghan initiates legal discussions with artists for Google sponsored performances at events such as Coachella and Sundance, and partially supports the DotOrg and Datacenter/Infrastructure teams with contract drafting and other transactional work. Previously, Meghan was a paralegal at Cotchett, Pitre & McCarthy. While majoring in both Communication and Spanish at UCSB, she served as the 2010 Career Day Intern, Student Editor of the Gaucho Communicator, and President of Phi Alpha Delta, a Pre-Law Fraternity.



JAY MATHESON, Class of 1996

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



STEVE MCCARTY, Class of 1981

Steve, with his partner, Greg Stafford, created Stafford-McCarty Commercial Real Estate in 1993 based in San Luis Obispo. Steve started his career in commercial real estate with TOLD Real Estate Corporation in 1988, and prior to that worked with major accounts in the computer hardware and software industries. Steve is married with two children, and has served on a variety of local Board of Directors within the community. Presently he is serving on the boards of the San Luis Obispo Community Foundation, the North County UCSB Economic Forecast Project, and the Central Coast Economic Forecast. Steve earned both his Bachelor's and Master of Arts degrees from the (then) Communication Studies at UCSB.



DEBBIE MILLER, Class of 1983

Debbie is the Executive Vice President of Marketing at 20th Century Fox where she oversees publicity, promotions, research, and digital marketing endeavors, while working with the Studio Heads to develop overall marketing strategies and innovative campaigns for the company's theatrical releases. With over 20 years experience, Debbie previously held Executive Vice President positions at CBS Films, Warner Bros. Pictures and 20th Century Fox. She began her career as a personal publicist working for clients such as Tom Cruise, Demi Moore, and Johnny Depp. Among her career highlights are award-winning campaigns for *Happy Feet*, *Independence Day*, *Million Dollar Baby*, *The Departed*, and *There's Something About Mary*.



ANA PINEDA, Class of 2010

Ana is a Publicity Assistant in the Entertainment Movie Marketing Division at 42West Public Relations where she assists with national publicity campaigns for various films and directly works with press to set up exclusive features, film reviews and media junkets with talent and directors. She is coordinaties press screenings, red carpet premieres and is a liaison for film studios during Awards season. Before 42West, Ana was a Field Publicity Intern at Focus Features and at Terry Hines and Associates. At UCSB, Ana on the Associated Students Program Board for three years and the VP of Membership for the Communication Association. In her senior year she was presented with the 2010 University Service Award by Chancellor Henry T. Yang.



KRISTY SALATA BREMER, Class of 1986

Kristy is the Associate Director of Marketing for KPMG, leading the internal and external marketing efforts for the Media and Telecommunications practice. With more than 25 years experience, Kristy has remained versatile by applying her communication skills across diverse industries ranging from entertainment to financial services. She got her start in agency PR by representing a wide variety of television and home entertainment projects. From there she transitioned to an in-house position as Media Relations Director for Tribune and then joined Countrywide Financial in internal communications. Kristy took a brief detour to fill a one year interim position as Admissions Director for a private K-8 school, before joining KPMG in July 2011.



MELISSA ROSENBLATT, Class of 2001

Melissa is currently the Communications Advisor for Chevron's Lubricants business. In this role, she has responsibility for all aspects of communication direction, including strategy, planning, implementation and counsel. She works directly with Chevron senior leaders on development and implementation of communication programs, including employee communications, media relations, web/new media, customer communications and crisis communications. Prior to joining Chevron, Melissa worked in public relations for technology companies for five years. Melissa received her master's degree in Mass Communications from San Jose State University in 2006. In her spare time, Melissa enjoys exploring the Bay Area with her husband, and her two year-old twins.



ZACK TANCK, Class of 2007

Zack is an Account Executive at RFPR based in Los Angeles that focuses on lifestyle public relations and marketing. At the firm, Zack has secured press, coordinated on-location photo shoots, planned large-scale events, written press releases, and maintained relationships. In addition to PR, Zack has contributed to a variety of fashion and lifestyle websites, such as Rachel Zoe and Lo Bosworth's online newsletters writing on a number of topics ranging from trend reporting to seasonal must-haves and celebrity style. At UCSB, Zack dabbled in careers relating to fashion, such as fashion styling, retail, and style journalism.



HEATHER WILBURN, Class of 1998

Heather is a Senior Account Manager for the Google Offers team. She manages relationships with business owners in the Phoenix and Denver markets, ensuring each business's daily deal is effective and runs smoothly. Heather joined Google in 2002 and was one of the founding members of the Adwords online ads program, focusing primarily on developing advanced online strategies for small to medium businesses. Prior to joining Google, Heather spent 6 years in the hospitality industry where she worked closely with a variety of Convention & Visitor Bureaus and Hotel/Motel Associations, helping their members leverage the internet to promote unsold inventory.



RYAN WILSON, Class of 2008

Ryan was just named Vice President of Marketing for Infab in Camarillo. He is enrolled in and plans to complete Pepperdine's Fully Employed MBA program with an emphasis in Entrepreneurship by the end of 2012. While going to school Ryan has been completing comprehensive on/offline marketing contract and consulting work. Previously, Ryan worked in advertising across multiple platforms including print, radio, broadcast television and online media. His experience includes planning national media campaigns, organizing multichannel product launches and consulting for various companies on product implementation and marketing strategies.

COMMUNICATION ALUMNI COUNCIL MEMBERS



JONATHAN DELONG, Class of 1998

Jonathan is the Executive Vice President of Product Marketing for ZOS Communications. Founded in 2007 with initial patent filings, ZOS has made key pivots in a changing global economic and telecommunications landscape. Strategically growing from a developer of social applications, to a geospatial sciences think-tank and lab, and finally into a formidable Platform-as-a-Service and API/SDK based solution provider. Now with three global offices, ZOS supports Carriers, Infrastructure Providers, and Large Enterprises by delivering mobile and M2M solutions. A commanding understanding of mobile operating systems and the commoditization of APIs into 3rd party cloud services and developer communities has positioned ZOS at the apex of wireless, application enablement, and location-based services. Jonathan was the second employee at ZOS.



FRANCESCO (FRAN) D. MANCIA, Class of 1980

Fran is the Vice President of Government Relations, Western Region for Muniservices, and PRA Government Services. 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. Fran recently completed a two year term as President of the League of California Cities' Partner Program and is now serving on the UCSB Alumni Association Board of Directors in addition to the Communication Alumni Council.



LAURA C. MCHUGH, Class of 1989

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



VICKI PRENTICE-RUBIN, Class of 1980

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

LIZ ROCKHOLD, Class of 1985



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



LAURA ROENICK, Class of 2005

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



KAMYAB SADAGHIANI, Class of 2008

Kamyab is president of Core Life Sciences, Inc., which he founded in November 2011 as a distributor specializing in high quality yet affordable laboratory instruments for life science research. Kamyab graduated from UCSB with highest honors and distinction in the communication major. He graduated in 2011 with his MBA from Duke University's Fuqua School of Business.



MARY SHIRLEY, Class of 2007

Mary Shirley is a Product Marketing Manager promoting Google's B2B ads products to large advertisers and agencies. She leads marketing communication for the Google Display network, including web presence and overall brand positioning. Before marketing, Mary worked in the sales organization for 4 years, most recently as a Senior Account Manager working with some of Google's largest Healthcare advertisers and agencies. She has lived professionally in San Francisco, Boston, and now New York.



KIBIBI SPRINGS, Class of 1995

Currently Kibibi is the Community Director for myGreenlight an online training division of management consulting firm Ferrazzi Greenlight where she directs community engagement and content for the firm's Global 500 clients on culture change and professional growth through relationship building strategies. Previously she worked in management roles within global PR firm Edelman Public Relations, non-profit The Milken Family Foundation, three Procter & Gamble Brands, and as a marketing consultant at the Virgin Entertainment Group. Kibibi is passionate about helping people move into positive action and impacts organizational culture by facilitating the adoption of behavior that evolves brand awareness, employee and consumer engagement.



REBECCA LAW STONE, Class of 2002

Rebecca is the Senior Marketing Manager at Steelwedge Software, a cloud-based, sales and operations planning software company. In this position Rebecca oversees outbound communication strategy, including lead nurturing, social media, e-marketing and trade shows. Rebecca has over ten year experience as a marketing professional in communications, brand identity, and social media, and was most recently the Senior Marketing Communications Manager at Occam Networks in Santa Barbara. Rebecca currently resides in Mill Valley, CA with her husband. She is an active member of the UCSB Communications Alumni Council.

AMY MENKES STOODY, Class of 1980



Amy is a Certified Legal Specialist in Workers' Compensation and a former co-chair of the Workers' Compensation Section of the Southern California Bar Association. She is on the board of Directors for Boys Town California. Amy regularly sits as a Judge Pro Tem and has been named a "Super Lawyer" in Southern California by her peers and *Los Angeles Magazine* for the past seven years. She was also featured by American Airlines as one of America's Most Influential Women in the Law. Amy graduated with honors from UCSB and from the Western State University College of Law. While in law school, Amy received numerous awards in American Juris Prudence and she served as an editor of the *Law Review*. Amy is also a legal analyst for Los-Angeles based CBS affiliate KNX 1070 News Radio, providing weekly commentary on a variety of legal topics.

VALERIE WALKER, Class of 1980



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

