

# ADMINS RUN THE WORLD

(& your company).

IT'S TIME THEY'RE  
RECOGNIZED  
FOR IT.

Improve morale, increase productivity and retain top  
Administrative talent through the Admin Awards.



KEITH KRACH,  
CHAIRMAN,  
DOCUSIGN AND  
TEAM CELEBRATE  
DANIELA BIN-OTEIZA AT  
THE SAN FRANCISCO  
BAY AREA ADMIN AWARDS

# A MESSAGE FROM THE FOUNDER

## *At the heart of recognition is gratitude.*

The Admin Awards was inspired by my mother. She was a career Executive Secretary who retired shy of her 80th birthday. Growing up, I saw first-hand the incredible pride my mother had for her role. I also witnessed the immense and lasting impact she had on her company and colleagues. She was viewed and admired as an essential member of the team and was showered with appreciation and gratitude.

As I reflected on my mother's career, I realized that there wasn't a single national or international recognition program dedicated to recognizing the invaluable contributions of Administrative Professionals—people like my Mother and the over six million Admins across the country—who are often considered the "backbones of an organization."

In 2012 that changed when I founded the Admin Awards with a singular focus and unwavering motivation: to recognize the thousands of deserving Administrative Professionals through a robust awards program to celebrate the spirit and capture the significance of the modern-day Administrative Professional. The Admin Awards highlights the extraordinary impact an Admin can have on an organization and its leadership, while also offering resources to inspire and advance administrative excellence.

Over the last decade, the Admin Awards has grown both in reach and reputation. From our inaugural market - Dallas | Fort Worth - we now have a presence in 9 metropolitan areas across the United States. We are very proud to be regarded as the Administrative Profession's highest honor through our five-star recognition program and prestigious array of annual awards. Twelve years later, we are the acknowledged "Academy Awards for Admins."

The process is very straightforward. It begins with a nomination and culminates with an iconic, deeply meaningful, and glittering celebration of Administrative Professionals. Recognition is powerful. The annual Admin Awards "Good as Gold Gala" in each city, is designed to leave every Nominee and Admin who attends feeling inspired, committed, and eager to continue going the extra mile for their leaders and organizations.

Let's celebrate the power of gratitude to inspire and elevate a team!

# HERE WE GO!

**SUNNY NUNAN**

**FOUNDER, CEO & PROUD DAUGHTER OF AN EXECUTIVE SECRETARY**



# PROGRAM AREAS

The Admin Awards operates annual recognition programs in the following areas, each with their own annual Admin Awards 'Good as Gold' Awards Gala.

**BOSTON**  
(MA, ME, RI, VT)

**CHICAGO**  
(IL, MI, WI)

**DALLAS FORT WORTH**

**HOUSTON**

**PACIFIC NORTHWEST**  
(WA, OR, MT, ID)

**PHILADELPHIA**  
(PA, NJ, DE)

**SAN FRANCISCO**

**SILICON VALLEY**

**WASHINGTON D.C.**  
(D.C. MD, VA)

# PARTICIPATING COMPANIES



# CONTINUING THE LEGACY OF COLLEEN BARRETT

*through the Colleen Barrett Award for Administrative Excellence*



**The Colleen Barrett Award for Administrative Excellence** is the Admin Awards most prestigious honor. The Award elevates and recognizes the Administrative Professional who embodies the “spirit” and proficiency of nationally renowned (former) Legal Secretary, Colleen Barrett of Southwest Airlines.

Colleen Barret began her career as the secretary to Herb Kelleher, the visionary founder of Southwest Airlines. Herb recognized and leveraged Colleen’s gifts for management, strategy, leadership, and interpersonal relationships. At Southwest Airlines, it is understood that Herb was the brains behind the company but Colleen was its heart.

Over the course of her five-decade career at Southwest, Colleen served as a guiding force behind the company’s legendary “people first” culture and ascended to become its President and COO. Colleen was not only the first woman to serve as President of a major airline, but she achieved the highest honor in the aerospace industry, as a recipient of the 2017 Wright Brothers Memorial Trophy in Washington, D.C.

The Admin Awards is proud to be a part of Colleen’s legacy through the Colleen Barrett Institute, which now personally selects the Finalists and Winners across the U.S. of the coveted Colleen Barrett Award for Administrative Excellence.

GET TO KNOW COLLEEN BARRETT THROUGH THE SOUTHWEST AIRLINES  
COLLEEN BARRETT INSTITUTE AT [COLLEENBARRETT.COM](http://COLLEENBARRETT.COM)

# HOW THE ADMIN AWARDS WORKS

The Admin Awards is a multi-phase recognition program. It begins with the **NOMINATION** phase, followed by the **JUDGING** phase and culminates with the Admin Awards 'Good as Gold' Gala **CELEBRATION**.

Watch a short video which brings to life the 'Good as Gold' Gala, the highlight of the Admin Awards experience at [adminawards.com/this-is-why](http://adminawards.com/this-is-why)

## *Award Categories*

Created to reflect the unique talents of the diverse community of Administrative Professionals, The Admin Awards offers distinct award categories, including our program's most prestigious award, **The Colleen Barrett Award for Administrative Excellence**. In addition, the **Founder's Award** honors an organization that creates an exceptional work environment for Administrative Professionals through visionary initiatives and specific "best in class" attributes.



THE COLLEEN BARRET AWARD FOR ADMINISTRATIVE EXCELLENCE

THE ABOVE THE  
CALL AWARD

THE ACHIEVER  
AWARD - INDIVIDUAL

THE ACHIEVER  
AWARD - TEAM

THE EXCELLENCE IN  
PUBLIC SERVICE AWARD

THE LEADERSHIP  
AWARD

THE LOYALTY  
AWARD

THE SPIRIT  
AWARD

THE STRATEGIC  
PARTNERSHIP AWARD

TOYOTA START YOUR  
IMPOSSIBLE AWARD

THE FOUNDER'S  
AWARD

*Dallas Fort Worth Only*

Read Award Category Descriptions at [adminawards.com/awards-and-eligibility](http://adminawards.com/awards-and-eligibility)

# THE ADMIN AWARDS EXPERIENCE | STEP BY STEP

## NOMINATION PHASE

Nominations can be submitted by their supervisors, coworkers, clients, vendors, etc. in one or more of the award categories.

With a growing list of over 150 diverse job titles reflecting the administrative function today, as long as the organization and Nominee are in mutual agreement that the job function is primarily administrative in nature, we accept the nomination regardless of the actual job title.

Visit [adminawards.com](https://adminawards.com) and click the Nominate button to access our secure Awards Portal.

NOMINATE NOW

- Create your account
- Follow the system prompts to create and submit nominations
- Need help? Email [nominations@adminawards.com](mailto:nominations@adminawards.com)

### What happens when you submit your nomination?

*Your Nominee is notified instantly that they've been nominated for an Admin Award and by whom. As you can imagine, this is an emotional and powerful moment for your Nominee – and just think, it's only the beginning!*



2022 SAN FRANCISCO  
BAY AREA ADMIN  
AWARDS WINNERS

### *9 Tips for Crafting a Winning Nomination*

1. Start with an extraordinary Administrative Professional.
2. Evaluate the Award Category that best reflects your Nominee's unique contributions and characteristics.
3. Concentrate your nomination efforts on a single award category versus nominating an individual in multiple award categories, which could potentially dilute your efforts.
4. Ensure the Admin's leader participates in the nomination process – nominations submitted by their leaders are weighed more heavily by the judging panel.
5. Be specific in answering the award category questions. Provide background, anecdotes, and details related to the Nominee's unique contributions against the award criteria you've selected.
6. Nominations that advance in the competition average a 700-900 word count.
7. Nominating can be a fulfilling team building initiative. Many companies come together and rally their Nominee's co-workers and colleagues during the nominations process.
8. Rally support externally too. Encourage clients and vendors to also contribute to your Admin's nomination.
9. To give your Nominee a real advantage, view samples of winning nominations: [adminawards.com/winning-nominations](https://adminawards.com/winning-nominations)

# JUDGING PHASE



An independent Panel of Judges evaluates all Nominees, and rely solely on the written nomination(s) and any supporting materials you choose to upload with your nomination.



The Panel is comprised of Administrative Professionals, HR Leaders and Executives serving alongside the Colleen Barrett Institute in evaluating Nominees. Judges look for specific details, stories, anecdotes and quantifiable results. Neither sponsors, advisory board members nor the Admin Awards staff is involved in the judging process.



To produce the best possible outcome for every Nominee, the Judges reserve the right to advance a Nominee in any of the award categories should their nomination better reflect an award category different than the one originally selected. The Judge's discretion in award categories in no way negatively affects a Nominee's status in the competition.



Nominees representing organizations of every size and stature aren't only nominated for the Admin Awards, but win! Whether an Administrator serves a small nonprofit as an Office Manager, or supports the CEO of a Fortune 500 company, Judges focus on the achievements and examples of extraordinary Administrative Professionals who are pushing the boundaries of administrative excellence when determining who advances in the competition.



**ERIC CHAPMAN, EXECUTIVE ASSISTANT TO THE CEO, PAN COMMUNICATION WINS THE COLLEEN BARRETT AWARD FOR ADMINISTRATIVE EXCELLENCE AT THE 2022 GREATER BOSTON ADMIN AWARDS.**



# THE ADMIN AWARDS EXPERIENCE | STEP BY STEP

## CELEBRATION PHASE

Every Nominee is celebrated during the Admin Awards 'Good as Gold' Gala with a unique red carpet experience, a high-value commemorative gift, 14+ Admin-only prize drawings valued at \$500+ and years of service acknowledgements.

What makes the Gala so memorable and meaningful for nominees is when leaders, coworkers, friends and family attend to celebrate their achievement. Attendance at the Gala is critical to amplify the impact of your nomination.

All Finalists are revealed and honored in each award category with winners announced and presented with their iconic Admin Award on stage. Only Nominees present at the Awards Gala are eligible to advance in the competition.

To access the Admin Awards complete FAQ [adminawards.com/faqs](https://adminawards.com/faqs)



### *The 'Good as Gold' Gala at a Glance*

The **Admin Awards** is the **Administrative Profession's highest honor!** At its heart, the program and the 'Good as Gold' Gala honors and celebrates every Nominee and Administrative Professional by recognizing their dedication to their organizations and commitment to Administrative Excellence!

**6-6:45 PM** Guest Arrival,  
Cocktail Reception

**6:45 PM** Ballroom Doors Open

**7:05 PM** Opening Remarks &  
Nominee Video Tribute Reveal

**7:25 PM** Dinner Break

**7:45 - 9:30 PM**

Years of Service Acknowledgements  
Award Presentations  
Prize Breaks

**EXECUTIVES ARE INVITED TO JOIN THEIR WINNERS ON STAGE AS THEY ACCEPT THEIR AWARD AND ARE WELCOME TO MAKE REMARKS**



# THE LEGENDARY ADMIN AWARDS RED CARPET EXPERIENCE

## All Nominees and attending Admins:

- Walk the red carpet
- Receive a high value commemorative gift upon arrival
- Automatically entered into the Prize Program
- All Nominees are showcased on our Nominees Wall of Fame



## PRIZES THROUGHOUT THE EVENING

The legendary Admin Awards Major Prize program is a long-standing tradition of the Admin Awards 'Good as Gold' Gala and includes:

**14+ Major Prizes** valued at \$500+ that all attending Admins are eligible to win throughout the evening during our Major Prize Drawings

**Years of Service Acknowledgements & Prize for Most Tenure** publicly recognize Admins in the audience with significant tenure

### Team Spirit Contest & Prize

Companies rally around their Nominees with creative expressions of "Team Spirit" and a shot at winning the Team Spirit Contest!

### 'Good as Gold' Themed Attire Contest & Prize

Guests come dressed in their best 'Good as Gold' themed attire for a chance to win the 'Good as Gold' Best Outfit Contest

2022  
ADMIN  
AWARDS  
COMMEMORATIVE  
GIFT - THE 'ADMINS  
ROCK' BUTTON ENGRAVED,  
HIGH QUALITY STRETCH  
CUSTOM JEAN JACKET.





# GOOD AS GOLD CONTEST

Attendees love the 'Good as Gold' best theme outfit contest for a chance to win the Good as Gold Contest prize!



# TEAM SPIRIT CONTEST!

Participating companies rally around their Nominees with creative expressions of enthusiasm and gratitude and a chance to win the Team Spirit Contest!



Hess Corporation



Southwest Airlines



Williams Sonoma



Altria

# SHOWCASE OF PAST WINNERS

Administrative Professionals representing organizations of every size and stature win the Admin Awards across the country. Below is a showcase of some of our past winners.



**Candice Evans**

UT MD Anderson Cancer Center  
Operations Manager



**Jennifer Hiwa**

United States Attorney's Office  
Executive Secretary to United States Attorney, Dave Anderson



**Carrie Coston**

Centura Health  
Executive Assistant to the SVP, Care Integration



**Debra Narasaki**

NASA Cloud & Computing Services  
Administrative Assistant III



**Ike Saunders**

Joseph P. Kennedy Enterprises, Inc.  
Executive and Personal Assistant to Chris Kennedy, Chairman



**Junell Lewis**

Lurie Children's Hospital  
Senior Executive Administrative Assistant to the EVP and Chief Community Health Transformation



**Karen Lindsey**

Riveredge Hospital  
Executive Coordinator and Assistant to the Chief Executive Officer



**Kathleen Earley**

Salesforce  
Executive Administrator, Office of the President & CFO, Mark Hawkins



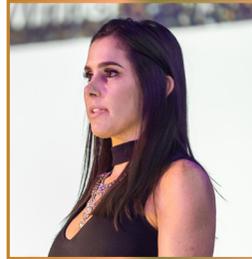
**Margaret March**

Goodwill Industries of Fort Worth  
Executive Assistant to the President & CEO, David Cox



**Margie Luna**

Southwest Airlines  
Executive Office Receptionist & Admin Coordinator



**Stacey Speizer**

Uber  
Executive Assistant to the CEO, Dara Khosrowshahi



**Ann Seid**

Tesla  
Executive Assistant to the CFO



**DeeDee Rodriguez**

Dallas Independent School District  
Executive Administrative Assistant to the Superintendent



**Denise Polanco**

HP, Inc.  
Executive Assistant to the President & CEO, Dion Weisler



**Eva Valenzuela**

Toyota Financial Services  
Executive Assistant to the CEO, Mark Templin



**Suzanne Staring**

Southwest Airlines  
Executive Assistant to the CEO, Gary Kelly

# EXCITING MOMENTS



**MAYOR MURIEL BOWSER,  
WASHINGTON DC**



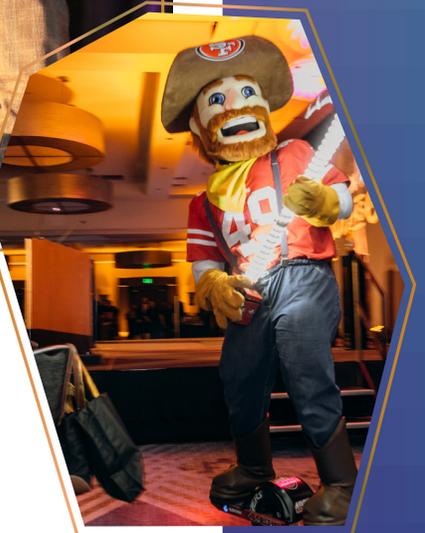
**NANCY NORDBERG, WINNER OF THE LEADERSHIP AWARD AT THE SILICON VALLEY ADMIN AWARDS IS CONGRATULATED BY NASDAQ ON THEIR TOWER IN TIME SQUARE**



**MAYOR SYLVESTER  
TURNER, HOUSTON**



**JOHN CHAMBERS, CHAIRMAN OF CISCO LEARNS HIS LONG-TIME CHIEF EXECUTIVE ASSISTANT DEBBIE GROSS WON THE COLLEEN BARRETT AWARD**



**SOURDOUGH SAM OF THE  
SAN FRANCISCO 49'ERS MAKES  
A SURPRISE APPEARANCE**

# TESTIMONIALS

**"The Admin Awards is brilliant. Just brilliant!"**

*Keith Krach, Chairman, DocuSign*

"I've been to a number of such type events, although not for administrators, and this was one of the best run events I have ever attended."

*John Chambers, Chairman, Cisco*

**"Winning an Admin Award was the pinnacle of my career."**

*Kathleen Earley, Executive Administrator to the President & CFO, Salesforce*

"The Admin Awards is a long overdue recognition for admins. I've been in the industry for over 40 years and have support an awesome group of recruiters who are always winning awards, achieving goals and getting recognition. **There are a lot of women and men in the work force supporting co-workers and they deserve the recognition.** Thanks to Sunny and all the Admin Awards supporters for recognizing a well deserved group of people.

*Kathryn Labrosse, Business Manager, Nearerterm Corporation*

**"To watch a group of professionals speak on the passion, and great joy, of the all-encompassing details of an Executive Administrator is inspiring, as a start— Then... Amazing! Congratulations to EAs!"**

*Jacques Rachal, Director of Business Travel, The Clift Hotel, San Francisco*

**"This is a one-of-a-kind organization honoring people who don't get enough credit** for the positive impact they have on the world and in our lives. We are so happy to sponsor this great organization and honor these tremendous people!"

*Dave Allston, Managing Vice President, Thought Ensemble, a Pariveda Company*

"This event was incredible, to say the least. The level of support and encouragement was inspiring. I came to work today feeling a sense of pride and the want to be better."

*Aimee Mueller, Executive Assistant, Grainger*

"This was my first Admin Awards event. **It was magical.** It is a unique feeling being the focus of such a glamorous gala rather than a behind-the-scenes person. Thank you."

*Laura Jolin, Executive Administrator, Analog Devices*

"I am so grateful and appreciative of the spotlight that Admin Awards has put on this amazing profession that often times doesn't get a lot of recognition. I can't wait for next year!"

*Lauren Morrissey, Executive Assistant, West Monroe*

**Overall, again, I was blown away. I've been to many awards galas and this by far put them to shame. I met a lot of people and it was a joy to be in a room of my peers."**

*Bonnie Rarick, Special Administrative Assistant to Management, Audacy*

**"A+ First Class Event.** Put us down for next year. Truly proud to be associated with a quality, energizing event like this"

*Kevin Paillet, Regional SVP Marsh & McLennan Agency*

"As this was my first time attending, I thoroughly enjoyed the awards. I loved the energy in the room, and salute those who worked behind the scenes to make it happen. **I look forward to attending again, and congratulations to all nominees, finalists and award winners!"**

*Earl Bynum, CEO, Earl Bynum Ministries, INC*

"All the attendees from our company always say that this is the **best awards presentation they attend each year!"**

*Deb Purvin, SVP, Texas Capital Bank*

"The event was so amazing, **I cannot stop talking about it!"**

*Cheryl Portillo, Chief of Staff, Ryan*

**"The Admin Awards was absolutely spectacular** and appropriately recognized the achievements of all the Nominees and Winners!"

*David Stephens, Director, PepsiCo Food Service*

# WHAT DOES IT COST?



To an Administrative Professional, a nomination delivers great prestige and immense pride. As the only national public recognition program devoted to Administrative Professionals and considered the Administrative Profession's highest honor, being nominated is a great accomplishment.

Yet nominating is just the first phase of our program. The second phase is where the magic really happens, at the Admin Awards 'Good as Gold' Gala, which has been designed to be an intensely meaningful and memorable experience – one that 98% of attending Admins and Executives alike rate five-star/excellent. This is where EVERY Nominee is celebrated, Finalists are revealed, and Winners are announced. All Nominees must be present to win.

Plan now to attend with your Nominee as Leaders are important and active participants in our program and should your Nominee win, you will not only want to witness that exhilarating moment but you'll also join them on stage to commend them publicly. Should your Nominee not become a Winner, participants confirm that attending the Admin Awards Gala alongside their leaders and coworkers makes them feel like one!

## COST SCENARIOS

*Designed to suit any budget*

### **Individual Tickets: From \$295** (Prices vary by market)

Includes entry to the Good as Gold Awards Gala, the VIP red-carpet experience for all attending Admins including a high-value commemorative gift, pre-event cocktail reception, premium dinner and beverages and inclusion in the Major Prize program contests and drawings.

### **One Table of 10: From \$2700** (Prices vary by market)

Ensures all guests are seated together and includes the VIP red-carpet experience for all attending Admins

### **Silver, Gold & Platinum Table Sponsorships: \$5,950 - \$12,950** (Prices vary by market)

For companies that want to amplify their attendees experience, Silver, Gold and Platinum table sponsorships include premium table placement at the Gala, an Advertisement in the Finalist & Winners Publication, Nominee Plaques for all Nominees and ensure all your company's attendees are seated in the same area.

### **Premier Sponsorships: Starting at \$12,500**

Additional sponsorship packages are available and are an excellent option for companies who rely heavily on the Administrative function and want to attract, reward, inspire and retain top Administrative talent. Sponsorship options include a variety of powerful benefits including attendance at professional development events throughout the year, access to Admin Awards resources and help promoting your Administrative job openings. Contact Randy Kazmierski at [randy.kazmierski@adminawards.com](mailto:randy.kazmierski@adminawards.com) for additional details.

**ADMIN**  
**AWARDS**  
THE ADMINISTRATIVE PROFESSION'S  
HIGHEST HONOR

