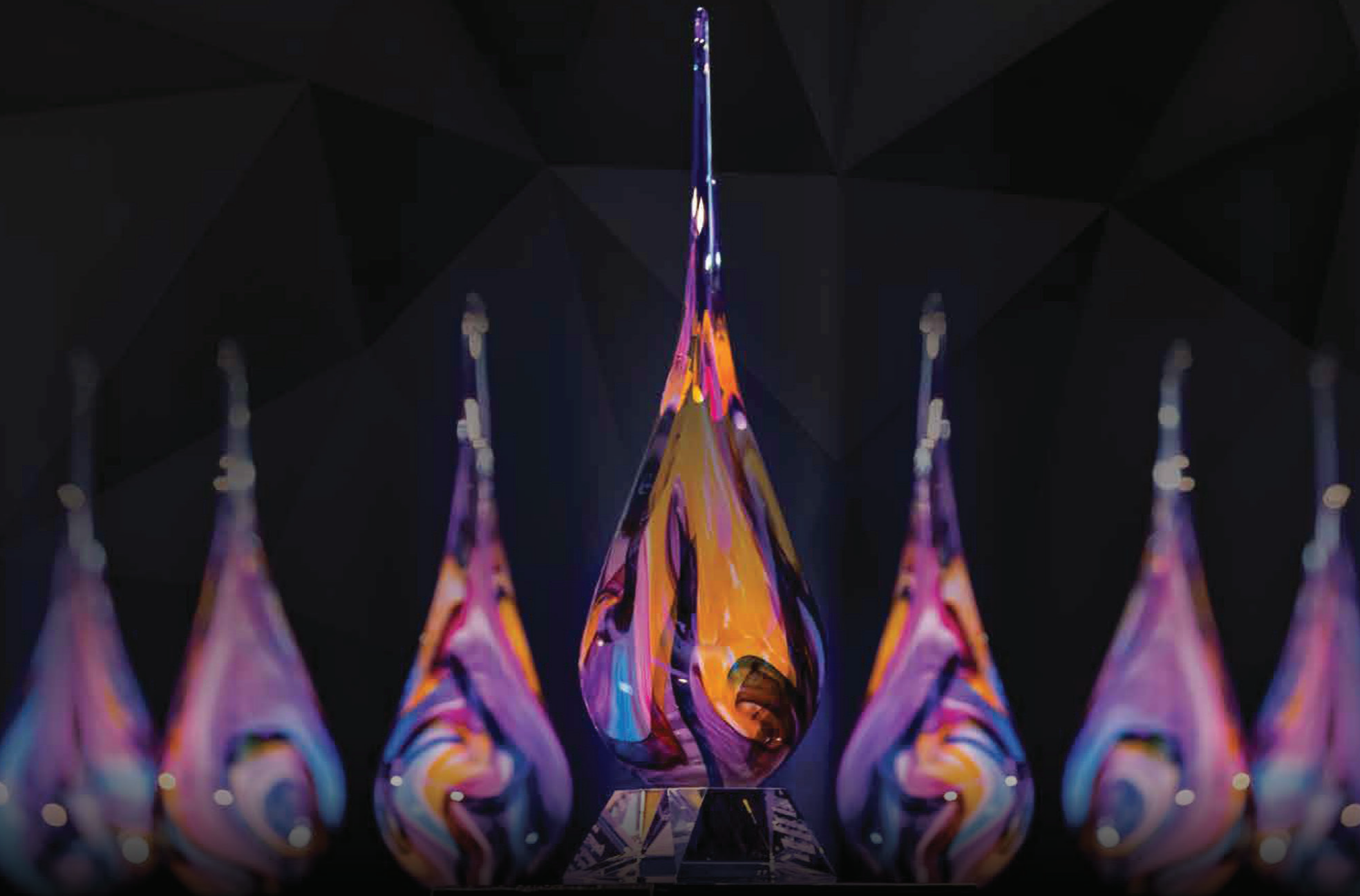


DALLAS FORT WORTH & SOUTHWEST REGION
NOVEMBER 8 | 2024

ADMIN AWARDS[®]

THE ADMINISTRATIVE PROFESSION'S
HIGHEST HONOR



NATIONAL PARTNERS



A LETTER FROM THE ADMIN AWARDS



On May 8th, the Admin Awards lost our hero.

Colleen Barrett, the Executive Assistant who rose to President & COO of Southwest Airlines during her five-decade career at Southwest, and the namesake of the Admin Awards' most prestigious award, was laid to rest at the age of 79.

Thirteen years ago, I approached Colleen with the belief that public recognition of Administrative Professionals was long overdue and that I was creating the Admin Awards to ensure its time had come. As the daughter of a retired Executive Secretary, I knew firsthand how beloved and valued Admin Professionals were. I pitched the idea for the Admin Awards to Colleen, taking weeks to craft what I hoped was the perfect email, asking if we could name our program's most prestigious award after her. Her response came within an hour: "Yes! Count me in! And I love that you're also recognizing receptionists as well - because they too are so important!" She thought the Admin Awards was an excellent idea and couldn't believe that it hadn't been done anywhere in the world before. We indeed would be the first public recognition program for Administrative Professionals, ever. I was thrilled and terrified in equal measures. Colleen Barrett's name was now attached to our endeavor. We could not screw this up.

In 2012, we held the first Admin Awards in Dallas, Texas. I remember when I went to reserve the ballroom, thinking 'if nobody shows up, we'll just spread the tables out enough to make the room look less empty'. I was a single mother at the time, with no nest egg and no plan B. I could not afford to lose. And I would not disappoint Colleen Barrett.

But on that cold November day back in 2012, we welcomed hundreds of area Administrative Professionals and Executives, filling the ballroom to capacity within a week. Originally, I had no vision of becoming a national recognition program, much less the Administrative Profession's highest honor. But that afternoon, as we left a ballroom packed with Admins and Executives cheering one another on, I realized what we created was truly special. And we made grown men cry. That is when I really knew we were onto something. What I knew from watching my mother's dedicated service to the profession was that there never was a shortage of appreciation of Administrative Professionals. What was lacking, however, was a meaningful way to show it.

Over the next 12 years, as we expanded the Admin Awards from coast to coast, Colleen meticulously deliberated over every decision regarding the Winners and Finalists of the award that bears her name. She would scribble notes in the margins of printed nominations, indicating what resonated, what didn't, and her rationale for each decision. Colleen was clear and uncompromising about the behaviors, skills, and ideals that nominees in her award category needed to embody—attributes she believed were essential to her impact at

Southwest. She also warned me that there could be a time when she may declare no winners and to be prepared because one day she may have more than one. Colleen's compass was true north and she made sure she followed it.

Colleen also became my friend. I'll never forget the day, early in our relationship, when I received an invitation to a dinner party at her home. I looked at my husband wide-eyed after opening the email invite, panicking. 'This has got to be a mistake'. But when we arrived and met the diverse group of down-to-earth guests with nothing to prove, but all equally tickled to be there, I understood. Colleen was for everyday people doing extraordinary things. We everyday people were also told on the invitation that we needed to be out of the house by 8:30.

I will forever be grateful to Colleen for her example of Golden Rule leadership and for the time she spent with me which at times felt like a mini MBA on how to be a human being in business.

I'm also thankful to her for showing Administrative Professionals everywhere what's possible. And to know their potential and ability to impact. But I'm most thankful for her friendship and for the honor and privilege of continuing her legacy through the Admin Awards.

My hope for Administrative Professionals everywhere is that they are guided by Colleen's incredible example of servant leadership. I believe that was truly what transcended her roles and defined her legacy.

My hope for executives is that you are inspired to regard your Administrative Professionals the way Herb Kelleher regarded Colleen Barrett.

Herb was Colleen's biggest fan, championing her every step of the way, from Executive Assistant to President & COO at Southwest. As far back as the 70s, long before it was a thing to consider your Admin your strategic partner, Herb not only gave Colleen a seat at the table, he gave her a voice. He created an environment where she felt safe to spread her wings and try new things. But I think the greatest gift he gave her was his confidence in her ability to go beyond where she thought she could. As Colleen shared with me shortly before her passing, "If Herb told me I could do something, I just believed it."

He gave her a chance.

Just like the chance Colleen gave me 13 years ago. I'm not sure where we'd be today without it.

Rest in Peace, Colleen. You will forever be our Queen of Hearts. ❤️

Sunny Nunan
Founder & CEO
Admin Awards



Colleen Barrett

September 14, 1944 - May 8, 2024

Queen of our Hearts



CONGRATULATIONS TO OUR 2024 WINNERS!



2024 ADVISORY BOARD

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Beverly Robinson
Potter's House of Dallas

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GRAND PRIZE WINNER



MAGALY SANTOS
TOYOTA MOTOR MANUFACTURING TEXAS
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JEANNETTE CASTELLANO
Lifetime Achievement
AWARD
RECIPIENT



BEVERLY
ROBINSON



Beverly's story is as inspiring as it is extraordinary, beginning with a young girl sitting on the basement steps of her home in Beckley, West Virginia, imagining herself as a secretary. Using her toy phone and the steps as her desk, she unknowingly prepared for a career that would touch lives around the globe.

After earning her Associate's Degree in Secretarial Science, Beverly built a solid foundation in mental health, supporting therapists and psychologists. She later became an Administrative Assistant at West Virginia State College, where she contributed to the academic success of students and faculty alike. But her calling wasn't limited to her 9-to-5—she devoted her free time to her church, where a young Pastor T.D. Jakes was making his start.

In 1989, Beverly took a leap of faith, leaving her secure job to work for Pastor Jakes as his first employee. Her courage and commitment became the foundation of a partnership that has lasted 35 years.

Beverly's dedication and integrity helped build a ministry that now serves over 30,000 members and reaches millions worldwide. She has worked alongside Bishop T.D. Jakes in the most prestigious circles, interacting with Heads of State, government leaders, and global dignitaries. Yet through it all, she remains the same kind-hearted, optimistic leader who first imagined her future on those basement steps.

She has not just supported a vision—she has lived it, shaping one of the most influential ministries in the world.

Congratulations, Beverly Robinson,
on this incredible honor! Your journey
is an inspiration to us all.



COLLEEN BARRETT AWARD
FOR ADMINISTRATIVE EXCELLENCE



BETH AGER-GODWIN

EXECUTIVE ASSISTANT, INTERSTATE BATTERIES INC

Beth's journey with Interstate Batteries began almost two decades ago, and her commitment has never been just about completing tasks—it's about making a lasting impact.

Starting as a Staff Assistant and growing into her current role as an Executive Assistant to the COO, Beth has worn many hats and embraced every challenge with dedication and finesse.

Beth's positive impact extends beyond the office, too. She participates in mission trips, community events, and volunteer initiatives.



MAGALY SANTOS

ADMINISTRATOR - EXECUTIVE SUPPORT, TOYOTA MOTOR
MANUFACTURING TEXAS

Magaly's journey at Toyota has seen her support five Presidents and numerous Vice Presidents, building strong relationships, expertly managing high-stakes responsibilities, and setting a standard of service. With over 14 years of dedicated service at TMMTX, Magaly has consistently demonstrated her commitment to excellence, embodying Toyota's values of continuous improvement and respect for people. Beyond Toyota, Magaly's dedication to community service is equally inspiring. She played a pivotal role in supporting Toyota's partnership with the Thrive Well Cancer Foundation.

FINALISTS



Brynne Pinho
LiquidAgents
Healthcare



**Eugenia "Jeanie"
Colston**
The Potter's House
of Dallas



Pam Light
Hendrick Health



Stephanie Mosher
Cisco Systems Inc.

COLLEEN BARRETT: SERVANT LEADER AND SUPERSTAR



When The Admin Awards was launched in 2012, we sat down with Colleen Barrett to ask her for her thoughts and experiences on the administrative profession. Her answers from that September interview, edited for brevity; are below:

What did you like most about being a secretary?

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

What did you like the least?

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

What was the most challenging aspect of serving Herb Kelleher?

Being a nanny for 45 years for a man who has always thought he was 17 regardless of any year that was added to his

personal calendar! He was a great servant leader. He loved life and you almost couldn't be around him and not catch that love of life and love of people.

And the best aspect?

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

Did you ever think you would rise from Secretary to President and COO of Southwest Airlines?

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

What advice do you have for Admins?

Love. Everybody. Just love. It's a word that corporate America doesn't use very much... always remember where you came from – so that you know how far you've come...I don't think most of us start out thinking we're going to be the President of the United States or the CEO of a company... and I think... be humble and appreciate what you get. To me psychic satisfaction is 10 times more important than pay or title.

Be authentic. Be real. Remember who you are.



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We are
Dallas College
Proud of our
2024
Admin Award
Nominees.



CONGRATULATIONS



Natalie Williams
Spirit/Above the Call Award
Joel Klump
Above the Call Award
Elizabeth Hardin
Spirit Award
Elizabeth Sheppard
Loyalty Award
Leslie Johnson
Leadership Award
Muneca Torres-Rivera
Colleen Barret Award for Administrative Excellence
Emma Oldham
Achiever Award
Mary Moreno
Achiever Award
Admin Executive Team
Collaborative-Team Achiever Award

LOYALTY AWARD

FINALISTS

WINNER



TERI LAMBERT
SENIOR LEGAL ADMINISTRATIVE COORDINATOR,
SOUTHWEST AIRLINES

With an incredible 25 years of service at Southwest Airlines, Teri Lambert is a true embodiment of loyalty, dedication, and the spirit that defines the Southwest way. Known as the go-to person for her colleagues, Teri's extensive knowledge and personal network make her an invaluable resource and a true cornerstone of Southwest's Legal Department.

From her roles as Executive Assistant to Senior Legal Administrative Coordinator, Teri's journey is marked by her unwavering commitment to her team, her passion for helping others, and her remarkable ability to "get it done" with warmth and humor. Teri's colleagues describe her as the "heart of the department," someone who consistently leads with a servant's heart, whether she's addressing complex legal tasks, mentoring new team members, or simply brightening someone's day with her infectious positivity. As a "Servant Leader," Teri's legacy at Southwest Airlines is a testament to loyalty and love for her work, her team, and the values that make Southwest unique.



Kimberly Dean
Parkland Health



Donna Rosson
Southwest Airlines



Elizabeth Sheppard
Dallas College

ABOVE THE CALL AWARD

FINALISTS

WINNER



STEPHANIE MOSHER
EXECUTIVE ADMINISTRATOR,
CISCO SYSTEMS INC.

Stephanie Mosher, affectionately known as the "Queen of Everything" at Cisco's Austin campus, is much more than an Executive Administrator. Over her 16 years with Cisco, she has become the heartbeat of the Austin office, supporting VP David Stallings and a vast team that spans continents, all while embodying Cisco's values of trust, inclusion, and innovation. From coordinating Executive

support for over 700 employees to orchestrating campus-wide events and volunteer initiatives, Stephanie brings warmth, organization, and boundless energy to every endeavor. Stephanie's impact extends far beyond the workplace. She leads philanthropic efforts with local nonprofits, supports employee resource groups, and mentors new Administrators across Cisco. Her passion for service, paired with her knack for bringing people together, has made her a beacon of inspiration to colleagues and community members alike.



Kathy Addington
AT&T



Lynna Barnes
Toyota Motor
Manufacturing
Kentucky



Dawn Dearstone
Improving Inc.



Kim Madrid
The University
of New Mexico
Foundation



Lisa Simonfalvi
Ryan



Donna Willard
Southwest Airlines

ACHIEVER AWARD

FINALISTS

WINNER



LISA PHAN
EXECUTIVE ASSISTANT TO THE CHIEF OF STAFF & VP, GENERAL
MANAGER & EVP OF BASKETBALL OPERATIONS BASKETBALL,
DALLAS MAVERICKS

Since joining the Dallas Mavericks, Lisa has become an invaluable force of positivity, organization, and dedication. Known as the ultimate "go-to" person, Lisa effortlessly manages the complex schedules and needs of the Mavs' C-Suite while staying deeply connected to her colleagues. Lisa's role as Executive Assistant to leaders in both the

Marketing and Sponsorship teams speak volumes about her unmatched capability. Balancing the high demands of these departments, she brings a relentless work ethic, anticipating needs, generating solutions, and always greeting challenges with a smile. Beyond her Administrative Excellence, Lisa's contributions foster a collaborative and supportive culture at the Mavericks. For Lisa, it's not just about getting the job done; it's about doing it with heart, integrity, and enthusiasm that inspires everyone she works with.



Vicki Arrington
Bare
Dermatology



Alyse Chambers
UT Southwestern
Medical Center



Shelia Eaglin
Link Logistics



Sharon Lawler
Toyota Financial
Services



Emma Oldham
Dallas College



Bonnie Pena
Dallas Mavericks

GREATNESS RECOGNIZED

Congratulations to all the DFW Admin Awards Winners and Nominees

As the hosting hotel, it was a privilege to host and an honor to recognize these extraordinary individuals

HYATT REGENCY
DALLAS

LEADERSHIP AWARD

FINALISTS

WINNER



PAM LIGHT
MANAGER FOR ADMINISTRATION/EXECUTIVE ASSISTANT TO THE CEO, HENDRICK HEALTH

For an incredible 45 years, Pam Light has been the guiding “light” at Hendrick Health, embodying leadership, compassion, and unwavering dedication to her colleagues, community, and mission. Starting her journey in the Print Shop and advancing to her current role supporting Hendrick Health’s CEO, CFO, CMO, and the Board of Trustees, Pam’s career is a testament to her commitment to excellence. Not only does she ensure the seamless coordination of executive operations, but she also leads and mentors a team of Executive Assistants across Hendrick’s three campuses, elevating the Administrative Profession with every interaction. In February 2022, when severe winter storms struck Texas, Pam didn’t hesitate to relocate to Hendrick’s lodging center, ensuring that she was ready to support the team despite power outages and impassable roads. Her dedication extends to mentoring others, fostering collaboration, and going “above the call” with every project—from orchestrating board retreats to leading wellness initiatives and professional development.



Jasmine Johnson
The Potter’s House of Dallas



Leslie Johnson
Dallas College



Crystal Landeros
UT Southwestern Medical Center



Jackie Peoples
Toyota Motor North America



Natalie Williams
Dallas College

CONGRATULATIONS BRIDGET LEDESMA

FOR BEING NAMED A STRATEGIC PARTNERSHIP AWARD FINALIST

Your exceptional dedication to Texas Christian University positively impacts our campus and community. Thank you for embodying what it means to **LEAD ON!**



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Congratulations to our 2024 Admin Award Nominee!

YOUR SERVANT LEADERSHIP INSPIRES US ALL AND MOTIVATES OUR HEALTHCARE PROFESSIONALS!



Brynne Pinho

THE TOYOTA KAIZEN AWARD FOR CONTINUOUS IMPROVEMENT

FINALISTS

WINNER



SAVANNA MCAFEE
EXECUTIVE ADMINISTRATIVE ASSISTANT, OMNI PGA FRISCO

Joining Omni PGA Frisco Resort shortly before its opening, Savanna has been instrumental from day one, guiding the resort’s launch and growth with dedication and resilience. Savanna McAfee exemplifies excellence and continuous improvement, transforming her role from traditional support to a critical force in the resort’s success. Savanna ensures that every piece of customer feedback reaches the right team for immediate follow-up, setting new standards for responsiveness. This proactive approach has created memorable experiences for guests, reinforcing Omni’s commitment to excellence. Additionally, Savanna has played a key role in building the resort’s community presence, personally handling over 550 donation requests for local charities. In her daily role supporting the Executive Committee, her attention to detail and organizational prowess allows the leadership team to focus on big-picture goals, knowing that Savanna has the logistics covered. Her journey embodies the Kaizen spirit—always striving for improvement, fostering collaboration, and making a meaningful difference.



Sara Baldock
Lennox



Jennifer Sanders
WTW



Susana Villalpando
Dallas Police Department

STRATEGIC PARTNERSHIP AWARD

FINALISTS

WINNER



SUSAN MEREDITH
EXECUTIVE ASSISTANT TO THE PRESIDENT,
TEXAS HEALTH RESOURCES

Susan Meredith, Executive Assistant at Texas Health Harris Methodist Hospital Southwest Fort Worth, has redefined what it means to be a strategic partner in healthcare. With over 25 years of experience at Texas Health Resources, Susan’s influence extends far beyond traditional administrative support, as she plays a pivotal role in fostering collaboration, enhancing hospital culture, and ensuring exceptional patient care. Her colleagues describe her as “the heart and soul of a Servant Leader,” someone who consistently goes above and beyond for her team and community. During leadership transitions, Susan’s strategic insight kept the hospital focused and cohesive, facilitating smooth integration and ensuring alignment with Texas Health’s mission. Her impact is felt across the entire health system—her “Sunshine Committee” has unified staff through engagement and wellness initiatives, directly improving morale and fostering a positive environment that benefits both employees and patients.



Porchae Green
Baylor Scott and
White



Bridget Ledesma
Texas Christian
University



**Muñeca Torres-
Rivera**
Dallas College



**Kathleen Grace
Tucker**
Children's Health



Most nationally ranked specialties in Texas. #1 in DFW. Again.

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- Diabetes & Endocrinology
- Pulmonology & Lung Surgery
- Gastroenterology & GI Surgery
- Rehabilitation
- Geriatrics
- Urology
- Neurology & Neurosurgery

UT Southwestern
Medical Center

ADMINISTRATIVE EXCELLENCE IN PUBLIC SERVICE

FINALISTS

WINNER



MONIQUE SASSER
EXECUTIVE ADMINISTRATIVE ASSISTANT,
DALLAS FIRE – RESCUE

Monique, fondly known as the “5th Star” in the Dallas Fire-Rescue Department, has dedicated nearly 23 years to ensuring seamless operations, elevating public service, and empowering those around her. As Executive Assistant to the Fire Chief, Monique has served four Chiefs and over 20 command staff members, some of whom have gone on to lead fire departments nationwide, carrying with them the valuable insights she provided. In her role, Monique has become a pillar of stability and excellence. Monique’s reputation for nurturing trust and respect has helped build an environment where safety, respect, and dignity are paramount. “Excellence in service” is more than a motto for Monique; it is her standard, consistently exemplified in her work ethic. Her leadership, compassion, and commitment to Dallas Fire-Rescue make her a shining example of public service, and we are honored to celebrate her outstanding achievements.



Rosalind L. Bryant
UT Southwestern
Medical Center



**Pamela
Burroughs**
Texas Health
Resources



Catherine Eix
City of Southlake



Sophia Figueroa
City of Dallas



Samantha Moran
Cardboard Project

SPIRIT AWARD

FINALISTS

WINNER



ELIZABETH HARDIN
SENIOR ADMINISTRATIVE ASSISTANT,
DALLAS COLLEGE

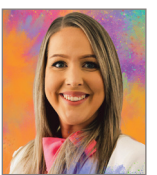
Elizabeth Hardin embodies the very essence of community, kindness, and resilience at Dallas College. With over 11 years of dedicated service, she has consistently gone above and beyond to support not only her colleagues and students but also the entire Dallas College community. Her colleagues describe her as a “heart of gold,” someone whose spirit lights up a room and whose positivity is both infectious and uplifting. During the challenges of the COVID-19 pandemic, Elizabeth spearheaded a campaign to reach out to every enrolled student, ensuring their well-being and making sure they felt seen and supported. Her commitment to her role during these difficult times led to her being recognized for contacting the highest number of students, a testament to her dedication and empathy. Even in the face of personal challenges, including her battle with breast cancer, Elizabeth’s spirit has remained unshaken. Her resilience and optimism have made a lasting impact on her campus, where her absence was deeply felt, and her return was celebrated with joy.



Natalie Beach
Starbucks



Kristin Groome
HW Media



Kara Johnson
Marsh McLennan
Agency



Davette Quinones
Q2



Janet Shoppell
Texas Health
Resources
Southwest



Ellie Suzuki
Toyota Battery
Manufacturing
North Carolina

TEAM ACHIEVER AWARD

WINNERS



OFFICE OF APPS ADMINISTRATIVE AND OPERATIONALS TEAM, UT SOUTHWESTERN MEDICAL CENTER

ALYSE CHAMBERS, EBONY COLEMAN GLENN, MADISON HARDY, QUISHA ROBERTS, DARRYLINN SARGENT, TEEAIRA TALIFARRO, VANESSA WHITE

This team is the backbone for over 1,000 Advanced Practice Providers (APPs) across UT Southwestern. With only seven members, this powerhouse team supports nine Assistant Directors, a Program Manager, four Advanced Practice Managers, and 41 Leads. Their impressive dedication and unmatched skill reflect a commitment to UT Southwestern's mission that goes beyond expectations. Their daily impact is felt across the numerous programs they manage, from personalized orientations for new hires and a robust APP mentorship program, to leading wellness and professional development initiatives for APPs. These women, including five mothers, two master's degree recipients, and one current Master's student, embody values of collaboration, adaptability, and emotional intelligence. Each team member brings a unique strength to the table, making the team far greater than the sum of its parts. Their work impacts not only UT Southwestern but

also the DFW community as they support APPs in their scholarly pursuits and community contributions through their Recognition Committee. Their support for APPs working in research, clinical management, and community health exemplifies their dedication to fostering a culture of service and growth.

FINALISTS



Executive Administrative Support Collaborative, Dallas College
Michael Arredondo, Sandie Burns, Dennis Frazier, Karen Lee, Thelwray Perry, Sunshine Wayne, Natalie Williams



The Volunteer Department The Potters House of Dallas
Pamela E Allen, Dawn Marie Avery, Karen Betters, Daisy Bostick, DeLores L. Braxton, Jermaine Jakes, Katelyn Lias, Constance Parker, Venator White, Katherine Yeldell



Southwest Airlines
Cristy Dillingham, Melinda Vail Goodnight

|| NEXT TO
EXCELLENCE IS THE
APPRECIATION
OF IT. ||

- William thackeray

**Congratulations
Davette on your
nomination!**

From your Q2 family



Davette Quinones
Executive Assistant,
Corporate Infrastructure, Q2



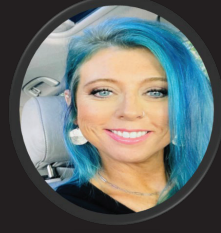
★ Congratulations to Toyota's 2024 Admin Awards Finalists ★



Ellie Suzuki
The Spirit Award



Jackie Peoples
The Leadership Award



Lynna Barnes
The Above the Call Award



Magaly Santos
Colleen Barret Award for
Administrative Excellence



Sharon Lawler
The Achiever Award



Congratulations, Lisa Simonfalvi!



We are thrilled to celebrate Lisa Simonfalvi for her nomination for the prestigious "Above the Call Award" at the 2024 Admin Awards.

Lisa's dedication, commitment, and exceptional service have truly set her apart. This well-deserved nomination highlights her unwavering support and the remarkable contributions she makes every day.

Congratulations, Lisa—your Ryan family is lucky to have you on the team!

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