



**International Association of  
Administrative Professionals®**

# THE VIEW – SILICON VALLEY

**Tuesday, August 31<sup>st</sup>**

**5:30 p.m. - 8:30 p.m.**

Location: Michaels At Shoreline  
2960 North Shoreline Boulevard, Mountain View, CA 94043

Join the Crossroads, Crystal Springs, El Camino and San Jose IAAP Chapters for a special WAN Meeting. This event promises to be an exciting and informative episode of the “The View-Silicon Valley.” You'll hear from five of Silicon Valley's leading CEO Assistants on:

**"What Makes Us Nuts and What Gets Us Excited!"**

**Starring:**

**Barbara "Debbie Gross" Walters** from Cisco

**Joy "Joanne Linden" Behar** from Synopsys

**Sherri "Linda McFarland" Shepherd** from 2Wire

**Elisabeth "Bonnie Savage" Hasselbeck** from JDSU

**Whoopi "Pam Shore" Goldberg** from Google

**Register for this WAN Event using form below · Non-member registrations welcome!**

**Cost \$30.00**

**Reservation deadline: August 23, 2010 · NO Registrations at the door.**

**Questions? Contact: [eileenbehr@sbcglobal.net](mailto:eileenbehr@sbcglobal.net) - phone 650-367-1980**



Name: \_\_\_\_\_ CPS\_\_\_ CAP\_\_\_

Address: \_\_\_\_\_

E-Mail: \_\_\_\_\_ Phone: \_\_\_\_\_

Chapter: \_\_\_\_\_

**Circle Your Meal Choice:**

Chicken, Herb Butter Sauce - Crab & Shrimp Canneloni - Grilled Vegetable Brochette

**Make your check payable to: El Camino Chapter - IAAP**

**Mail your registration to: Michele Moon, CPS/CAP**

**PO Box 351, Half Moon Bay, CA 94019**

**Debbie Gross, Chief Executive Assistant – Cisco Systems**



Debbie Gross, CEA, has over 30 years of experience in the administrative field. She joined Cisco Systems in March, 1991 as the executive assistant to John Chambers, then Senior Vice President of Worldwide Operations who became President & CEO in 1995. She has been instrumental in promoting Cisco programs that support administrators, and is a strong proponent of best practice sharing and career development through mentoring programs and training opportunities including being a member of the UCSC Extended Campus Advisory Board for Curriculum Development and is currently teaching within the Administrative Professionals programs there. She is a founding member of the SVCA (Silicon Valley Catalyst Association) whose membership is comprised of Executive Assistants to CEO's in Silicon Valley and she is also certified as an instructor for Star Achievement, both Level 1 and Level 2.

**Joanne Linden, Chief Executive Assistant, Synopsys, PlanetAdmin Co-Founder & Sr. Trainer, Author, & Speaker**



Joanne Linden has a background that spans more than 30 years as an Executive Assistant. With the majority of her career in Silicon Valley, she has worked with and been part of both successful start-ups and billion-dollar corporations. A true activist for professional administrators, Joanne, along with other CEO Assistants, developed the first certificate program for administrative professionals with UCSC Extension in Silicon Valley. Joanne served on the advisory board and has been an instructor for that program. Joanne is a current member of Silicon Valley Catalysts Association (SVCA) and past President of the International Association of Administrative Professionals (IAAP), San Jose and Crossroads Chapters. Joanne, along with Linda McFarland, is the author of the book "**Sitting on a File Cabinet, Naked, With a Gun: True Stories of Silicon Valley CEO Assistants.**"

**Linda McFarland, CEO Assistant, 2Wire, PlanetAdmin™ Co-Founder & Sr. Trainer, Author, Coach, Speaker**



With a dedicated and extremely successful career as an executive assistant, Linda has spent over 25 years mastering her "never-panic" demeanor so prized by senior executives. She has held executive assistant positions with a variety of Fortune-listed companies, spanning the legal, medical, and high-technology industries.

Linda, along with other CEO assistants, developed the first certificate program for administrative professionals with UCSC Extension in Silicon Valley and recently served and master instructor and a member of the advisory board. Linda is a co-founder of the Silicon Valley Catalysts Association (SVCA), a group for Silicon Valley CEO assistants. Along with Joanne Linden, Linda launched PlanetAdmin in June 2009 and recently published a book "**Sitting on a File Cabinet, Naked, With a Gun: True Stories of Silicon Valley CEO Assistants.**"

**Bonnie Savage, CEO Assistant, JDSU Corporation & UCSC-ext Administrative & Executive Assistant Certificate Program Coordinator**



Bonnie has over 25 years of experience in the high tech industry. Her career includes similar positions at Aspect Communications, Beyond.com, and Skystream Corporation, early stage companies in the e-commerce and Internet area. Bonnie's background spans the administrative support realm from organizing the CEO office to partnering with the executive. Bonnie has held positions at 3Com and Hewlett-Packard, where she spent nearly 10 years as a senior executive administrative assistant in a variety of functional areas, including marketing, alliances support, operations, and finance, ultimately providing support to HP's VID division general manager and 3Com SVP WanOps.

Bonnie is a member of the Silicon Valley Catalyst Association (SVCA), a group of executive assistants to Silicon Valley CEO's. Her passion for the administrative profession is apparent as she was fortunate enough to lead the UCSC-Extension Administrative & Executive Assistant Certificate program board panel in Silicon Valley which developed and currently delivers the administrative certificate courses for the development and training of future executive assistant professionals.

**Pam Shore, Executive Manager, Office of the Chairman, Google Inc**



Pam started her career in customer service and sales and for the last 13 years has partnered with Eric Schmidt, CEO and Chairman of the Board at Google. Her early years with Eric at Novell opened her eyes to the fact that it truly "takes a village", and that's been one of her closely-held mantras ever since. Pam's trademark sense of humor and flexibility have proved invaluable to the management of the CEO's office and the coordination and communication among Google's senior executives during the company's explosive growth. Pam is a master at rolling with the punches, which she learned at an early age, working for her dad at his State Farm Insurance office on Saturdays. And the adventure just keeps going! :-)

Pam has played a leadership role in building a community of admins at Google (from four admins when she started to over 200 to date). Pam is the past Chairman (and a current member) of the Silicon Valley Catalyst Association (SVCA), and an active member of Willow Glen's ACS: Relay For Life. She loves to spend time with her nieces and nephews and get away to Cabo San Lucas and La Paz.

## Getting to Michaels at Shoreline

**2960 North Shoreline Boulevard, Mountain View, CA 94043**

**650-962-1014**



### **Directions From North of Mountain View**

From San Francisco, San Francisco Airport, Highway 92 in San Mateo, Belmont, San Carlos, Redwood City, Highway 84 in Menlo Park and from Palo Alto

1. Travel south on U. S. 101
2. Exit (to the right) onto the Shoreline Boulevard off-ramp;
3. Follow the ramp and stay in the left lane for a left turn at the upcoming traffic signal;
4. Take the left turn at the signal onto North Shoreline Boulevard (traveling north);
5. North Shoreline Boulevard crosses over U. S. 101 and continues northward for about one mile to the entry gate for Shoreline at Mountain View (Shoreline Amphitheatre will be viewed on the left);
6. Stop and pass through the gatehouse. The Michaels at Shoreline is approximately 1 mile beyond the gatehouse on the left hand side.

### **Directions From South of Mountain View**

From San Jose, San Jose Airport, Santa Clara, or Highway 237

1. Travel north on U. S. 101
2. Exit onto the Shoreline Boulevard off-ramp
3. Get into one of the two right lanes of the Shoreline Boulevard off-ramp in order to be able to turn right at the upcoming traffic signal;
4. Make a right turn onto North Shoreline Boulevard at the traffic signal;
5. North Shoreline Boulevard continues northward for about one mile to the entry gate for Shoreline at Mountain View (Shoreline Amphitheatre will be viewed on the left);
6. Stop and pass through the gatehouse. The Michaels at Shoreline is approximately 1 mile beyond the gatehouse on the left hand side.

### **Directions From West of Mountain View**

From Highway 85, Cupertino and Sunnyvale

1. Travel north on Highway 85
2. Exit onto the Shoreline Boulevard off-ramp
3. Get into one of the two right lanes of the Shoreline Boulevard off-ramp in order to be able to turn right at the upcoming traffic signal;
4. Make a right turn onto North Shoreline Boulevard at the traffic signal;
5. North Shoreline Boulevard continues northward for about one mile to the entry gate for Shoreline at Mountain View (Shoreline Amphitheatre will be viewed on the left);
6. Stop and pass through the gatehouse. The Michaels at Shoreline is approximately 1 mile beyond the gatehouse on the left hand side.