

# Who's Who IN ADVERTISING, MARKETING & PR



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## A guide to the top connection makers in the Tri-Counties

Who's Who in Advertising, Marketing & PR is in its fifth year of showcasing the image-makers and branding companies in our region.

We launched this special report at the onset of the recession in order to support and sustain the wealth of talent in the San Luis Obispo, Santa Barbara and Ventura county corridor. This is a region that hosts national and even international experts in the public relations and advertising fields.

Our gurus' specialized industries include real estate, mining, clean tech, health care and hospitality, which means that companies outside the area are constantly tapping them to develop niche-oriented advertising and public relations campaigns.

Sometimes these experts emerge from stealth mode and pursue business closer to home. Or, as they feel comfortable in their specialized areas, they are looking out to the rest of the region in the hunt for top talent.

The 2013 edition of Who's Who in Advertising, Marketing & PR special report draws on the Pacific Coast Business Times Top 25 lists of advertising agencies and public relations firms as a launch pad. We try to identify the leaders at the top firms to

gather materials for the profiles included in our special report.

We also gather names and information from our database of marketing executives at larger corporations and significant non-profits. Although we are in our fifth year, we still haven't met all the players. We continue to seek your help in identifying movers and shakers in a very diverse industry.



**HENRY DUBROFF**  
Editor

We're pleased to welcome back Davies as our sponsor for the 2013 Who's Who Advertising, Marketing & PR.

Our upcoming special reports include Family Business and Closely Held Companies, one of our signature special reports, which is slated for publication on Feb. 22, with an awards reception at Crowne Plaza Ventura Beach on March 14.

Who's Who in Advertising, Marketing & PR and was produced by Research Director/Special Reports Editor Dara Barney and the cover was designed by Advertising Graphic Artist Elizabeth Willhite.

Here's hoping your business — and your brand — have a very successful 2013.

• Contact Editor Henry Dubroff at [hdubroff@pacbiztimes.com](mailto:hdubroff@pacbiztimes.com).

## About the Business Times

Pacific Coast Business Times is the weekly business journal serving Ventura, Santa Barbara and San Luis Obispo counties. We have an award-winning news team and an experienced advertising staff. Subscriptions cost \$49.99 per year and include a copy of our Book of Lists, which published Dec. 28. Subscribe online at [www.pacbiztimes.com/subscribe](http://www.pacbiztimes.com/subscribe) or by calling (805) 560-6950.

Upcoming special sections include:

• **Family Business & Closely Held Companies:** Feb. 22

• Awards luncheon: March 14

• **Who's Who in Commercial Real Estate & Construction:** March 8

• **Top 50 Women in Business:** March 22

• Awards reception: TBD

• **Green Coast:** April 5

• For event information, contact Jennifer Hemmy at (805) 560-6950 ext. 228 or [jhemmy@pacbiztimes.com](mailto:jhemmy@pacbiztimes.com).

• To nominate a person or company for a special report, visit [www.pacbiztimes.com](http://www.pacbiztimes.com) and click on "Special Sections."

• For advertising information, contact Publisher Linda le Brock at (805) 560-6950 ext. 233 or [llebrock@pacbiztimes.com](mailto:llebrock@pacbiztimes.com).

• Get weekly updates from the Business Times by signing up for our email newsletter at [www.pacbiztimes.com](http://www.pacbiztimes.com).

## A Word from a Sponsor:

Blaze PR

When it comes to your brand, we rely on smart conversations to tell your story. BLAZE is an award-winning, strategic public relations and marketing communications firm with offices and affiliates in Santa Monica, Washington D.C., and Santa Barbara. Owned by parent company Davies Public Affairs, we offer a powerful combination of public relations and social media services for clients across the United States and internationally.

Big dreams grew our clients into national brands and BLAZE was with them every step of the way. We pride ourselves on being your partner, not a vendor. As an extension of your team, BLAZE lives and breathes every aspect of your company. Not only can we help you react quickly to unexpected news, but we can also help anticipate the future. Our hands-on approach to public relations and marketing has helped our clients create relevance in the marketplace and impress today's savvy consumer.

BLAZE understands what it takes to move your company to the next level.

For more information, please visit [www.blazepr.com](http://www.blazepr.com) or contact:

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# CONGRATULATIONS

TO **NANCY MAYERSON**

FOR 20 YEARS IN THE BUSINESS



FROM HER FRIENDS AT



AND



**Tom Adamski***President, Chief Client Officer*

Rosetta

San Luis Obispo



A 13-year veteran of the agency, Tom Adamski was the president and CEO of Level, a Rosetta company, from 2002-12. Adamski is now the president and chief client officer at Rosetta.

He is a trained designer, entrepreneur and digital innovator who built Level into one of the most successful digital marketing agencies in the U.S. and continues that mission with Rosetta.

Adamski drives Rosetta's fast-growing commerce business and oversees marketing and business development; technology and creative and customer experience, including the integration and operational implementation across all verticals; and the technology and telecommunications and emerging verticals.

**Denise Bean-White***President, CEO*

Consortium Media

Ventura



Denise Bean-White founded Ventura-based Consortium Media in 1990 as a media-buying firm. Utilizing a combination of advertising, promotions, public relations, Web, social media and creative design to build successful brands, Bean-White has helped hundreds of businesses, nonprofit organizations and corporations achieve greater success, improve their brand recognition and bolster their bottom lines.

Consortium works with local businesses, nonprofit organizations and national corporations, including 34 PODS Moving and Storage franchises, PODS Enterprises Corporate locations, FOOD Share and Aspiranet, one of California's leading social services agencies.

**Taylor Canfield***Executive VP, Lead Strategist*

Davies

Santa Barbara



Taylor Canfield is executive VP and lead strategist at Davies, providing messaging and strategy for clients in the real estate, mining and energy industries. He has spearheaded winning strategies for controversial land use issues in nearly every county in California and across 12 other states.

Canfield leads a team that specializes in leveraging grass-roots support to win the most difficult, high-stakes public approvals, relying on a sophisticated research-driven approach, including a proprietary tool known as "Focused Interviews" that he and John Davies, company CEO, created. Canfield received a bachelor's degree in philosophy from Stanford University.

**Errin Cecil-Smith***Director, Global Public Relations*

UGG Australia

Goleta



Errin Cecil-Smith is the new director of global public relations for UGG Australia. She joined Ugg parent company Deckers Outdoor Corp. as the director of marketing for the Ahnu and Tsubo brands in October 2008 and was later tapped to become the director of PR and corporate communications for the company. She has spent more than 20 years as a marketing and communications professional, specializing in the athletic and fashion footwear industry. Prior to Deckers, she directed a social media marketing campaign for the city of Philadelphia, which aimed to attract tech savvy, hip young travelers to the city. Cecil-Smith began her communications career at the Brownstein Group, where she grew their client base from zero to 12 in two years.

**Ashlee Akers***VP of Client Services*

Verdin

San Luis Obispo



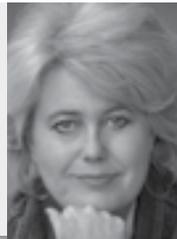
As the vice president of client services at Verdin, Ashlee Akers helps and manages clients with marketing advice and guidance. In her role at Verdin, Akers has helped guide small businesses and nonprofits as well as large corporations through a variety of successful marketing campaigns. She has helped Verdin become a marketing agency with creative solutions that surpass expectations and goals. Prior to Verdin, Akers worked for several years as a media specialist for The Tribune, where she learned how to work in a fast-paced marketing environment.

Verdin is located in San Luis Obispo, and ranked fifth on the Public Relations and Marketing Firms list in the Pacific Coast Business Times' 2013 Book of Lists.

**Kelly Bennett***President, COO*

Kelly Direct

Oxnard



Kelly Bennett started her first company in 1984 at the age of 22. By 2009, the fulfillment and marketing services firm employed 180 staff members and was headquartered in a 239,000-square-foot facility.

Kelly Direct launched in 2010 to meet the sales, marketing and promotional distribution needs for Fortune 500 companies, agencies and nonprofits. Millions of units are shipped to consumers, retailers and distribution centers each month.

Clients include the American Cancer Society, Baskin-Robbins, John Paul Mitchell Systems, Los Angeles Dodgers, Los Angeles Times, Medtronic, Sensa, Walt Disney Co., Warner Bros. and hundreds of others.

**Lindsey Carnett***CEO, President*

Marketing Maven Publications

Camarillo



Lindsey Carnett, CEO and president of Marketing Maven Public Relations, has helped companies across the globe by earning national media placements and improving their overall marketing, thus increasing their revenue. Carnett has educated her peers about using mobile marketing and positive online reputation to increase sales. Within three years, she has nearly tripled the size of her company. Carnett is a regular lecturer at universities and speaker at conferences throughout the U.S. She is a member of the Electronic Retailing Association Hispanic Council and the Hispanic Public Relations Association. Carnett has been recognized as a Stevie Award Female Entrepreneur and has been included in the Forbes Most Powerful Women issue.

**John Chamberlain***Director of Marketing*

Limoneira Co.

Santa Paula



John Chamberlain is the director of marketing for Limoneira, a 120-year-old global agribusiness company based in Santa Paula. The company pioneered the California citrus industry and has thousands of acres in active production. In addition to its agricultural operations, Limoneira has commercial and residential real estate assets, regional real estate development projects and energy investments. Prior to working for Limoneira, Chamberlain lived in Europe and was assistant vice president of external corporate communications for Asea Brown Boveri, a \$30 billion electrical engineering company headquartered in Zurich, Switzerland. He has provided marketing and communication solutions for clients in Europe, Eastern Europe, Russia, Asia and Latin America.

**Samantha Balchum***Marketing Director*

Myers, Widders, Gibson, Jones &amp; Feingold

Ventura



As marketing director for the Ventura-based law firm Myers, Widders, Gibson, Jones & Feingold, Samantha Balchum oversees all marketing, advertising, event planning and public relations initiatives for the firm's seven offices.

She also supports its individual attorneys in growing their areas of practice. Before joining the firm, Balchum worked for a strategic marketing and business development firm for professional services in Los Angeles. She received her bachelor's degree from UC Santa Barbara.

Myers, Widders, Gibson, Jones & Feingold ranked fifth on the Law Firms Based in the Tri-Counties list in the Pacific Coast Business Times' 2013 Book of Lists.

**Barbara Brown***CEO, Founder*

BBM&amp;D Strategic Planning

Ventura



Over the past two decades, BBM&D Strategic Branding has helped clients build brands across multiple media channels. CEO and founder Barbara Brown provides the strategies, focus and creative impetus for her firm. The company provides high-level marketing services to international, national, regional and local businesses.

The firm has worked with clients including Patagonia, the Santa Barbara Symphony, the Ventura Music Festival and the Ventura Botanical Gardens. Under Brown's leadership, BBM&D has received more than 300 awards for creativity and marketing excellence. Some of the firm's work resides in the National Archives.

**D.C. Carter***Media Specialist*

S. Lombardi &amp; Associates

San Luis Obispo



D.C. Carter brings practical, real world experience to S. Lombardi & Associates. His 22 years in the radio, television and newspaper industries give him unique insight into how those businesses operate. Carter has been a program director, operations manager and news director.

He knows the true strengths and weaknesses of the various media choices and how to find the best values for his agency's clients.

Carter takes part in the many philanthropic efforts of the firm, including assisting the marketing efforts of the San Luis Obispo County YMCA, Boy Scouts, Project Lifesaver, Sheriff's Family Day and Pacific Wildlife Care.

**Gillian Christie***Founder, CEO*

Christie Communications

Santa Barbara



Gillian Christie develops strategies and campaigns to build companies into iconic brands through one-on-one market research, strategic planning, branding, design, public relations, social media, advertising, events management, community engagement and social and environmental betterment programs. She has built teams of brand-building experts across the country with a client roster that stretches from start-ups to global companies. Christie was recently named one of the Top 100 Women Taking the Lead to Save our Planet and was honored with the Joe Nida Entrepreneurial Spirit Award for the agency's pioneering efforts in the field of clean business. She has also been honored with the Pacific Coast Business Times Spirit of Small Business Award.

**Joe Cibere***Founder, Chief Creative Officer*Westlake Marketing Works  
Westlake Village

Westlake Marketing Works co-founder and Chief Creative Officer Joe Cibere has successfully translated marketing strategies into creative executions for more than 35 years as an illustrator, photographer, designer and creative director on national accounts such as Carnation, Chrysler, Honda and Sunkist. During the last 10 years he has focused on information graphics design to visually distill concepts and complex relationships into easy-to-understand imagery — to communicate sustainable processes and strategies simply and to enhance company brands. He has also applied his talents to new media and Web design so that WMW provides multi-discipline implementation to its clients.

**Maggie Cox***President, CEO*Barnett Cox & Associates  
San Luis Obispo

Maggie Cox is the president and CEO of Barnett Cox & Associates.

A San Francisco Bay Area native, she began her career in media while attending UC Davis, where she received a bachelor's degree in communications.

She spent seven years in television advertising and promotion in the San Francisco and Monterey-Salinas markets, followed by eight years of experience in public and government relations with the San Luis Obispo Chamber of Commerce.

Barnett Cox & Associates, located in San Luis Obispo, ranked fourth on the Public Relations and Marketing List in the Pacific Coast Business Times' 2013 Book of Lists, with \$2.2 million in 2011 billings.

**Ben Cziller***Founder, Principal, Creative Director, Lead Designer*Image Driven  
Santa Barbara

Ben Cziller, experienced in project management and client relations, has more than 25 years of experience branding clients as diverse as Skirball Cultural Center in Los Angeles and Mane BlowDry Bar in Seattle.

Before launching Image Driven Media Design in the fall of 2000, Cziller was art director and lead designer for Access Media in Santa Monica.

He designed the company's launch program which included brand image and extension. His role there was instrumental in qualifying Access Media as a viable player in open systems platform. He worked with Apple, Cisco, Dell, Hewlett Packard, Hitachi, IBM, Intel and Microsoft.

**Christopher Davis***Partner*SurfMedia  
Communications  
Santa Barbara

Christopher Davis is a partner at SurfMedia Communications, a public relations and marketing firm.

Founded in 1999, Davis and business partner Juliana Minsky's SurfMedia Communications has grown to include a talented professional staff of eight.

With a record of creative excellence for its clients, SurfMedia serves organizations with a commitment to community, society and culture.

The firm's clients include CenCal Health, Mental Health Association, Women's Economic Ventures, Hospice of Santa Barbara, Foundation for Santa Barbara City College, Rona Barrett Foundation and many others.

**Nancy Covarrubias Gill***Marketing & Communications Director*CSU Channel Islands  
Camarillo

As director of communication and marketing at CSU Channel Islands, Oxnard native Nancy Covarrubias Gill leads her department in promoting the university throughout the region, state and beyond, and oversees all internal and external communication to all constituencies.

Covarrubias Gill joined CSUCI in 1999 and has been in her current position for the past six years.

Previously, she was the special assistant to the vice president for student affairs, overseeing the area of special projects and student communication.

She first began working on the campus as associate director of development overseeing annual giving, events and special projects.

**Scott Craig***Manager of Media Relations*Westmont College  
Santa Barbara

Scott Craig, Westmont College manager of media relations, has been the face and voice of the Montecito college for nearly eight years. Craig, a Santa Barbara native, updates local and national news organizations about the accomplishments of Westmont students and faculty. He also promotes college events such as the annual President's Breakfast, which will feature Retired Gen. Colin Powell on March 1. Craig was a broadcast journalist for nearly 15 years and anchored the morning news for KFTY-TV in Santa Rosa. He has also worked for radio and TV stations in San Francisco, Napa, Vail and San Diego. Craig attended Santa Barbara City College for two years and received his bachelor's degree in journalism from San Diego State University.

**John Davies***CEO*Davies  
Santa Barbara

For three decades, John Davies has been leading and transforming his company and the public affairs industry.

He has worked in the real estate, mining and energy industries across 47 states. Davies is rated in the top three environmental public relations firms in the nation by O'Dwyers.

In 2012, Davies was recognized a dozen times by five organizations for excellence. Davies' energy plays a large role in his company being named "Best Agency to Work For" for eight years by the Holmes Report, and "Top Place to Work" by PR News in 2013.

Davies ranked first on the Public Relations and Marketing Firms list in the Pacific Coast Business Times 2013 Book of Lists.

**Dale DeHart***President, Founder*Soho Prospecting  
Camarillo

Dale DeHart is the president and founder of Soho Prospecting, a Camarillo-based company that provides internet marketing services, mainly Web development and search engine marketing to small and medium-sized businesses. DeHart launched Soho Prospecting in 2001 to provide comprehensive marketing solutions to companies. In 2002, Soho moved into its offices in Camarillo, where six staff members and a number of subcontractors serve their clients. Soho now handles marketing services for local, national and international companies. DeHart received a bachelor's degree in electrical engineering from Cal Poly San Luis Obispo, and a master's degree in electrical engineering from Stanford University. He also received an MBA from UCLA.

**Dave Cox***Executive VP, COO*Barnett Cox & Associates  
San Luis Obispo

Dave Cox is the executive vice president and chief operating officer at Barnett Cox & Associates. Dave and Maggie Cox are a husband and wife team and the principals of the firm, a public relations and marketing firm in San Luis Obispo.

A Northern California native, he attended CSU Chico and received a bachelor's degree in speech and drama. After a brief stint in the print news business, he transferred into the broadcast industry and eventually moved to San Luis Obispo to be president and general manager for NBC affiliate KSBY Television. In 1989, he joined former colleague Claude Barnett to form the communications firm Barnett Cox & Associates. Two years later, his wife joined the firm.

**Jennifer Curtis-Neves***Senior VP, General Manager*Consortium Media  
Ventura

Camarillo resident Jennifer Curtis-Neves joined Consortium Media in 1999. The Ventura-based marketing and media buying firm was a match for her skills in customer relations, design and marketing.

The agency specializes in building brands by implementing its blend of advertising, public relations, promotions, Web integration, social media and creative services. Curtis-Neves joined Consortium as creative director.

She now leads the firm as senior vice president and general manager, ensuring the clients' visions and the team's media strategies are interpreted and implemented correctly. She continues to work extensively with clients.

**Angelique Davis***Director, Corporate Marketing*Network Hardware  
Resale  
Santa Barbara

Angelique Davis is responsible for driving and building awareness through marketing, public and analyst relations efforts. She has played a key role in positioning Network Hardware Resale as the leader in its industry. Since joining the company in 2010, Davis improved the organization's Lead Generation Program by more than 80 percent, orchestrated a corporate website redesign including the localization of the site in seven languages, developed powerful corporate videos and social media programs while creating sales and product training collateral.

Her efforts and passion for her craft have ultimately helped Network Hardware Resale realize more than 20 percent sales growth.

**Simon Dixon***CEO*Idea Engineering  
Santa Barbara

Simon Dixon founded Rock-it! Media in 1991 as a company specializing in advertising, media brokering and promotions. The media brokering system he developed allowed his clients to buy major market media and promotions at hugely reduced costs.

Dixon has structured transactions across the U.S. and internationally, including in China, Japan, Malaysia and the U.K. Clients have included General Motors, American Airlines, the Washington Wizards and Capitals, Clear Channel Communications and CBS. In 2006 Simon merged his company with Idea Engineering. Idea Engineering's team works out of offices in Santa Barbara and Washington D.C.