

[January 29, 2009]

To: Dr. Carol Ann Hackley, APR FEL

From: Rebecca Benjamin [Initials:]

RE: Adrenna Benjamin Alkhas January 24, 2009

“As an Assistant Marketing Manager, Media involvement is a constant thing,” explained Adrenna B. Alkhas, Assistant Marketing Manager at Vintage Faire Mall and Adjunct Speech Instructor for Delta Community College. Holding a Master’s Degree in Public Relations from University of the Pacific, Alkhas has found her niche and states that just about all of her education gained from the PR graduate program at Pacific has been carried over to her career. Alkhas credits not only her education, but also her inspirations, career application skills, leadership and management skills, as well as her community involvement to the time spent at Pacific.

“I Transferred from Cal Poly and the teachers there failed to give any attention to their students,” she said that “you were on your own and only about one out of every ten professors cared and wanted to help their students.” She strongly feels that her experience at Pacific was tremendously different than that of Cal Poly. “At UOP, every single one of my professors was very helpful and cared about my success. UOP is very lucky to have professors like them, because they are 150% dedicated,” she said. During her time at Pacific in, Alkhas was the Graduate Teaching Assistant for Professor Jon Schamber and what she learned from this experience was an inspiration that lead her to teaching at Delta College.

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Several of Alkhas' daily career applications include, but are not limited to, writing news releases, conducting marketing research, setting up media interviews, creating marketing benefits for retailers, and putting together leasing presentations for mall Vice Presidents and top Executives. Her most recent project has been working with her marketing staff, to open a new *Banana Republic* store at Vintage Faire Mall. The Pacific Media and Product department was credited for teaching her how to use many different technical programs, such as PageMaker and Photoshop which she requires to complete projects every day, she said.

Alkhas explained that Dr. Dong's class on research prepared her for real world assignments she is required to conduct every day. "Research helps you in this career, because you are required to do all types of research to put together well-developed presentations. It is all about doing market research – this requires you to understand how to do the research and use statistical (quantitative) methods that were taught in Dr. Dong's course." Additionally, a very important job skill that she learned at Pacific is punctuality and task completion. "Meeting deadlines is a major one! If my boss says it's due on Friday, then it's certainly due Friday at least an hour ahead of schedule," she said. This is great advice to carry on from school to work because meeting deadlines is an important part of being professional.

When it comes to leadership and management, Alkhas said. "As assistance marketing manager, I often have to delegate work to people at the customer service desk and I have to know exactly who to assign each task to." She went on to explain that everyone's work ethics are so different, so it is important to know each of your employees' strengths and weaknesses. Her major word of advice to future leaders is that "FOLLOW-UP IS VERY IMPORTANT!" A great leader learns quickly as Alkhas explained, "It's all about patience and you learn this skill at UOP. Working within a group helps you realize that you have to work together to get results."

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Just this past summer, Alkhas and her team members successfully completed a huge 2008 project! Since the beginning of 2008, they have been working non-stop, side-by-side with the property manager, to prepare for the major grand opening of the outdoor addition to the Vintage Faire Mall. She explained, "I worked really hard with the Media, along with my co-worker Janice. The major goal was to get people excited and ready for the grand opening festivities." To wrap up this topic, Alkhas exclaimed that she was so proud of the end results and was completely satisfied. "Comes to prove that hard work truly pays off!" she said.

Alkhas learned early that community involvement is a must in just about any business. "Networking is the #1 way to get recognized. You have to network and volunteer to be successful." Currently, Alkhas is the treasurer for the Central Valley Public Relations Organization (CVPRO), a board member for the International Festival, a member of PRSA, a Daffodil Girl for the Cancer Society, and is actively involved with the Assyrian Community.

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END