

B-mail

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Leavey School of Business at Santa Clara University

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Tuesday, March 28

S.F. Advertising Executive Agnieszka Winkler presents Spring Leavey Lecture: Branding in Instant Communications Age

Agnieszka Winkler, founder and CEO of Winkler Advertising, is the Leavey Lecturer for the Spring 2000 quarter event, on Tuesday, March 28, at 6:30 p.m. Her topic, "Branding at Warp Speed," will explore the realities of branding in an age of



instantaneous communications.

Winkler Advertising, a San Francisco agency with clients that include First Franklin, Sony, Intershop, AboveNet, and LSI

Logic, was founded by the Santa Clara Business School alumna.

Most recently, Ms. Winkler founded TeamToolz, a wholly owned subsidiary of Winkler Advertising which developed TeamToolz™ a web-based collaboration and communication software application for marketing organizations.

Throughout her career, Ms. Winkler has received numerous honors from both industry and civic organizations including: Best Woman in Advertising sponsored by McCall's magazine, in conjunction with ADWEEK magazine; Ad Age's 100 Best and Brightest Women in Marketing and Advertising; Who's Who in Finance and Industry; Ad Age's 25 Women to Watch; and many others.

She received the Outstanding Alumni award from the Leavey School of Business at Santa Clara University in 1989. She was a 1985 nominee for the Women of Achievement award by the League of Friends, and was the Santa Clara Graduate School of Business nominee for the Beta Gamma Sigma Medallion for Entrepreneurship.

Ms. Winkler serves on the

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business.scu.edu

New Look for Leavey School Web Site Unveiled

Under the direction of SCU Webmaster Brian Washburn, the Leavey School of Business has begun to revamp its web pages.

The new design, intended to complement the University's web site, was developed over the last few months to facilitate easy navigation for the Business School's many audiences.

"Our web management has been distributed over several departments," said Donna Perry, assistant dean for administration and external relations. "With this move, we hope to assist our internal web managers in keeping our overall site current and cohesive."

At the same time, Washburn has assisted the MBA Alumni Association in updating its web site structure. A task force from its Board of Directors re-organized the pages, planning for growth as new programs and features are added. The University webmaster designed pages to echo the look and feel of both the University's and Business School's pages. Comments about the new design as well as its structure can be directed to the external relations office (dperry@scu.edu). ☐

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