

2018 CCI School/Major Alumni Winners

Advertising Alumnus of the Year

Curtis Rose (AD '03)

Chief Operating Officer, EP+Co

- Built best-in-class enterprise marketing technology team
- Led company to record year in 2017-2018 with double-digit year-over-year revenue growth
- Top brand clients including: Verizon, General Motors, Microsoft, Denny's, Lowes, John Deere



Curtis Rose, a 2003 CCI graduate, is the 2018 Advertising Alumnus of the Year. Curtis is a technology-driven marketer with over 15 years of experience. Joining EP+Co in 2004, he has overseen a variety of departments throughout the agency – including building a best-in-class enterprise marketing technology team. Curtis's strength is building and aligning marketing technology with business goals – with proven leadership in establishing new business models with double-digit Year over Year revenue growth. In recognizing the value of bridging technology innovation with marketing principles, he has successfully analyzed, developed, and implemented multi-million dollar technology deployments in the space of web, mobile, experiential and back-end systems. Curtis currently oversees all of EP+Co's operations as the Chief Operating Officer which has led the company to a record year from 2017-2018. His client experience includes top brands across the country including Verizon, General Motors, Microsoft, Denny's, Lowes, John Deere, and many more. While Curtis is hugely passionate about the world of advertising, he is quickly reminded that his official title is simply 'Dad' to his two daughters (Abby and Emma) and his wife, Julie. They've lived in Greenville for 14 years but are an avid RVing family and hit the road whenever possible.

Communication Studies Alumna of the Year

Heather Fasano (MS '15; BA '12)

Associate Sales Representative, Medtronic – Carolinas Region

- 2016, 2017 & 2018 Key Engagement Award -Carolinas HealthCare System
- 2016 Values in Action Award - Carolinas HealthCare System
- Adjunct Faculty Carolinas College of Health Sciences



Heather T. Fasano, is the 2018 Communication Studies Alumna of the Year. She holds two UT degrees - a 2012 B.A. in Communication Studies and a 2015 M.S. in Communication & Information. She currently serves as an Associate Sales Representative for Medtronic for the Carolinas Region. Her principle responsibilities for Medtronic include: establishing and maintaining relationships with hospital, ambulatory surgery, and office personnel; developing and demonstrating in-depth clinical knowledge of product portfolios, including product

features, benefits, and clinical research findings; and assimilating evidence-based medicine to drive product use and promote sales with existing and prospective accounts. In addition to her work for Medtronic, Heather serves as an adjunct faculty member with the Carolinas HealthCare System – Carolinas College of Health Sciences in Charlotte, North Carolina where she teaches Introduction to Communication. Prior to joining Medtronic, she worked for: the Carolinas HealthCare System – Carolinas Simulation Center as a Health Research Specialist, the UT Graduate School of Medicine as a Graduate Research Assistant, the UT School of Communication Studies as a Graduate Teaching Assistant & Undergraduate Internship Coordinator and the Fulton County Board of Education –New Prospect Elementary as a Special Education Instructional Paraprofessional. Heather received the Carolinas HealthCare System (CHCS) Key Engagement Award in each of the last three years. She also received the CHCS Values in Action Award in 2016.

Information Sciences Alumna of the Year

Sandra Treadway, PhD (MS '07)

Librarian & State Archivist of Virginia, Library of Virginia

- President, Chief Officers of State Library Agencies, 2018
- 2017 Richmond Times-Dispatch Person of the Year
- 2014 National Genealogical Society Filby Award for Genealogical Librarianship
- UT SIS Advisory Board, 2010-2013



Sandra Treadway, PhD, a 2007 graduate of CCI's MS in Information Sciences program, is the 2018 Information Sciences Alumna of the Year. Sandra has served as Librarian of Virginia since July 2007, overseeing the Library's comprehensive collection of print and manuscript materials documenting the history, culture, and government of Virginia over the past 400 years. Prior to her appointment as Librarian of Virginia, Sandra served as deputy director of the Library and before that as head of the publications division.

She is a graduate of Manhattanville College and holds a doctoral degree in American History from the University of Virginia in addition to her master's degree in information sciences from UT. She is author of *Women of Mark: A History of the Woman's Club of Richmond, Virginia, 1894-1994* (1995), coeditor of *The Common Wealth: Treasures From the Collections of the Library of Virginia* (1997) and of the two-volume set *Virginia Women: Their Lives and Times* (2015 and 2016).

She is a frequent speaker on library issues as well as Virginia and women's history topics. She serves on several commissions and state advisory groups, including the Virginia Freedom of Information Advisory Council and the Virginia Women's Monument Commission.

Currently she serves as president of the Chief Officers of State Library Agencies (COSLA), which provides leadership at the national level on library issues (including funding for libraries) and fosters cooperative action for the improvement of library services across the United States. In

December 2017 she was honored by the *Richmond Times-Dispatch* in its annual Person of the Year awards program.

Journalism & Electronic Media Alumnus of the Year

Frank Gibson ('76)

Public Policy Director, Tennessee Press Association (retired)

- Tennessee Journalism Hall of Fame
- Founder & first Executive Director, Tennessee Coalition for Open Government
- National President, Society of Professional Journalists
- Political Editor, *The Tennessean*
- CCI Board of Visitors member (1987-2007)



Frank Gibson, a 1976 CCI graduate, is the 2018 Journalism and Electronic Media Alumnus of the Year. Frank is an award-winning journalist whose 52-year career included four decades as a reporter and editor at *The Tennessean* in Nashville as well as years of service to journalism and journalists in Tennessee.

Beginning at the newspaper four months after high school, Frank covered various government and political beats, including time as a Washington correspondent. He won awards for investigative reporting from the AP and UPI as well as the Society of Professional Journalists' Green Eyeshade.

He was founder and first executive director of the Tennessee Coalition for Open Government, a group he formed to bring media, citizen groups and media lawyers together to preserve and improve access to public information.

Until his retirement last year, Frank was the public policy director for the Tennessee Press Association and its 120 member newspapers.

Frank's first leadership position was as editor of *The Daily Beacon* during his sophomore year at UT. He was national president of the Society of Professional Journalists and later became president of the National Freedom of Information Coalition. He chaired SPJ's Project Watchdog, a \$1-million PSA campaign to educate Americans on the importance of a free press. It ran between the bicentennial of the Constitution and the Bill of Rights.

An Army veteran, Frank served with the Armed Forces Radio and Television Service before enrolling at UT, where he became one of the first to attend classes in the Communications Building.

He was among 12 U.S. and Asian journalists named Humanities Fellows at the University of Michigan in 1985 where he concentrated on First Amendment law, southern and constitutional history.

Frank is also an Emeritus member of CCI's Board of Visitors where he served with distinction from 1987 to 2007.

His distinguished career, including 35 years of leadership and advocacy for press freedom and open government, was recognized earlier this year with his selection to the Tennessee Journalism Hall of Fame, which praised Frank for distinguishing himself by outstanding service

to the profession of journalism and for bringing great honor to himself, his community and the State of Tennessee.

Public Relations Alumna of the Year

Rebecca Huckaby (MS '03)

VP of Public Relations, Metropolitan Knoxville Airport Authority

- Designated an Accredited Airport Executive by the American Association of Airport Executives
- MKAA Senior Management Team
- PRSA Accreditation in Public Relations
- UT and King University Lecturer



Rebecca Huckaby, a 2003 graduate of CCI's M.S. in communication and information program, is the 2018 Public Relations Alumna of the Year. Becky is the Vice President of Public Relations for the Metropolitan Knoxville Airport Authority, which owns and operates both McGhee Tyson and Downtown Island Airports in Knoxville. Through her role, she oversees all facets of internal and external communication including media relations, social media strategy, employee communication and customer service.

In addition to her master's degree from UT, she holds a BA in mass communications from East Tennessee State University. She attained her Accreditation in Public Relations (APR) from the Public Relations Society of America (PRSA) in 2008. And in May 2018, she became one of only 15 public relations professionals in the United States to earn the designation of Accredited Airport Executive (A.A.E) from the American Association of Airport Executives (AAAE), the world's largest professional organization for airport executives.

For the past 10 years, she has shared her passion for communication with college students by teaching as a lecturer in UTK's School of Advertising and Public Relations and also for King University, by teaching courses focused on professional communication, persuasion, public relations writing, advanced speech and campaigns.

She spends her spare time with her husband, Mark, at East Tennessee ball fields watching her two children, Landry and Camden, play ball. She loves to read entertaining stories about interesting people; travel to new places to explore new cultures; and learn something new about herself every day.