

**CSUS Department of Communication Studies and the  
Communication Studies Alumni Chapter  
Present**

**Everything You Always Wanted to Know About a Career in  
Communication Consulting!**

**April 3, 2014  
Epicure Restaurant, Union Building**

**~Agenda~**

- 4:30 p.m. Welcoming remarks by Professor Gerri Smith of the Department of Communication Studies
- 4:35-5:35 p.m. Individual presentations by Department alumni Rachel Castro, Brittany Walters, Christina Ragsdale and Larry Culler
- 5:35-6 p.m. Question-and-answer session, moderated by Dr. Smith
- 6-7 p.m. Reception, light appetizers



**Rachel Castro,  
Brand Manager, Glass Agency  
Rachel@glassagency.com  
(925) 381-8411**

Rachel Castro, a 2011 CSUS Communications Studies graduate, has since been working in the field of advertising in San Francisco and Sacramento. Rachel is currently an established Brand Manager at the Glass Agency in Sacramento's Midtown, leading strategy and managing projects for her dedicated accounts. At Glass, she has had the privilege of managing brands such as the California Office of Traffic Safety, CalTrans, Amtrak California, the California Department of Boating and Waterways, Hinode Rice, and Togo's Sandwiches.



**Brittany Walters,  
Communication Manager, Essex National Securities  
BWalters@ensinet.com  
Office (707) 251-2185  
Cell (707) 205-5418**

At Essex National Securities, Brittany Walters is responsible for designing and implementing long-range communication plans for both internal and external constituents using multiple platforms, such as social media, networking events, sales campaigns, newsletters, face-to-face interactions and strategic partnerships. Her areas of communication expertise include financial services, technology, education and non-profits. A range of communication career experiences have led to her specialties in corporate communication, project management, public relations, internal communication, branding and identity, e-learning and instructional design, strategic partnerships, writing and editing, social media management, and event planning and execution. She received her Master's Degree in Communication Studies from CSUS in 2009 and her Bachelor's Degree from Sonoma State in 2006.



**Christina Ragsdale,**  
**Communications Office**  
**Sacramento Metropolitan Air Quality Management District**  
**916-874-4810**

Christina Ragsdale has over 25 years of experience in all aspects of public relations, marketing communications and organizational communications and development including conflict resolution and partnership-building. Her work has been recognized with numerous local, regional and national awards. She currently leads the Communications Office of the Sacramento Metropolitan Air Quality Management District, and also serves consulting clients in the professional services, environmental, international aid and development and philanthropic sectors. Christina holds a Master's Degree in Communications Studies from Sacramento State, where she has taught public relations courses and has served as the professional advisor to the large PRSSA (student) Chapter.



**Larry Culler,**  
**Larry@cullerconsulting.com**  
**9510 Winterbrook Way**  
**Orangevale, CA 95662**  
**(916) 502-4923**

Larry Culler's successful 23-year career in sales includes working in commercial and healthcare markets, especially for Burroughs (now Unisys) and Intel, where he was a project manager and led teams deploying Intel's server management systems, among other assignments. While at Intel, he earned a Master's Degree in Communication Studies from Sacramento State, having previously graduated with a bachelor's degree in marketing from CSU Chico. More recently, Larry worked for a small software company whose applications help K-12 school districts track and manage student data for the National School Lunch program. He is now marketing his own communication workshops based upon the research he did for his Masters' thesis with an emphasis on choosing the most appropriate communication channels for our important messages.

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