

AMANDA GORDON

M.B.A. '11

What do Ventura County businesses, the region's homeless and CI's Alumni & Friends Association (A&FA) have in common?

All rely on Amanda (Broggie) Gordon to help them advance the conversation.

A freelance Public Relations Consultant under full-time contract to the 20/20 Network, Gordon assists business and nonprofit clients with public relations, media relations, strategic planning and community outreach. She also serves as a member of the Alumni & Friends Board of Directors.

Gordon, who earned a B.A. in journalism from CSU Northridge, describes the core aspect of her work as helping clients address their "pain point" – the area in which they repeatedly run into obstacles that impede their progress or ability to communicate effectively.

"Many Mansions is a great example," says Gordon. "The organization transforms the lives of its residents and their families. However, it suffers from misconceptions many hold about the fragile population it serves: low-income, homeless and disabled individuals. I find it incredibly rewarding to help change the negative conversation around affordable housing to one that commends people who are working to better their lives."

The decision to serve on CI's A&FA board came naturally. Gordon has followed CI's growth with pride and enthusiasm, and she participates regularly in events – including her favorite, Dodger Day. "Serving on the board has opened my eyes to the importance of a strong alumni network that helps strengthen CI's legacy," she says. "I'm happy to lend my energy and talents for this cause. What a great experience and rewarding way to give back."

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