

THE *A*LIST

Parke ULRICH

Parke Ulrich's goal is to serve simple, delicious food that is unified and clear in its taste and presentation. As the guiding force at EPIC Steak since October 2013 and its sister restaurant Waterbar, the Philadelphia native's passion for excellence and advocacy is the secret to his success.

A graduate of Ohio Wesleyan University and the Culinary Institute of America in New York, graduating first in his class, he worked under the tutelage of Georges Perrier in the classic French kitchen of the five-star Le Bec Fin in Philadelphia. He then went on to join the opening team for the world-renowned San Francisco restaurant Parillon, collaborating with Chef/Owner Mark Franz.



I was introduced to the Bay Area's focus on seasonal cooking and the bounty of fresh, local ingredients available in Northern California when I accepted a position at the Lark Creek Inn in Larkspur, California, and I've been a strong proponent of the farm-to-table movement ever since.

"My life-long interest in cooking and food is all due to my German heritage—large family and mealtimes were always social gatherings," adds Ulrich. "Those inspirations have brought me to this dream position, presenting a changing menu of fresh, healthful, and environmentally friendly selections to loyal customers from around the world."

People to Know



Terri TIFFANY

Everyone is talking about the new hot PR firm on Sand Hill Road. Sand Hill PR Partners is an integrated marketing communications agency with offices in San Francisco, Silicon Valley, New York, and Texas. Who is behind this sensation? Answer: Veteran PR pro Terri Tiffany. "Opening Sand Hill PR Partners has been a dream," she relates. To work with talented independent PR professionals all over the country is inspirational and expands our impact."

Today Tiffany's scope of work includes creating PR strategy and execution for consumer campaigns, product and luxury retail launches, entertainment and sports marketing, event design and execution, and crisis management.

A native San Franciscan, Tiffany holds undergraduate and graduate degrees from Stanford University where she studied journalism and marketing communications. After graduation, Tiffany went on to lead communications companies like the Hearst Corporation, Samsung, Starbucks, Tiffany & Co's Pacific Northwest region and one of the nation's largest luxury real estate firms, Pacific Union International.

When disconnected from her phone and laptop, Tiffany spends several hours a week rehearsing and singing with the Stanford Memorial Church choir. Giving back to the ReBoot Career Accelerator for Women at Global Silicon Valley Labs is another project close to her heart—she serves on their Advisory Board.

Jane SULLIVAN

Jane Sullivan was recently appointed Senior Director of National Communications for BUILD, a San Francisco Bay Area-based nonprofit that uses entrepreneurship to excite and propel disengaged, low-income high school students to college and career success. Sullivan brings her extensive experience in marketing and communications to BUILD. "The incredible success that BUILD has demonstrated thus far [an impressive 98% of students who complete the program graduate from high school, and 98% of those graduates are accepted to



at least one post-secondary institution] is an inspiration," she notes. "It's a true joy to amplify that work so that more students may learn the crucial skills to succeed in school and life."

Sullivan previously served as the VP of Marketing and Strategic Communications at The San Francisco Foundation, a regional community foundation. With a degree in English Literature from the University of California, Berkeley, Sullivan has worked in the marketing and communications field at a variety of media and nonprofit organizations, for local and federal politicians, and in the private sector as the marketing director for an environmental consulting firm, among others. She lives in San Francisco's Bayview neighborhood with her daughter and two dogs. She's beginning her first garden and hopes to grow dahlias, the official flower of San Francisco. ♦

—CORINNE E. MEHIGAN