



Joel Small
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Cocktail Reception
Gala Awards Celebration
Keynote Speaker

SPONSORSHIP CONNECTIONS

10th Annual
**Positively Powerful
Woman Awards**

Desert Botanical Garden

Saturday Evening, June 10, 2017
Dorrance Hall, Phoenix, AZ

**Sponsor, Stand For And Celebrate Women in Business.
Make Connections. Collaborate. Be Informed & Inspired.**

Info, Networking & Dialogs
Collaboration With
**ASU Center For The Study of Race
And Democracy**

3-Day PPW Leadership Intensive

Thursday To Saturday, May 4, 5 & 6, 2017
Willow Conference Room, Phoenix College
3310 N. 10th Ave., Phoenix, AZ 85013

Global Women's World Cafe

Friday, June 9, 2017 Fresh Start Women's Foundation
1130 E. McDowell Road, Phoenix, AZ 85006



Presented by Dr. Joel P. Martin, Triad West Inc.
Dedicated to celebrating the accomplishments of women and
changing lives and businesses for the better.



Welcome To Positively Powerful Opportunities To Connect With Influential Women

Let us connect you to the approximately 1,000+ influential women we will reach this year through our live events and the many more we will connect to through media partners, community collaborations, online marketing and social media.

Join us for the premiere event, The Annual Positively Powerful Woman's Awards Gala to be given on June 10th at The Desert Botanical Garden, an internationally renowned museum and travel destination located in Phoenix, Arizona.

The Positively Powerful Woman Awards Gala is unique. This is our 10th year of honoring culturally and generationally diverse women leaders in business ownership, corporations and nonprofits. They are role models whose inclusive spirit, professionalism and drive make a difference in the Valley and beyond.

Each year we bring together women and men who join us in our mission to celebrate the accomplishments of women in ways that change lives and businesses for the better. With nearly 50 honorees, 15+ years of coaching, training, personal and professional development globally, we know this international award winning program works!

As a sponsor, there are many ways to participate and launch your Positively Powerful Marketing Activation. Join us, let's connect more women with the vital tools for motivation and personal, professional, corporate and entrepreneurial success. Thank you!

Dr. Joel Martin, Founder, Positively Powerful Woman Awards And Programs

President Triad West Inc. International Consultant.

Diversity & Inclusion, Visionary Leadership, Author And Speaker.

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www.positivelypowerful.com



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Positively Powerful Benefits Of Your Investment

Year Round Online Exposure
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 Sell Products, Services And Programs
 Collect Contact Data
 Recruit, Motivate And Retain Employees
 Showcase Minority Supplier And Community Involvement
 Create A Competitive Advantage

Positively Powerful	Level	Gala Guests	Gala Presenter	Blog & Social Media Program	Logo On Website 1-Year	Gala Mrktg & Promos.	Ad Page Online & Printed
Platinum Sponsor	\$10,000	20	+	+	+	+	2
Gold Sponsor	\$7,500	15	+	+	+	+	1
Silver Sponsor	\$3,500	10	—	—	+	+	1
Bronze Sponsor	\$2,500	10	—	—	—	+	1
Corporate Table	\$1,500	10	—	—	—	+	—

Additional Opportunities

- Participation As A Speaker And/Or Sponsor in the Upcoming June 9, 2017 **Women's World Cafe** in collaboration with the ASU Center For The Study Of Race And Democracy (CSR D)
- Engaging And Interactive Positively Powerful Woman And Diversity & Inclusion **Presentations And Workshops For Your Organization**
- Attendance For High Achieving Women In The Dynamic And Experiential Breakthrough 3-Day **Women In Leadership Intensive May 4, 5 and 6, 2017**
- Place Women Acknowledgement, Supplier, Appreciation Of Diversity And Inclusion Advertisements In Full-Page, Half-Page And Quarter-Page Sizes
- Provide In-kind Donations, Gift bags And Promotional Items
- Sponsor Scholarships

We Appreciate The Support Of Our Sponsors

While the event is produced by Triad West Inc., it would not be possible without the many Generous Sponsors, the nearly 50 Positively Powerful Woman Award Recipients, the Collaborating Organizations, Media Partners, Speakers and Attendees of 9 Galas and Educational Programs.



Positively Powerful | Triad West Inc.

Dedicated to celebrating the accomplishments of women and changing lives and businesses for the better.

"Your conference was different than any other and so inspiring! Great event ... great awardees ... great attendees. I have some GREAT take aways! It's a joy to be in the presence of these women leaders. Thank you for raising your hand and bringing positivity to the world!"

Confirm Your Sponsorship

**Contact Dr. Joel P. Martin, Triad West Inc.
Executive Producer, Positively Powerful / Triad West Inc.**

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cc: joel.martin@positivelypowerful.com

(480) 221-5686. Mailing Address: 9616 East Southwind Lane, Scottsdale, AZ 85262

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Positively Powerful Sponsorship Level:

_____ \$10,000 Platinum Level

_____ \$5,500 Silver

_____ \$3,500 Gold

_____ \$2,500 Bronze

_____ \$1,500 Corporate Table

With Marketing Activation, you are able to tailor your Interest with an "Additional Opportunity" or other involvement. Dr. Joel P. Martin will be in contact with you for this specialized program. Marketing Activation? ___ Yes ___ No

Preferred Payment Method: ___ Invoice ___ Check ___ Paypal

If a sponsorship is not possible, please consider a scholarship, advertising page or small group attendance.

**Thank you! Welcome To
The Positively Powerful Community**

About The Positively Powerful Woman Awards

The idea began when I was delivering a speech before women judges and attorneys. They seemed tired, overworked, and stressed. The question came to me and I asked, "How many of you give to yourselves the way you give to others." These women were making decisions that impacted the lives of children, families, and cities. Anyone would say they were givers. Yet, only one woman raised her hand. Well this 'sad news' was begging for attention. I knew if they gave to themselves, they would live longer, be happier, healthier, and make bigger differences.

Because I am a training designer and global transformational trainer, speaker and coach, it became my goal to invent a breakthrough training program that would inspire, empower and motivate women to stop the "burn out" and inform them on how to access their inner power. I wanted to treat women who were making a big difference like queens and have them be appreciated for the good work they were doing. In addition, my vision was to have all kinds of leaders, learners and corporations, men and women gathered together for this.

Because of my personal and professional commitment to creating diverse and inclusive communities, these constants remain true:

- The honorees are culturally and generationally diverse
- The atmosphere of the events is welcoming, inspirational and educational
- While honoring the accomplishments of women, they are designed to motivate people, men included, to live their dreams
- The core values are peace, joy, giving and the celebration of ones personal power



The Positively Powerful Woman Award Recipients

2016 Recipients

- Charlene Tarver, Esq., Inaugural Human Rights Leader, The Tarver Law Group, PLLC
- Carrie S. Young, Global Leader, Senior Director, Corporate Operations Services SRP
- Anna Maria Maldonado, Health Advocacy Leader, Director of Sales & Marketing, Care1st Health Plan AZ
- Tyler Butler, Technology Leader, Director of Corporate Social Responsibility, GoDaddy
- Susan Casper, Media Leader, ABC15 Host, Sonoran Living Live

2015 Recipients

- Dr. Akua Duku Anokye, Global Education Leader, ASU Associate Director, School of Humanities, Arts, and Cultural Studies
- Bonnie Lucas, Entrepreneurial Leader, President / CEO, Law Enforcement Specialties
- Rev. Delphine Rodriguez, Spiritual Leader, San Carlos Unified School
- MaryLynn Mack, Visionary Leader, Director of Operations, Desert Botanical Garden
- Dr. Isola Jones, Arts and Culture Leader, Professor South Mountain Community College
- Nicole Stanton, Philanthropic Leader, Managing Partner and Associate General Counsel, Quarles & Brady, First Lady City of Phoenix

2014 Recipients

- Sandra Yancey, Global Leader, Founder, CEO eWomen International
- Rev. Ozetta Kirby, Spiritual Leader, Pastor, Holy Trinity Community AME Church
- Trish McCarty, Educational Leader, President, Starshine Academy
- Ethel Luzario, President, The 3000 Club
- Colleen Jennings-Roggensack, Philanthropic Leader, Executive Director, ASU Gammage
- Linda Herold, Arts & Culture Leader, Artist, The Herold Studio, Founder, Society of Chairs

2013 Recipients

- Jackie Thompson, Global Leader, Southwest Airlines Community & Grass Roots
- Marian Yim, Corporate Leader, Yim Law Office, PLLC (Shareholder, Wong Fujii Carter)
- Debbie Gaby, Philanthropic Leader, Debbie Gaby Charities (CEO, Sleep America)
- Kimber Lanning, Entrepreneurial Leader, Local First Arizona
- Dean Shirley Mays, Educational Leader, Emeritus Dean Summit School of Law
- Patricia Hibbeler, Nonprofit Leader, Phoenix Indian Center
- Dr. RaShonda Flint, STEM Leader, Assistant Dean, University of Houston (Arizona State University)

2012 Recipients

- Dr. Michele Halyard, Global Leader, Radiation Oncologist Mayo Clinic
- Sharon Lechter, Philanthropic Leader, Author, Financial Expert, Pay Your Family First
- Pamela Lam, Corporate Leader, Vice President of Research and Development, Henkel Corporation
- Reverend Sheriolyn Curry Lasley, Spiritual Leader, Pastor, Greater Bethel AME Church - Phoenix, AZ,
- Bettie Spruill, CMEC, Educational Leader, International Coach
- Jane Spicer, Entrepreneurial Leader, Daphne's Headcovers

2011 Recipients

- Deborah Bateman, Philanthropic Leader, National Bank of Arizona
- Kay Kallander, Global Leader, Retired (Vice President, ABHOW)
- Kristi Lee, Nonprofit Leader, Kristi Lee International
- Colleen J. Payne-Nabors, Entrepreneurial Leader, CEO, MCI Diagnostic Center
- Pastor Cathy Patterson, Spiritual Leader, Pastor, Fountain of Life Church
- Vivian Squire, Corporate Leader, (Salt River Project)

2010 Recipients

- Angela Curley, Corporate Leader, Diversity and Inclusion/Social Progress, Henkel Corporation
- Debbie Paine, Nonprofit Leader, Director of Development, Children's Museum of Phoenix
- Lorena Valencia, President/CEO, Entrepreneurial Leader, Reliance Wire & Cable

2009 Recipients

- Maria Bailey-Benson, Entrepreneurial Leader, Maricopa Community College (Nyla Simone Home)
- Pam Gaber, Nonprofit Leader, Founder, Gabriel's Angels
- Fatimah Halim, Community & Educational Leader, Blueprint For Womanhood
- Choo Tay, Entrepreneurial Leader, President & CEO Media88

2008 Inaugural Recipients

- Joanna DeShay, Corporate Leader, Black Russian Fashions (Arizona Public Service)
- Ruth Covey, Nonprofit Leader, Founder, AZ Magic of Music & Dance
- Susan Ratliff, Entrepreneurial Leader, The Exhibit Expert (Women Entrepreneurs' Small Business Boot Camp)

Her-Story

As one of the world's foremost master transformational trainers, an entrepreneur, author and award winning advertising powerhouse, Joel Martin, PhD is a dynamic personality and resource that people watch and emulate to be successful. For more than 25 years, she's studied and practiced leadership and team building, working with hundreds of thousands of women and men across the US and globally, translating theory into practical applications and experiential education that leads to results, breakthroughs and fulfillment. A keynote speaker and authority on vision creation, transformational leadership, team building, diversity and inclusion, she is an energetic presenter who inspires people to take action.



She weaves in elements of her story to bring this to life. She was raised financially disadvantaged by her loving single Mother Ann. In elementary school she was considered dumb, a stigma that followed her to college and yet she broke through these experiences to become one of America's first women to own and operate a full-service advertising agency. As a new mom, she grew her agency to national prominence, an award-winning staff and \$ millions in billing serving Fortune 500, small businesses, media giants and nonprofit clients. With her leadership, her agency invented a new malt beverage for Anheuser-Busch, introduced new products and gave back to the community.

Joel closed her advertising agency to follow her dream to make a bigger difference with human beings directly rather than through the media. Today she is President of Triad West Inc. She has worked with clients across the US and internationally in China, Taiwan, United Kingdom, Republic of South Africa, Malaysia, France, Russia, Finland, and Latvia. She is the author of *"There And Back"*, a book of poetry written after her successful recovering from breast cancer; *"How To Be A Positively Power Person"*, a user-friendly book on the transformational ways to change or enhance the quality of one's life; and *"MBA: Me Brand Awareness"*, on personal branding. Ten years ago, out of her commitment to community, she founded the annual Positively Powerful Woman Awards.

Joel earned a BA in Education, Masters in Psychology, PhD in Communication and admission as a Wharton Fellow of the Wharton Business School. She has served on many boards and been the recipient of several awards. She has appeared on the Today Show and ABC Channel 15, in the *NY Times*, *Essence*, *Black Enterprise*, and *Fortune*. She has presented before Fortune 500, nonprofit and entrepreneurial audiences. Dr. Joel Martin is known for her inspirational, interactive and creative style, her engaging smile and authenticity.

It was in her ad agency years that she met her husband Bob who is an Artist. Today they live in Scottsdale, Arizona and Bob continues to be her partner in life today. She and Bob are very proud of their daughter, Cybel, who is one of the few female cinematographers in the International Cinematographers Union.