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CONTACT: Kelly Kaysonepheth  
[jlp.news@jlp.org](mailto:jlp.news@jlp.org)  
973.953.9731

*Valley Impact*  
**LUNCHEON**

**JLP Announces Recipients of the Valley Impact Awards**  
*To be honored on November 15 Valley Impact Luncheon*

Phoenix, AZ (October 6, 2014) — The Junior League of Phoenix's Valley Impact Awards recognize community members for their leadership and commitment to the betterment of the community. To help celebrate our long lasting impact in the Valley, we are honoring three unique individuals whose work emulates the League's legacy and future. It is with great pleasure that JLP announces **Pat Petznick** and **Beverly Stewart**, Co-Founders of Fresh Start Women's Foundation, and **Sara R. Dial**, President and CEO of Sara Dial & Associates, Inc., as the League's 2014 Valley Impact Award recipients.

**Pat Petznick and Beverly Stewart**  
*2014 Valley Impact Legacy Award Winner*

Pat and Beverly are the recipients of The Junior League of Phoenix's Legacy Award for their work with [Fresh Start Women's Foundation](#). Pat and Beverly recognized early on that their collective aspirations were to help women in need, however that need was defined. They had watched their grandmother's response to being thrust in a sole-support role for their families and knew their destiny was to honor her life by doing something to help women.



What began in a most rudimentary fashion offering mentoring, special programs and celebratory events for women in challenging situations morphed into a formalized foundation in 1992. The initial focus of the organization was fundraising and granting money to Arizona nonprofits serving women in need. Through the process, it became obvious there were gaps in women's programs being offered in the community.

Now, a nearly 25 years later, Fresh Start's Jewell McFarland Lewis Women's Resource Center receives more than 25,000 visits annually from women seeking assistance to better their lives. Programming includes legal and career services, on-the-job training, mentoring, internships, education and personal development. What had started as monthly sessions of self-esteem building and caring about women and their struggles has dramatically blossomed into a full-service center for women in all stages of life.

Under the ultimate leadership of Pat and Beverly, the Center flourishes. Success stories abound. In their humility, the sisters are continually amazed by the support for, and the success of, Fresh Start Women's Foundation. They credit the remarkable accomplishments of Fresh Start to the community embracing the need to make long-term differences for women in transition as well as the strong commitments made by members of the Fresh Start Executive Board, Auxiliary Board and Men's Board.

### **Sara Dial**

*2014 Valley Impact Futures Award Winner*

Sara is the recipient of The Junior League of Phoenix's Futures Award for her work as president and CEO of Sara Dial & Associates, Inc. Since 1996, she has been President and CEO of Sara Dial & Associates, an economic development consulting firm specializing in site selection, economic and community development and government relations for both public and private sector clients. A sample of clients include Facebook, Google and Icon Aircraft. She has recently led high-profile economic development initiatives in Arizona including the creation and implementation of a multi-jurisdictional urban revitalization model, the "Discovery Triangle," and the restructuring of Arizona's statewide economic development organization under Governor Jan Brewer, resulting in the creation of the agency now known as the Arizona Commerce Authority.



Ms. Dial is active in the Greater Phoenix community and has served on or chaired many local and national community boards and commissions. Her current community and corporate board involvement include the Arizona School for the Arts, Arizona Women's Forum, Barrow Neurological Foundation, Childhelp USA, First Place, Women Corporate Directors, BBVA Compass Bank, Grand Canyon Education Inc. and Mobile Mini.

Last year, Ms. Dial was recognized as one of the 12 Most Influential Women in the Commercial Real Estate Industry by Commercial Executive Magazine and one of the 50 Most Powerful Women by Arizona Business Magazine. She has been ranked in the Top Ten Most Influential Women and "40 Under 40" lists in the Phoenix Business Journal. She received the prestigious "Spirit of the Children" award from Childhelp USA for her contributions to abused children in Arizona. In 2006, she was honored with the inaugural John and Sandra Day O'Connor award from the United Methodist Outreach Ministries Mother's Day Gala as a distinguished working mother impacting the business and philanthropic community as well as her own family.

She has been married to her husband, Patrick for 20 years and has three children.

### **About The Junior League of Phoenix**

The Junior League of Phoenix, Inc. is an organization of nearly 1,000 women committed to promoting voluntarism, developing the potential of women, and improving the Valley of the Sun through the effective action and leadership of trained volunteers. Celebrating its 80<sup>th</sup> anniversary this year, JLP has invested millions in the community and contributes over 75,000 volunteer hours annually. Current League programs are structured around the JLP's focus area of "Building a Healthy Arizona." For more information about The Junior League of Phoenix, please visit [www.jlp.org](http://www.jlp.org) or call The Junior League of Phoenix Headquarters at (602) 234-3388.

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