



**INNOVATION**  
Mary Darling  
DARLING GEOMATICS

**LIFETIME  
ACHIEVEMENT**  
Jamie Piotti  
EVANS NEWTON, INC.

**GIVING BACK**  
Eileen Rogers  
ALLEGRA  
MARKETING & PRINT

**HOT GROWTH**  
Adalaida Severson  
BUSHTEX

*Welcome to*

# SWON

2013

SUCCESSFUL WOMEN OWNERS NETWORK

For nearly 15 years, Republic Media's Million Dollar Club has recognized the significant role women business owners play in driving the economy here in the Valley and across the state of Arizona. But it's time for a name change. This year, we're introducing the Successful Women Owners Network. The acronym SWON is fitting for this group of dynamic individuals, women possessing a unique mix of qualities: elegance and grace, tenacity and stamina. These are all characteristics reminiscent of a magnificent feathered creature known for its peaceful and harmonious traits, but also for its power and strength.

Inside these pages are extraordinary women, each leading their respective companies, while meeting several important criteria. All members of SWON are 50-percent owners of Arizona-based businesses that have generated more than \$1 million in gross revenue. In addition, Republic Media is proud to further spotlight four women who embody four key characteristics of SWON: innovation, growth, community service and lifetime achievement. All the women in this publication are energetic and have a deep commitment to promoting growth in their companies and the community. These four women stood out by dedicating themselves to both the public and their own businesses.

Want to be part of the Successful Women Owners Network?

Contact: Cami Kaiser, SWON general manager, [ckaiser@republicmedia.com](mailto:ckaiser@republicmedia.com)

LIFETIME ACHIEVEMENT: **Jamie Piotti**

MARK LIPCZYNSKI

## A learning experience

Bettering student achievement across America is Scottsdale entrepreneur's goal

**Jamie Piotti is setting a new standard as one of the youngest "Lifetime Achievement" award winners.** Though she's only 50, she has more than a quarter century of business experience and she's about to become a published author.

She was just 24 when she bought Evans Newton Inc. (ENI), a company that works with teachers and school districts to improve learning. Today, with 70 full- and part-time employees and up to 150 contractors, the company's expert staff members write curricula based on state standards, design assessment tools teachers can use with their students and create professional development programs to help teachers in the classroom. "It really works," Piotti said. "Very poor schools have gone from the worst in academic achievement to some of the best, based on the particular measurements for success used in each state."

She bought the company from her parents and boldly decided to operate it differently from the way her father ran it. Candidly, she said, she

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wanted to lead the company with an emphasis on making a difference in schools across the country while making the business financially viable again. "I found that I could mold a company with passion and commitment," she said.

She also has found time to get involved with entrepreneur development initiatives, including the Entrepreneurs' Organization, a global nonprofit that has 145 members in Arizona. She's also part of Charter 100 AZ, an organization whose members are 100 successful Arizona women. "I am so honored to be part of these organizations," she said. "We have a chance to learn from each other support each other."

What she's learned from her experience is the subject of her book, *Soulful... How to build a successful company, help others and live a*

life with purpose. She took time off from running ENI to write it. "I wanted to tell the story of how I use spiritual principles, including listening to my intuition, to accomplish my goals," she said.

She also wants to caution other entrepreneurs about the "damage ego and greed can cause a company. I want to show readers how they can have a purpose-driven business that can make a difference in the world." She said she's learned the critical importance of becoming financially responsible, largely through her father's example. "I've learned to be a better person because of him," she said. The book is set to be published next year.

Back at the helm of her company now that her book is completed, she believes that if entrepreneurs "find their purpose and their passion, they won't have to run a business as if the most important thing is to make a lot of money. They'll discover that they can really enjoy what they're doing."

– Debra Gelbart