

# ARIZONA REPUBLIC



Joel P. Martin of Scottsdale gives by helping with volunteer projects. CHARLIE LEIGHT/THE REPUBLIC

## SPIRIT of GIVING **EMBRACED** YEAR-ROUND

For some people in the Northeast Valley, giving



# Their giving lasts all year long

It's the time of year when we show others we care by giving, whether it's gifts, our time or a hand in holiday endeavors.

Some people embody the spirit of giving year-round. They notice what's empty, missing or needed in a situation. They fill it with their own hands, their own ingenuity or their own money. On this Christmas Eve, we highlight a few people who embrace the giving spirit throughout the year.

## Joel P. Martin

Joel P. Martin stood in front of a roomful of judges and lawyers and the energy was off.

As president of Triad West, a Valley executive coaching business, and former player in the New York advertising scene, she was used to reading a room. The energy in this room was low and uninspired.

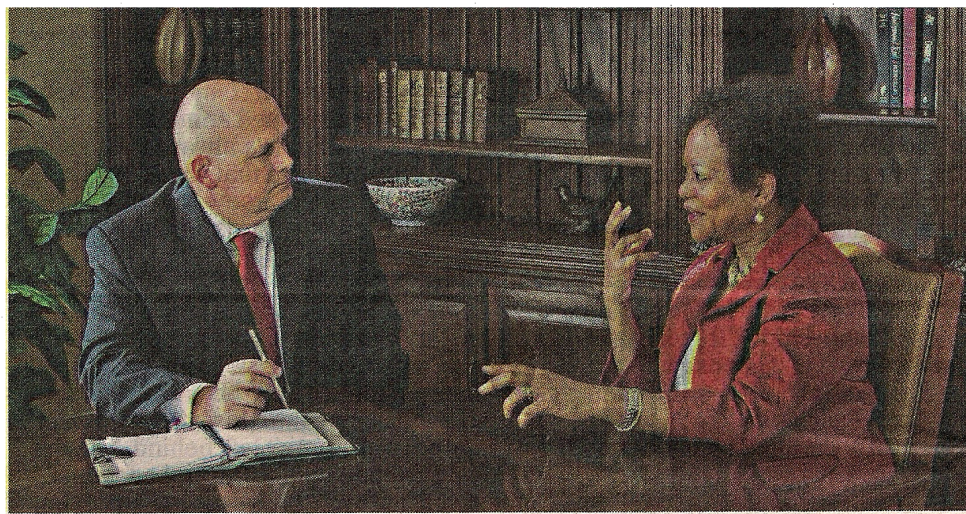
Martin asked: "How many of you give to yourself as much as you give to others?"

Only one hand went up.

That prompted Martin to found the Positively Powerful Women Awards four years ago. Three to five entrepreneurial Valley women, many founders of non-profits, are celebrated for the work they do and "treated like queens," the 67-year-old Scottsdale resident said.

"There is value in giving to oneself," she said. "How can you be a light for others if you let your own candle go out?"

Martin calls herself a breast cancer "conqueror" instead of survivor and says that she grew up in a church where contributing to one's community was expected.



Joel P. Martin (right) talks business with Tom Dorough, executive director of the Terraces retirement community, one of the boards to which she belongs. CHARLIE LEIGHT/THE REPUBLIC

This explains one reason Martin volunteers for numerous groups, including the Scottsdale Human Relations Commission, the Coalition of Blacks Against Breast Cancer, American Baptist Homes of the West, American Homes and Services for the Aging, and the Minority Business Enterprise Input Committee of the Grand Canyon Minority Supplier Developer Council.

But there is another reason that after only 10 years in the Valley, Martin continues to be involved in so many volunteer projects: "It lights my candle. I'm a passionate advocate for women. I love to see them win."

More info: [positivelypowerful.com](http://positivelypowerful.com).

— Sonja Haller