

SO SCOTTSDALE!

A FASHION & BEAUTY MAGAZINE FOR WOMEN

JANUARY 2010

**OLD-TIME
GLAMOUR**
THE CARS & THE FASHIONS

**MEET THREE
WOMEN WHO
STARTED A
BANK!**

**THE BEST
RED FOR
YOUR
LIPS**

**PLUM
CRAZY**
CLOTHES,
SHOES
BAGS!

**A CHAT WITH
THE LOCAL
DESIGNER OF
THE YEAR**

**MEET 14 OF
SCOTTSDALE'S
SO SUCCESSFUL
WOMEN!**

SO SUCCESSFUL WOMEN IN BUSINESS

A MODEL OF MARKETING: QUINTESSENTIAL MEDIA

“IT TAKES A CERTAIN DEGREE OF INSANITY to push yourself past what others see as a comfort zone,” says Valley native Stephanie Quinn, “but like they always say, there is no reward without risk.” It was this “insanity” that allowed Stephanie to pursue the dream of starting her own public relations company. And that company - Quintessential Media, created from a longtime love of PR and a solid background in media and marketing - has been wildly successful. It was a risk that has paid off handsomely, for Stephanie and for Quintessential’s satisfied clients.

From its humble beginnings, Quintessential Media blossomed into a fruitful enterprise, representing clientele in a vast diversity of industries. Stephanie enjoys the challenge of meeting each client’s specific needs, identifying the unique attributes that set each company apart - and the scope of her work, which ranges from one-on-one consulting to marketing and PR programs to event planning and promotion. No matter what the project, Quintessential Media becomes an integral part of its clients’ teams, and Stephanie takes a personal stake in their success. “I don’t just look at the bottom line,” she says. “I focus on their future and look for ways that I can make a difference.”

Though she’s no stranger to tackling sizeable projects, one of Stephanie’s favorite parts of her job is helping up-and-coming small businesses to grow. But whether it’s a small job or a big venture, Quintessential Media’s aim is simple, and Stephanie



sums it up in one tidy sentence: “Their success is our only goal.”

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