

Dawn Weiss, the Joint



NEW APPROACH TO CHIROPRACTIC CARE

DAWN WEISS WORKED FOR A speech-recognition developer, a modular-building company that fast-tracked the construction of schools in 120 days and a membership company that allowed clients to swap their time-share reservations for other experiences.

“For much of my career, I’ve helped bring visions to life and helped change the way people live,” says the director of marketing for the Joint, a national network of chiropractic clinics with headquarters in Scottsdale.

Her most recent position prior to the Joint was with Massage Envy, the national therapeutic massage franchise founded by entrepreneur John Leonesio, who now owns the Joint. She and Leonesio were introduced by their respective spouses, who had a business relationship with each other, and Weiss soon signed on with the burgeoning spa firm.

“I went in thinking, ‘Are you kidding? Massage?’” the north Phoenix resident recalls with a laugh, “but it became something I was very passionate about. We really brought something to the marketplace that most people thought they couldn’t afford.”

It’s been a similar approach with the Joint, she notes. There are more than 130 clinics open or in development in about 15 states. Among other options, they offer a budget-friend-

ly, month-to-month membership plan of \$49 for up to four adjustments per month, are open weekdays from 10 a.m. to 7 p.m. and offer weekend hours. There’s never a need for an appointment.

“It makes health care affordable and accessible to people in pain,” Weiss says.

Her long days start at 5:15 a.m. and, if she’s lucky, she’s nabbed three hours of sleep. But the mother of two sons, Jaeden, 4, and Ethan, almost 2, strives with husband Kelly to maintain a healthy work-life balance. She doesn’t need to be reminded that family comes first; Weiss lost 45 relatives in the Holocaust.

Raised by her mother and grandparents in a loving environment that also stressed the value of hard work, she says becoming a mother has taught her to be “ruthlessly efficient.” She admits that running after her kids substitutes for gym workouts these days and that her once-active volunteer schedule has been dialed back dramatically.

Throughout it all, she retains an amused yet positive outlook that serves her well.

“Somehow, I will survive this,” she says, joking about these early, hectic years of motherhood. “Even if I have two different shoes on.”

■ GREMLYN BRADLEY-WADDELL

1 The Joint

9383 E. Bahia Drive, Scottsdale, 85260 • 877-236-8583 • thejoint.com **INDUSTRY** Health **THREE-YEAR PCT. GROWTH REVENUE** 3,113% **PRINCIPAL** John Leonesio, CEO **AZ EMPLOYEES** 20 **HIGHEST-RANKING WOMAN** Dawn Weiss, director of marketing

2 GlobalMed

15020 N. 74th St., Scottsdale, 85260 • 480-922-0044 • globalmed.com **INDUSTRY** Health **THREE-YEAR PCT. GROWTH REVENUE** 3,094% **PRINCIPAL** Joel E. Barthelemy, managing director and founder **AZ EMPLOYEES** 89 **HIGHEST-RANKING WOMAN** Detelina Trendafilova, director of international business

3 Loan Resolution Corp.

7047 E. Greenway Parkway, Suite 400, Scottsdale, 85254 • 480-556-0756 • loanresolution.com **INDUSTRY** Financial Services **THREE-YEAR PCT. GROWTH REVENUE** 2,540% **PRINCIPALS** Travis Hamel Olsen, Matt McCabe, Doug McCabe **AZ EMPLOYEES** 207 **HIGHEST-RANKING WOMAN** Kathleen Luce, director of strategic software solutions

4 Blue Global Media

7144 E. Stetson Drive, Third Floor, Scottsdale, 85251 • 480-365-0335 • blueglobalmedia.com **INDUSTRY** Advertising and marketing **THREE-YEAR PCT. GROWTH REVENUE** 1,676% **PRINCIPAL** Chris Kay, owner, founder **AZ EMPLOYEES** 27 **HIGHEST-RANKING WOMAN** Ellen Hansbury, chief operating officer

5 Digital Video Networks

8283 N. Hayden Road, Suite 195, Scottsdale, 85251 • 480-588-3511 • digitalvideonetworks.com **INDUSTRY** Business products and services **THREE-YEAR PCT. GROWTH REVENUE** 1,233% **PRINCIPAL** Bill Blair, managing partner **AZ EMPLOYEES** 14 **HIGHEST-RANKING WOMAN** Shirley Hawley, senior partner

6 MYTEK Network Solutions

2225 W. Whispering Wind Drive, Suite 105, Phoenix, 85085 • 877-236-8583 • mytek.biz **INDUSTRY** IT services **THREE-YEAR PCT. GROWTH REVENUE** 1,188% **PRINCIPAL** Brian Blakley, president **AZ EMPLOYEES** 36 **HIGHEST-RANKING WOMAN** Katharine Blakley, controller

7 American Group

25 S. Arizona Place, Suite 300/302, Chandler, 85225 • 480-406-6102 • shipag.com **INDUSTRY** Logistics and transportation **THREE-YEAR PCT. GROWTH REVENUE** 1,156% **PRINCIPAL** Daniel Krivickas, president **AZ EMPLOYEES** 10 **HIGHEST-RANKING WOMAN** No designee

8 DreamBrands

11645 N. Cave Creek Road, Phoenix, 85020 • 888-300-9181 • dreambrands.com **INDUSTRY** Consumer products and services **THREE-YEAR PCT. GROWTH REVENUE** 909% **PRINCIPAL** Gary S. Kehoe, CEO **AZ EMPLOYEES** 14 **HIGHEST-RANKING WOMAN** Cecile Kehoe, chief operating officer

9 Citywide Restoration

5602 E. Spring St., Tucson, 85712 • 520-790-0606 • citywideresto.com **INDUSTRY** Construction **THREE-YEAR PCT. GROWTH REVENUE** 814% **PRINCIPAL** Zach Fralc, president and owner **AZ EMPLOYEES** 11 **HIGHEST-RANKING WOMAN** Rachel Kraft, office manager

10 NJOY electronic cigarettes

15211 N. Kierland Blvd., Suite 200, Scottsdale, 85254 • 480-397-2352 • njoy.com **INDUSTRY** Consumer products and services **THREE-YEAR PCT. GROWTH REVENUE** 672% **PRINCIPAL** Craig Weiss, CEO **AZ EMPLOYEES** 22 **HIGHEST-RANKING WOMAN** No designee