

"Driven To Succeed" with **Ky Joseph,** beginning Aug-Sept 2008!

We look forward to Ky's first column and we hope you do too!



Ky Joseph's talent and business savvy were the guiding characteristics that led her to become a successful business woman in an industry previously dominated by men. She is a shareholder and Executive Vice President - Sales for The Evanov Radio Group, one of the country's fastest growing independent broadcast corporations, sharing in ownership of its three most recent radio station acquisitions. Her professionalism, integrity and business accomplishments in media were acknowledged by her peers at this year's Canadian Music Week convention, as she was presented with The Rosalie Tromblay Award, which honors trailblazing woman in broadcasting.

Ky's broadcast career is vast both on the business development side and on-camera. Her on-camera credits include hosting The Shopping Channel in Canada and QVC in the U.S., host of infomercials for Fortune 500 companies and she holds rank as the first female host of "Let's Build" home renovation series on HGTV.

An active speaker, Ky has presented seminars and workshops on the topics of business, management, personal branding and sales mastery with a high-energy style that is both inspiring and contagious. She is an accredited business coach with the Certified Coaches Federation and is a regular Magazine and Newspaper Columnist sharing tips on how to succeed in business using personal branding strategies.

Giving back to the universe is as important as taking from it and Ky is most proud of her not-for-

profit organization called E.L.L.A. (Ever Lasting Little Angels) ~ an organization dedicated to creating tools to help parents through the loss of losing a baby in the perinatal stage. Her three year old daughter, Reine, is confirmation that women who are hard-wired to succeed in business are able to balance a demanding career while maintaining a happy and healthy family life at the same time.

Ky is a proud member of Canadian Women in Communications (CWC), a board member on the Humber College Advisory Committee for Media Studies, Community Liason for William Osler Hospital's Perinatal Bereavement Committee, and founder of Ever Lasting Little Angels (E.L.L.A.) a not-for-profit organization dedicated to helping parents who have lost a baby.

**"One of the strongest of all
human motivators is
personal achievement"**



Award Winning Media Executive, Leader
- Business Coach - Speaker -
Entrepreneur Author - Flauntrepreneur