

# JEWISH NEWS

of Greater Phoenix Online



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October 12, 2007/Tishrei 30 5768, Volume 60, No. 5

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## Amy Petrovsky

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**Nature of business:** Social and corporate event management company for mitzvah and wedding celebrations, including destination weddings. The company specializes in theme parties, holiday parties, charity functions such as Goodman's Chair Hockey Tournament, conferences, meetings, and charity golf tournaments and galas.

**How long have you been in business?** I have owned my own business since 2001. I've worked in events management and public relations since 1984.

**What inspired you to begin your business?** I remember that I wanted to make a change and that I loved the details and organization of events. It wasn't that much of a career move so much as it was targeting all my energy and focus in the area of social and corporate events.

**Professional background:** I have a journalism degree and a minor in marketing. The first 20 years of my career, I worked in public relations. My public relations responsibilities included media and community relations, newsletter and copy writing, publicity planning and placement and event coordination. I worked on such projects as Phoenix Children's Hospital Children's Miracle Network Telethon and numerous health fairs.

**What obstacles have you overcome in your professional life?** My husband and I decided from the beginning that we wanted to raise our children without relying on day care. We chose that I would work part time out of the house. From the very start, it's been very important for me to maintain my "professional" identity even when juggling kids, school and activities. I've been blessed with clients that understand and appreciate how to incorporate a working mom into their business plan.

**What is your greatest accomplishment?** My greatest accomplishment is that I have found my passion. I love what I do for a living, and I truly enjoy getting to know my clients and making their events successful. I see events as relationships that I build upon because we go through so much in preparation for the event. When the event is over my relationship with the client doesn't end. Some of my closest friends are former clients.

**What advice do you have to offer other professionals?** Know what you're good at and work on improving in other areas. One person cannot be an expert in everything so asking for assistance or advice makes you a better businessperson.

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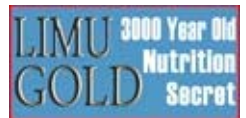
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**How do you contribute to the local community, either personally or through your business?** I contribute to the community by giving one event per year as my gift to a charity organization. Last year, I assisted in coordinating the Southwest Autism Research and Resource Center's (SARRC) first-ever Walk Now Arizona, which raised more than \$300,000 to support autism research.

**What role does Judaism play in your professional life?** I understand and appreciate the different approaches that the Reform, Conservative and Orthodox movements hold true in their celebrations. I respect each client's decision on how they want to host their Jewish celebration.

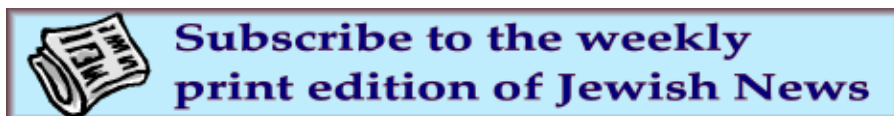
**Jewish involvement:** Member of Har Zion Congregation; charter member of Valley of the Sun Jewish Community Center.

**City of residence:** Scottsdale

**Spouse:** My husband of 21 years is Fred Petrovsky, president of Custom Media at McMurry Inc.

**Children:** Mara, 19, in her second year at University of Arizona; Brian, 16, a junior at Horizon High School; and Rayna, 11, a fifth-grader at Desert Springs.

*Periodically, Jewish News will publish profiles on local business owners. To receive a business profile form, call 602-870-9470, ext. 206, or [click here](#).*



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