

Dawna Stone

Author | Entrepreneur | Motivational Speaker



ABOUT DAWNA STONE



Dawna Stone is an author, entrepreneur, motivational speaker, self-made millionaire and health, fitness and wellness expert. Through her books, as well as frequent local and national television, radio and speaking appearances, Dawna serves as a role model and inspiration to men and women everywhere.

As founder of Women's Running magazine and the Women's Half Marathon series, Dawna has helped thousands lead healthier lives. She has also served as a celebrity spokesperson for the American Heart Association's "Go Red for Women" campaign and contributed health and wellness articles to numerous newspapers and magazines.

In 2005, Dawna appeared on and won NBC's "The Apprentice: Martha Stewart". She spent the following year working closely with Martha Stewart developing a variety of projects for Martha Stewart

Living Omnimedia including Body+Soul magazine (now Whole Living).

Dawna has appeared regularly on television series like "The Today Show" and "MARTHA", channels like MSNBC and morning news programs on all four of the big networks—NBC, CBS, ABC and Fox. She also hosted her own show on Sirius Satellite Radio called "Health and Fitness Talk with Dawna Stone" as well as a regular television segment on Fox called "Healthy Living with Dawna Stone."

Dawna launched the award-winning national magazine, Women's Running, in 2004 and the Women's Half Marathon



Previous Speaking Engagements

- American Heart Association – Go Red For Women Annual Luncheon
- eWomenNetwork Dinner
- Florida Magazine Association Annual Conference
- Florida Public Relations Association
- Florida Road Runners
- ING Georgia Marathon
- International Association of Business Communicators Southern Region Conference
- Leukemia & Lymphoma Society Team in Training
- Marine Corps Marathon
- Marketing Women's Sports Conference
- Mass Mutual Sales Conference
- P.F. Chang's Rock 'n' Roll Arizona Marathon
- Raymond James
- Raytheon
- Snowmass Wellness Expo
- Subaru Women's Triathlon Fitness Expo
- Super Bowl Leadership Business Forum
- Susan G. Komen for the Cure
- Tampa Bay Success Summit
- Tampa Bay Technology Forum
- The Crohn's & Colitis Foundation of America (CCFA)
- The Leukemia & Lymphoma Society (LLS)
- Walt Disney World Marathon
- WE TV
- Women's Sports Cares

MORE ABOUT DAWNA STONE

series in 2009. She sold both companies to the industry leader in 2012. Previous to launching the magazine, Dawna's professional experience included:

- Chief Marketing Officer for a \$700-million publicly traded company, directing the marketing activities for more than 68 locations nationwide.
- Senior Vice President of the Active Sports Network, initially a 200-person dot-com company that is thriving today with more than 2,500 employees
- President and General Manager of PR*Nutrition, a \$20-million sports nutrition company
- Strategy Consultant for Deloitte Consulting where she advised senior level executives at Fortune 500 companies
- Financial Analyst for Wall Street investment bank, Morgan Stanley

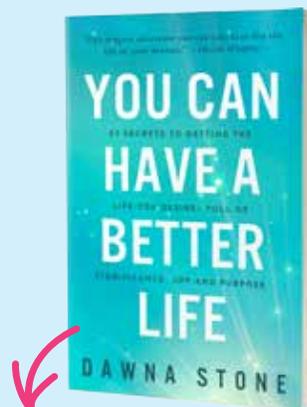
Dawna earned her B.S. from the University of California, Berkeley, and her MBA from the Anderson School at the University of California, Los Angeles. She is an avid runner and Ironman triathlete. She lives in St. Petersburg, FL with her husband, five-year-old daughter, four-year-old son and dog.



It's never too late to change your life for the better. *You Can Have a Better Life* inspires you to live the existence you desire and deserve. The book encourages you to stop waiting for success, love and purpose to find you. It prompts you to take action and to live your best life now.

You Can Have a Better Life provides easy-to-follow tips and tools for making your best life attainable. You have a choice. You can continue going through the motions and living a mediocre existence, or you can choose to live passionately with purpose and joy. Simply harnessing the power of free will and taking action can dramatically improve your life and the lives of those around you—allowing you to lead a successful and more fulfilling existence.

You have the power to catapult your success, enhance your relationships, strengthen your love and grow your faith. *You Can Have a Better Life* shows how even small shifts in lifestyle and thinking patterns can welcome in more abundance.



You Can Have a Better Life will teach you how to:

- Slow down to speed up and succeed
- Practice self acceptance right now
- Focus on what matters most
- Let go of fear and worry
- Forgive others and yourself
- Have faith
- Live the life you desire

A SPEAKER WHO CONNECTS



Dawna Stone is a speaker who connects.

With her enthusiastic approach and genuine interest in her audience, Dawna educates, motivates, and ultimately inspires others to achieve their own personal success. Her positive energy radiates throughout the room, and her passion to help others succeed is obvious.

Combining concrete advice, real world examples and humorous anecdotes, Dawna not only engages her audience, she moves them to take action and make lasting changes to their lives.

Dawna speaks to business groups, health and fitness groups, companies, corporations, government agencies, associations, academic groups, and nonprofits.

In addition to her live speaking engagements, Dawna is a regular guest on national radio and television. Her refreshing, straightforward approach and insights inspire and motivate people to be themselves while succeeding in business and life.



Dawna is available to speak on a number of topics including:

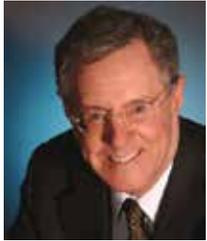
- The 5 Simple Keys to Personal Success
- Think Big, Achieve More
- You Can Have a Better Life
- Getting Ahead in Your Career
- Building the Life You Want and Deserve
- Taking Control of Your Life
- Find Your Passion
- Change Your Body, Change Your Life
- Make Time for Your Health



“There are motivational and inspirational speakers. Then, there’s Dawna Stone who takes the art of public speaking to the highest level. Full of energy, charisma, insight and knowledge, Stone keeps the audience so mesmerized that the waiters stop serving dessert so they can listen. On a scale of one to ten, I’d give Dawna an eleven!”

Catherine Masters
Executive Director,
Women’s Sports Cares

TESTIMONIALS



"Dawna stands out as a business leader - one who, like my grandfather, understands that good business goes beyond mere revenue and profits to foster relationships of goodwill and universal success."

Steve Forbes



"Dawna, Thank you again for taking time out of your busy schedule to come speak to our group. Everyone enjoyed your speech and had such wonderful things to say about the meeting. You saved the day for us!"

Nicole Levin
Mass Mutual



"Your talk was truly inspiring and your message was so in keeping with Team in Training. We could not have put on such a successful event without your participation. We are so thrilled that we met you."

Meg King
Leukemia and Lymphoma Society Team In Training



"Dawna has taken her commonsense, results-oriented, and values-driven approach to life and business and outlined a practical application we can all implement. No matter what stage you're at in your life, you will find something that speaks to you."

Peter R. Guilioni Jr.
Executive Director, Keenan MBA Career Resource Center,
USC Marshall School of Business



"The reason Dawna Stone won The Apprentice: Martha Stewart is that she is not only smart, good-natured, and able to succeed in challenging situations, she is incredibly nice. It has been a pleasure knowing Dawna, working with her and advising her."

Martha Stewart



"Of all the speakers that we've enjoyed at our monthly eWomenNetwork events, Dawna was, by far, one of the most enjoyable. She was entertaining and engaging and made her points concisely with a generous dose of humor!"

Karen Krymski
Regional Executive Director,
eWomenNetwork

Booking Dawna

Dawna is available for events nationwide. If you would like to book Dawna for a speaking engagement, appearance or event, please contact info@dawnastone.com