

CLIENT SUCCESS STORY

Poston & Associates, LLC



A full service communications firm...

STEPHINE POSTON, PRESIDENT & CEO

Poston & Associates, LLC was founded in 2002 by Steph Poston as a Native American woman-owned, full-service communications firm, specializing in communication services for Native American entities. With over 18 years' experience, Steph has a proven track record in executing highly effective communication campaigns for a variety of Tribal customers, including the Department of Interior, Navajo Nation, New Mexico Indian Affairs Department, National Indian Gaming Association, Pueblo of Sandia, American Indian Graduate Center, and Americans for Indian Opportunity. From her office on the Pueblo of Sandia Indian Reservation, just north of Albuquerque, NM, Steph's mission is to provide unparalleled marketing communication support services to honor Native cultures. She and her team have the corporate, organizational, and personnel qualifications, resources, and capacity to provide dynamic and effective communication services. Steph begins each strategic communications project with a discovery phase. Her team of experts meets face-to-face with key client representatives at the start of every project.



inspiring strategic results

Poston & Associates, LLC

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What we do...

ASSESS & RESEARCH ~ STRATEGIC PLANNING ~ EXECUTE & DELIVER ~ EVALUATE REFINE

Poston & Associates, LLC is a boutique management consulting and communications firm. They curate fresh, relevant, and impactful solutions that lifts the narrative of communities, organizations, and clients they serve. The Poston team develops and implements solutions that build capacity. Providing pathways and opportunities to celebrate, showcase, and promote Native and minority populations through consulting and communications strategies. Poston & Associates has access to a wide range of professional experts, from writers to graphic designers, from videographers to event planners, to quickly and nimbly pivot to meet their clients' every need. Their clientele includes businesses, non-profits, government, health, and educational entities.

Poston & Associates, LLC serves Native communities, Native businesses, and Tribal governments both nationally and internationally, bringing practical solutions to the challenges of today's marketplace. The Poston Team begins each project with a discovery phase. They sit down with key client representatives at the beginning of the project to learn about where the client is now, what the client's priorities are, and develop a comprehensive plan that uses premium marketing tools to meet their needs. This process positions their clients for success by ensuring that every step aligns with their clients' goals. Their core services focus on strategic facilitation, management consulting, and leadership coaching.



"Stephine Poston and her team handled all logistics for our inaugural retreat - with great competence, high attention to detail, professionalism, patience, kindness, zest, and senses of humor. Personally, I so appreciated Steph's point of view, opinions, camaraderie and thought partnership as we curated the first-ever gathering of our community. Thank you to Steph and her Team for helping us launch the Donors of Color Network!"

Hali Lee
Co-Director
Donors of Color Network

Our Core Services...

~ INSPIRING STRATEGIC RESULTS ~

Poston and Associates focuses on creative and innovative ideas, with the needs of both the customer and the target audience in mind, to develop an engaging, high-impact communications product. They assess the current situation, prioritize objectives, and develop a tactical plan that uses the best marketing tools to meet their clients' needs. With extensive experience in grassroots outreach and community facilitation, Poston & Associates has executed highly effective outreach and marketing campaigns for high profile, contentious issues. Poston & Associates, LLC is a small, disadvantaged, Native American, woman-owned business - both a HUBZone and a WOSB/EDWOSB.



Steph is also a co-founder of Native Women Lead. Native Women Lead's mission is to revolutionize systems, inspire innovation, and build coalitions by investing in Native women in business. They do this by co-creating events and assembling their community while honoring their heritage, imagination, and relationships. Steph and her hand-picked team of designers, writers, videographers, event and meeting planners, content creators, support staff, and more are committed to excellence in serving the client. The team is nimble and can quickly pivot to respond to each client's most pressing need. Steph is working closely with the Four Winds Diversified Project to pursue her 8(a) Certification and procure contract opportunities and client referrals.



"After I won my election For Congress and became one of the first two native American women ever elected in our country's history, tribes across the country joined together to acknowledge mine and Sharice Davids' swearing-in with a beautiful reception. Stephine Poston and her team planned the entire event, long distance, with a venue change, and a waiting list a mile long. Our event included a traditional drum, a world renowned poet, homemade Indian pies, and Mark Ruffalo! It was an unforgettable event."

Congresswoman
Deb Haaland



ACCOLADES



Steph was interviewed for Journeys and Pathways, a feature of The Indian Pueblo Cultural Center Special Projects. She was spotlighted in Oral Histories of Contemporary Pueblo Women in Service, Leadership, and the Arts.

- WordOne-on-One with Stephine Poston (ABQ Journal)
- Native Business Women Develop Networking Group (navajo Times)
 - Six Ways to Get People to Listen to You (Fast Company)
 - UNM Anderson 2018 Hall of Fame
 - UNM Anderson 2018 Hall of Fame Honorees

And co-authored the book:

**Indigenous Women Entrepreneurs of New Mexico:
Surpassing Barriers and Stereotypes**

Top 50 Entrepreneurs, Native Business Magazine, 2019
American Small Business Champion, SCORE, 2018
Hall of Fame, University of New Mexico, Anderson School of
Management 2018
Native Woman Business Owner of the Year Award, NCAIED
Reservation Economic Summit 2017
Women of Influence, Albuquerque Business First, 2016
Outstanding Leadership And Service, Emerge New Mexico,
2010
Women On The Move, YMCA, 2002
Up & Comers, University Of New Mexico, 2001
Special Recognition, Albuquerque Indian Hospital, 1999