

# Testimonials



## Thought Leader Testimonials

"Joyce Marter's business, Urban Balance, was one of the platform acquisitions to form Refresh Mental Health, a collection of top clinical mental health practices across the country. Joyce is a **local, regional and national leader in the field of outpatient mental health counseling** and has been a leader for Refresh from day one. I'm honored to call Joyce not only part of our Refresh management team, but also a life-long friend."

**Steve Gold, JD, MPH, MBE**  
CEO of Refresh Mental Health

## Speaker Testimonials

"Employee mental health is a top concern for today's C-Suite executives, particularly with an increase in distributed workforces. Joyce spoke to our CEO, CFO and CHRO communities to share **pragmatic advice to help remote employees overcome the most common obstacles** that impair productivity and help them implement strategies to cultivate positive morale, engagement, and wellness in an online work environment. She is an **excellent presenter, and our audience gave her high marks for her enthusiasm and practical insights.**"

**Jamie Tassa**  
Vice President, Chief Executive Group

"Joyce delivered a three-part series to our audience of more than 200 Chief Financial Officers. It was one of **the most popular sessions we have offered** in our 16-year history, with several members indicating that it was among **the most important programs** they have ever attended. One might not have expected such a reaction from a group of financial executives, but Joyce's lessons were very pragmatic, and **she has a rare ability to connect with an audience.** The CFO Leadership Council hosts almost 300 events per year, and she ranks among the **very best speakers we have had.**"

**Jack McCullough**  
CFO Leadership Council

"Mental health and financial wealth are two topics that our community of architects struggle with everyday... most often in silence. Joyce's **open, honest and friendly presentation** brought permission to discuss and a solution to engage everyone in the room. A **much-needed message** at a time we need it most."

**Mark R. LePage, AIA, NCARB**

Founder, EntreArchitect

"Even though Joyce has built a multi-million-dollar company, when she speaks on stage, she injects **humor and authenticity** — so she becomes relatable to all audiences. Joyce uses her mental health and business background to **inspire audiences to find more success, fulfillment and balance in their lives**. She **commands the room with authority, yet makes each person feel like they know her**. Her presentations are **full of heart** and are **incredibly inclusive**. She's perfect for large and small audiences. Book her!"

**Kathryn Janicek**

Three-Time Emmy-Winning Producer

"Joyce delivered **an amazing keynote** at our 27th Annual NACM Conference in Atlantic City. Our attendees **loved her energy** and her presentation was a great way to start the conference. We purchased her book for all of our attendees, and they appreciated receiving her signed copies to take home! She left us wanting to hear more!!"

**Mary Ann Kowalonek**

National Association of Case Management Board Chair

"Joyce's presentation was **extremely impactful and meaningful**. Our audience felt such a connection with her as she brought a comfort level to a topic that is very sensitive. **Her information was invaluable** to our audience."

**Stacy Baker**

Manager Consulting Services at Aires, A Global Relocation Company

"Joyce Marter is an **excellent, kind, caring, and graceful speaker!** ALCA highly recommends her!"

**Nancy Fox**

Executive Director of the Alabama Counseling Association

"Joyce was truly a joy to work with. She was **so kind, warm, and responsive** to our questions and requests. She was also **very generous with us and with our event attendees** in sharing her materials and knowledge. She even gave our professional trainers permission to utilize her wheel exercises in the trainings we offer to the community. We got **strong positive feedback from attendees** about the event and it really felt like many people walked away feeling **empowered to make a change** in their workplace."

**Audrey Mumma**

Mission Advancement Manager of Mental Health America of Northeast Indiana

"Joyce was the keynote speaker at the Illinois Counseling Association's Annual Southern Conference in March of 2019. We were so grateful to have her speaking on "The Keys to Success in the Counseling Profession." She came in **very prepared**, had a **very professional** set-up with her **inspiring signage** and quality visual presentation, and was a **high-energy, engaging speaker**. She set the tone for the entire conference, putting everyone into high spirits and truly helped them to think about their journeys and ways to move forward and improve despite challenges. **Our attendees raved** about her wheels of self-care, support, and professional satisfaction - both for themselves and their clients. Thank you, Joyce, for your **professionalism, relatability, and overall fantastic presentation!**"

**Rachel Gorsuch**

Illinois Counseling Association Division Coordinator

"Joyce is the **most skilled speaker** I have ever seen. She provides amazing and authentic guidance on how to achieve success, balance and fulfillment in life. Her presentations are **skillful, artful, humorous** and are a perfect balance between **motivational guidance** and stories from her personal and professional life to illustrate her points. Joyce's speaking abilities are of the highest level and she **enriches the life of every person in her audience!**"

**Taejah Vemuri** Licensed  
Professional Counselor

"Joyce Marter has delivered **outstanding educational presentations** for the Illinois Mental Health Counselors Association. The feedback we received from attendees of her presentations was that she conveyed **practical business advice** from a personal perspective in an **easy going, down-to-earth way**, and that she is a **very skilled presenter** with an **excellent style** of capturing and holding her audience's attention."

**Dan Stasi**  
Executive Director, Illinois Counseling Association

"Joyce Marter is a **courageous and engaging** speaker. She speaks with fervent preciseness backed by evidence and experience. She is attentive to her audience members and **inclusive in her remarks**. Joyce Marter creates **dynamically inviting and inspiring space** through her **informative narrative** discourse as a public speaker."

**Kimberly A.Hart, PhD**  
President, Illinois Counseling Association

"I heard Joyce Marter speak last week at the American Counseling Association Leadership Training. She was **authentic & vulnerable** (the things we read about & strive to achieve) and was **an excellent storyteller, full of wisdom**. One thing that stood out was after years of practice, she still seems ever mindful of why she does what she does: the clients and the potential counselors have to impact for **healing and good**."

**Candice Jackson Ashburn**

Philanthropist, Speaker & Writer

"I've had the pleasure of working with Joyce for several years at Urban Balance, collaborating on several guest speaking events. I was always so impressed in Joyce's **ability to command the room in such a unique way** that made our patients and audience feel **heartfelt, welcomed, and advocates of her mission**— to educate and reduce the stigma around mental health. Joyce has been such an amazing partner and mentor, and I'm happy I've had the chance to work with her, and would give her **the highest recommendation** not only her practice and therapists, but for her **compassion spreading awareness** in this space."

**Blake Kleigl**

Director of Physician Relations

"I first met Joyce Marter at a presentation she gave on "The Psychology of Success" to a group of small business owners. I was so impressed with her presentation that I sought her out at the end of her talk to arrange a follow-up meeting. Joyce's presentation style is **lovely and engaging** and her content is solid and on-point. She is **a high-powered, business professional** who knows how to get her message across."

**Gail Golden, MBA, PhD**

"Joyce spoke for our local chapter of the Lewis and Clark Illinois Counseling Association, she is **an inspirational speaker**, and **an amazing leader**. Many

counselors walked away from her talk "The Psychology of Success: How to Become a Leader in Counseling" with clarity and focus. Thank you, Joyce, for your **pearls of wisdom.**"

**Sarah Mossa**

Licensed Clinical Professional Counselor

"Joyce is a bundle of **experience, warmth and wisdom.** She provides **insight and knowledge** without sacrificing humor and engagement. A great speaker and presenter! **Appeals to many audiences.**"

**Dr, Cindy Trawinski** Co-Owner of Lifeworks

Psychotherapy Center

"Joyce has proven what it means to relate to others in a very special way. She **works hard, is ethical, has drive and intent** beyond the surface, and is **a breath of fresh air nurturing society.**"

Fran Joy

Artist, Community Leader & Social Justice Advocate

## **Webinar Testimonials**

"On behalf of all of us, thank you for spending the morning with our associates. You provided **tips for holistic mental wellness** while balancing subject matter expertise with **vulnerability, likeability and just the right amount of energy.** Your presentation was brilliant, and we appreciated every minute. Sincere thanks. It was a pleasure."

**Jen Sheaks**

Training Curriculum Designer/ Facilitator, Kemba Financial Credit Union

“Thank you so much for your **inspiring and engaging presentation** today. I've heard **many positive comments** so we appreciate your agility as we worked through our technical issues as well as your **engaging personality and knowledge.**”

**Kevin Reiser**

HR Compensation Advisor

## **Mentoring Testimonial**

“I have immense gratitude to Joyce for being **a mentor, a guide and an inspiration from the day I met her.** Her support and recommendations have been invaluable.”

**Samreen Kalani, MA., LPC,**

**NCC** Professional Mental Health

Counselor