

## PATTI WEBSTER, CEO

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### **W&W Public Relations, Inc.**

Patti Webster's life story began in a small town named Somerville, New Jersey. The parents of Sidney and the late Patricia Webster, Patti was raised in a God-fearing home where she was taught the ways of the Lord at an early age. Her upbringing at Shiloh Pentecostal Church, which was founded by her great-grandmother in 1929, was the foundation of her relationship with the Lord and has led to her success in the world of business, specifically the public relations, marketing and advertising fields.

Patti Webster is CEO of W&W Public Relations, Inc. (W&W), a full service public relations, marketing and special events firm with its home base in New Jersey. Recently celebrating 20 years of service, W&W was established in 1991 with a vision to have a PR agency that could cross-promote its clients across all types of media and in all genres, including music, film, television, sports, corporate entertainment and religion. Since its inception, W&W has become one of the most well-respected PR firms in the country representing a diverse list of clientele that have included Janet Jackson, Halle Berry, Ludacris Tye Tribbett., Mary Mary, Holly Robinson Peete, Patti LaBelle, Steve Harvey, Dr. Creflo A. Dollar, Kelly Rowland, Anthony Hamilton, Ciara, LG Phones, Alicia Keys, Tanzania Education Trust, BeBe & CeCe Winans, NBA All Stars Dwight Howard & Chris Paul, among many others. W&W has also expanded their special events division and have worked on major projects including Gridiron Glamour, DesignCare, Zo & Magic's 8 Ball Challenge, BMI Urban Awards, Steve Harvey Foundation Gala, Tanzania Education Trust Foundation Gala and Sprite Street Couture Showcase. The level of excellence W&W has obtained over the years is due to their honesty, commitment to perfection and appreciation for her clients and their work.

Prior to starting W&W, Patti worked for the New York office of Rogers & Cowan Public Relations, Inc. For three years she worked on a variety of music/corporate entertainment accounts including Quincy Jones' Qwest Records, Stevie Wonder, Julio Iglesias, Gloria Estefan, Diana Ross, Paula Abdul, Celine Dion and B.B. King. Patterning W&W after the major PR conglomerates, W&W boasts a full staff that oversees the following divisions: Music, TV/Film, Special Events, Sports, Fashion, Home Video Entertainment, Non-Profit Organizations & Corporate Entertainment.

Beyond her entrepreneurial career, Patti has served as a member of the National Academy of Recording Arts & Sciences (NARAS) as a member of the Philadelphia Chapter's Board of Governors. In this position, Patti worked with the Recording Academy on various outreach efforts as well as helps to effectuate change for the music industry at large. Patti has also actively served on the boards of the New York-based Ovarian Cancer Research Fund, the Los Angeles-based TREACH Foundation (Therapies Reaching & Educating Autistic Children) and the Make-A-Wish Foundation's Marketing Mavericks team.

Patti says her real job is ministry, sharing the good news of Jesus Christ and following wherever God leads. As a devout Christian who worships at Shiloh Pentecostal Church, Inc.-*Christian Love Center*, where her father, Rev. Sidney J. Webster, serves as Pastor, Patti was ordained on November 12, 2011 and installed as Evangelist. In addition to serving the Lord as an evangelist, Patti is also an ordained Deacon & Elder as well as Youth Pastor. A professed NBA junkie, in her “spare” time, she also enjoys international travel, reading, attending NBA games and playing all types of games.

Her love for writing resulted in her first book, which revolved around church humor, “It Happened in Church: Stories of Humor from the Pulpit to the Pews” was released in September 2008 on the Souls of My Sisters/Kensington Books to rave reviews and was listed in the Top 5 best sellers in *Essence Magazine*. Patti is already at work writing Book II of “It Happened in Church,” a book on faith, a daily devotional and a book on ways to know God better. Profiled in the August 2006 issue of *Essence Magazine*, Patti received the 2008 Ebony Communications Award of Excellence for her work in the field of public relations and entertainment.

At the end of it all, Patti knows that her success has only come because of the faithfulness of her Lord and Savior Jesus Christ – and leading a life that glorifies God is most important to her. God’s miraculous power has been evidenced in Patti’s life as a three-time cancer survivor – ovarian, lung and brain cancer. Her faith has been tested and as Patti has said, “I have scars on my faith, but underneath those scars I have no doubts that GOD IS REAL!” God has shown Himself mightily in Patti’s personal and professional life. One of the key ways she lives her life is based on Proverbs 22:1 – “A good name is rather to be chosen than great riches and loving favor rather than silver or gold.” Patti understands that the favor of God is more precious than life and that serving God totally outweighs anything else.