

RACHEL BADGER



WRITER • DESIGNER • PHOTOGRAPHER

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ABOUT ME

Hi, my name is Rachel Badger. I am a results-driven and relationship-oriented marketing professional excited about cultivating an effective brand, creating memorable content, and establishing collaborative relationships. I'm always looking for opportunities to learn something new and be a part of something big.

Outside of work, I enjoy hiking with my corgi, reading books, and solo traveling to new countries. In the past three years, I have visited seven countries.



My family is an integral part of my life and has shaped me into who I am today. My work ethic and determination can be credited to my parents, practicing public relations professionals, especially my mother. I'm grateful for the lessons my parents taught me at a young age. My family continues encouraging me to work towards my dreams, supporting me in any way possible.

Some of my best skills include:

- Adobe Creative Suite
- Microsoft Office
- Social Media Marketing and Planning
- Photography
- Creative Writing
- Graphic Design
- Research
- SEO/Analytics
- Content Strategy

SUMMARY

Strategic marketing and communications professional with a Master of Science in Strategic Communication and Leadership and a strong foundation in public relations, content strategy, and digital media. From early storytelling roots in performance arts to formal education and hands-on experience, I bring a creative, people-first approach to brand development and audience engagement.

Skilled in multi-channel marketing, content creation, social media strategy, and client communication, with a proven ability to align messaging with business goals. Known for my collaborative spirit, strong work ethic, and ability to manage fast-paced projects with clarity and precision.

With both a BS in Public Relations and an MS focused on communication strategy and leadership, I combine tactical execution with strategic insight to help brands communicate with purpose and authenticity.

RACHEL BADGER

www.rachelbadger.com | rachelbadger@outlook.com | 832-260-3195

To Whom It May Concern,

I am writing to express my enthusiastic interest in this position. With a Master of Science in Strategic Communication and Leadership, a Bachelor's in Public Relations, and hands-on experience developing marketing strategies and managing creative campaigns, I bring both academic excellence and real-world expertise to the table.

Throughout my career, I've built a strong foundation in digital content, social media strategy, and client communication—most recently at Ludia Consulting and leading content strategy through my own company, Badger Creative Services. I've created social content that fueled sales pipelines, led brand-wide strategy initiatives for over 200 clients at SocialMadeSimple, and even had work featured on Dateline. These experiences have sharpened my ability to think creatively, act strategically, and execute efficiently.

What sets me apart is a consistent record of dependability, adaptability, and leadership. While earning my MS at Belmont University with a 3.88 GPA, I also worked full-time—demonstrating both grit and time management. That same drive earned me a promotion just nine months into my role at SocialMadeSimple. My goal is to bring this same energy and dedication to your team.

Thank you for considering my application. I would be thrilled to contribute to your company's mission and would welcome the opportunity to discuss how my background and passion for communication can support your goals.

Sincerely,
Rachel Badger

RACHEL BADGER

www.rachelbadger.com | rachelbadger@outlook.com | 832-260-3195

Education

BELMONT UNIVERSITY, NASHVILLE, TN

Masters of Science in Strategic Communication and Leadership

- Capstone on The Standardization of Media in Franchise Businesses
- 3.88 GPA

BAYLOR UNIVERSITY, WACO, TX

Bachelor of Arts in Journalism, concentration in Public Relations

Minor in Business Administration

- Dean's List (3.70 or higher)- Fall of 2017, Spring of 2020, Spring 2021

Capabilities

- Social Media Strategy and Planning • Adobe Creative Suite and Canva • Blogging and SEO Writing
- Photography and Graphic Design • Content Creation and Copy Editing • Content Strategy and Analytics
- Team Leadership and Project Management

Experience

LUDIA CONSULTING, PORTLAND, OR (REMOTE) – MARKETING CONSULTANT

February 2024-April 2025

Led content development and social media strategy to support digital sales and increase lead generation. Collaborated cross-functionally to grow online presence and strengthen brand messaging.

SOCIALMADESIMPLE, BOSTON, MA (REMOTE) – CREATIVE STRATEGIST, CONTENT SPECIALIST, CONTENT STRATEGIST

May 2021-November 2023

Promoted twice in two years based on performance and leadership. Managed strategy for 200+ clients, overseeing content calendars, social campaigns, and paid ads to meet diverse KPIs. Directed a team of Content Specialists and served as a primary client liaison.

STRATEGY MESH, NASHVILLE, TN – FREELANCE WRITER

June 2021-March 2022

Delivered SEO-optimized blog and web content tailored to client voice and industry. Consistently met fast-turn deadlines while maintaining high editorial standards.

360 SOLUTIONS, WACO, TX – SOCIAL MEDIA COORDINATOR

August 2020-March 2021

Planned and executed social media content across platforms using Hootsuite. Authored blog posts and performed digital audits to optimize client visibility.

Awards and Publications

- Alpha Lambda Delta honor society (3.5 or higher to join)- Spring of 2018
- Order of Omega honor's society (3.5 or higher to join)- Spring of 2019
- Photo taken at Barefoot Republic featured in Nightline- October 2020

Affiliations

ALPHA DELTA PI, ZETA CHI CHAPTER

Member since February 10th, 2018

Nashville Alpha Delta Pi Alumni Association President 2024 - 2025.

NETWORKING LIST

Name	Relationship	Phone	Email
Dr. Jeremy Fyke	Former Stratigic Communication and Leadership Program Director at Belmont University	615-815-8264	jeremy.fyke@belmont.edu
Amy Oliveria	Former Content Strategist and counterpart at SocialMadeSimple.	508-439-3734	N/A
Matt Krol	Former Content Lead and boss at SocialMadeSimple.	413-949-3905	mattkrol01095@gmail.com
Lucas Diaz	CEO of Ludia Consulting	509-230-4881	lucasdiaz@ludiaconsulting.com
Joe Morphis	Account Executive of 360 Solutions, former boss and mentor	254-717-0207	N/A

DESIGN

BREAST CANCER

AWARENESS MONTH

*Women 70 and older have a 1 in 24
chance of developing breast cancer
at some point in their lives*

Early detection saves lives!



WHAT IS OUR **PROCESS?**

- ✓ GARAGE FLOOR SURFACE PREPARATION
- ✓ PRIMER AND BASE COAT APPLICATION
- ✓ FLAKE DISTRIBUTION
- ✓ PROTECTIVE CLEAR COAT APPLICATION

GRANITE
GARAGE FLOORS.



TESTIMONIAL

Stephanie M.

I can't say enough good things about TurboHaul. Every step of my experience was perfect. Quick response to my initial inquiry. Prompt, efficient removal. And everyone I dealt with was incredibly courteous.



We Wish You A
Yummy Christmas





LUDIA
CONSULTING

Work Order Scheduling and AI

Companies using AI-driven scheduling see up to
30% fewer missed appointments.

HOLIDAYS

Enjoy your best holiday
Experience the fun!

CELEBRATE!

Señor Frog's
MEXICAN FOOD + FIESTA



COMMERCIAL WASH

Our commercial power washing team is expertly trained to deliver the best results possible for your business.



Q assisted living X

Q assisted living help

Q assisted living locators

Q assisted living advice

Q assisted living in-home care

Q assisted living memory care



Tired of working from home?

BOSS can fix that!

Take advantage of our spaces and get
the job done!

Come tour our office!

VISIT OUR WEBSITE AT WWW.BOSSDFW.COM



#BLACKHISTORYMONTH

Black
History
IS
American
History

The
Shepherd's
Heart



Leadership Skills Enrichment

Designed specifically for Developing Your Leadership Potential & Leadership Training for Results graduates who want to build upon their leadership competencies, sustain newly acquired skills, and commit to continued growth.



A Real Breakthrough



"This class really gets you outside of your comfort zone and makes you think more deliberately about how you can improve yourself and others. You leave each class more equipped to handle day to day stresses, challenges, and opportunities."

In-Person Participant,

Develop Your Leadership Potential: Stop Doing, Start Leading

Start Your Journey to Success Today



ENVIRONMENTAL FRIENDLY

We've developed smarter, safer, eco-friendly options for our customers.

[Learn More](#)



**Assisted Living
Locators**
Your local senior living advisor

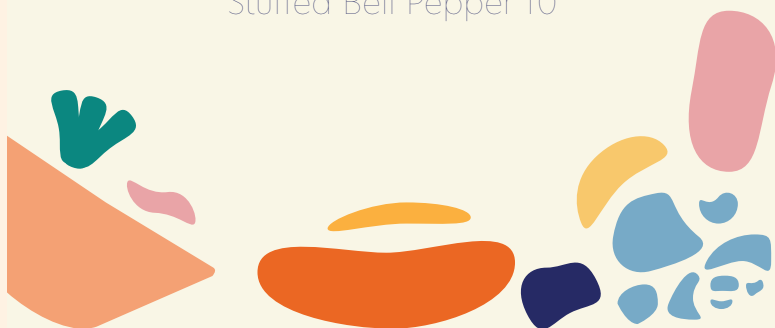
WE'RE HERE FOR YOU





Appetizers

Burrata Caprese 12
Meat and Cheese Board 18
Bruschetta Flat Bread 10
Seared Scallops 18
Fried Calamari 13
Stuffed Bell Pepper 10

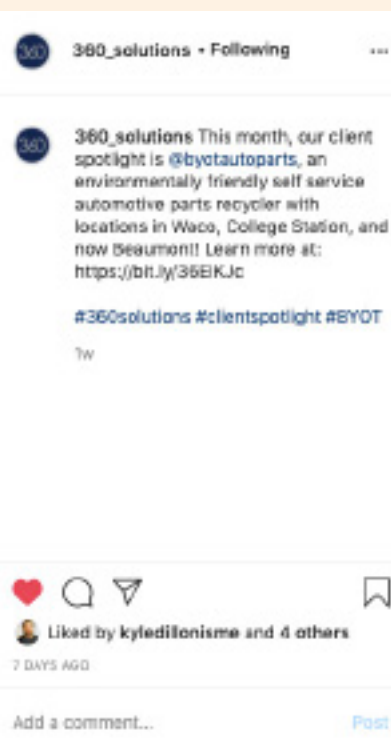


Dinner

Filet Mignon 35
Chilean Sea Bass 35
Stuffed Pork Chop 30
Grilled Salmon 24
Lamb Chops 29
Crab Cakes 31



1234 City Street
New York, NY 10001
123-456-7890



OUR HISTORY

IN 1963, BILLINGTON CONSTRUCTION WAS FOUNDED TO SERVE CENTRAL TEXAS. NINE YEARS LATER, BOB PEARSON JOINED ITS TEAM. BOB GRADUATED FROM TEXAS A&M WITH A DEGREE IN CIVIL ENGINEERING. HE EVENTUALLY PURCHASED THE COMPANY AND CHANGED ITS NAME TO PEARSON CONSTRUCTION.

AND THUS BEGAN OUR FOUNDATION OF BUILDING ON THE FAMILY TRADITION TO PROVIDE EXCELLENCE.



HAPPY VETERANS DAY



CONTACT INFORMATION

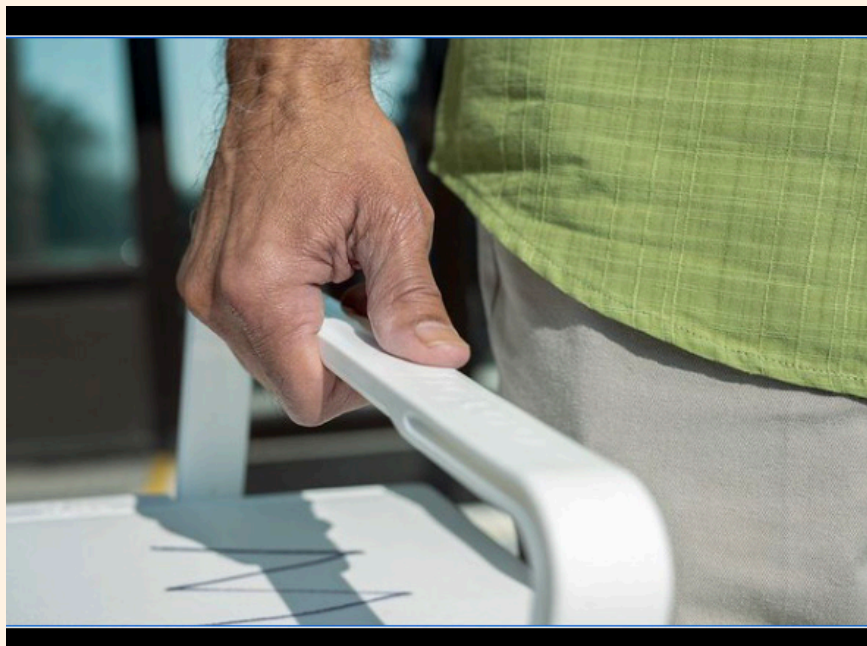
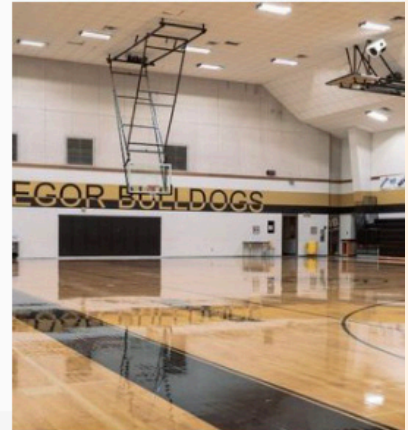
OFFICE HOURS: 8:00 AM - 5:00PM, CST
MONDAY-FRIDAY

PHYSICAL & MAILING ADDRESS: 22008
WOODWAY DRIVE WACO, TEXAS 76712

PHONE: 254-772-2737

FAX: 254-772-2814

EMAIL: ESTIMATING@PCI-GC.COM



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mealsonwheelswaco Make a difference by helping us deliver a difference. Donate to MOW now at: <https://bit.ly/3kXCK3k>

#MOW #Waco #donate

4h



Liked by cwilson3600 and 3 others

4 HOURS AGO

Add a comment...

Post



LUDIA
CONSULTING

WE ARE HIRING

Join Our Team

Sales Director 

APPLY NOW!
careers@ludiaconsulting.com

Requirement:

- Understanding of Microsoft D365 products
- Minimum 10-Year Experience
- Excellent leadership and organizational skills
- Customer-oriented approach with aptitude.



Happy WOMEN'S DAY

March 08, 2022


SocialMadeSimple





**Caterpillar Celebrates the
Next 100 Years of Innovation
at CES 2025**



Delivering A Difference



MEALS on WHEELS
WACO



HOTWORX (Franklin, TN - West) ...
Published by SocialModo · January 3 at 12:23 PM ·

Go beyond your New Year's resolution, and push yourself to the limit! 🏽💪

Edit

2

Like Comment Share

Comment as HO...



HOTWORX (Franklin, TN - West) ...
Published by SocialModo · December 27, 2022 at 10:34 AM ·

Boost your confidence and your burn with HOTWORX! 🏽💪

★ Your HOTWORX studio is waiting for you! ★

Edit

1

Like Comment Share

Comment as HO...

TWO TYPES OF LEADERS

Swipe to begin →

Leaders come in many forms and have a variety of strategies. Here are two main ways that leaders guide their followers.

360solutions.com

1. Controllers

Controllers are people who accomplish their objectives by imposing external control upon their followers. They may get what they want, but at a high long-term cost.

360solutions.com

2. Empowerers

Empowering leaders have a driving passion to realize their vision and/or support the vision of the organization. They support and institute change from a positive point of belief in what they are doing is right.

360solutions.com

Swipe to continue →

Click the link in the bio to become an empowering leader in your organization.



360solutions.com

ZILKER PARK EVENTS
AUSTIN, TEXAS



AUSTIN CITY LIMITS®



October 1-3 + 8-10 2021

Visit our website at www.aclfestival.com
for updates, as well as ticket information.
Until then, feel free to join the e-list and
we'll see you real soon!

A Valentine's Day graphic featuring a central orange circle with the text "Happy Valentine's Day" in a white cursive font. The background is split diagonally from the bottom-left to the top-right into a pink lower-left half and a yellow upper-right half. Both halves are decorated with a pattern of small, hand-drawn heart outlines. The pink half contains white heart outlines, while the yellow half contains orange heart outlines. The central orange circle overlaps both background colors.

*Happy
Valentine's
Day*



Booth #1217

Come See Us

The largest independent innovation, education, and training event for Microsoft business applications delivered by Expert Users, Microsoft Leaders, MVPs, and Partners.



Date:
OCTOBER 13th-17th, 2024

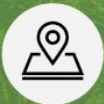


Location:
SAN ANTONIO, TX



LUDIA
CONSULTING

Come See Us



JW Marriott Desert Springs
Palm Springs, CA



May 6th-8th, 2024



With Speaker Lucas Diaz
CEO and Managing
Partner of Ludia Consulting



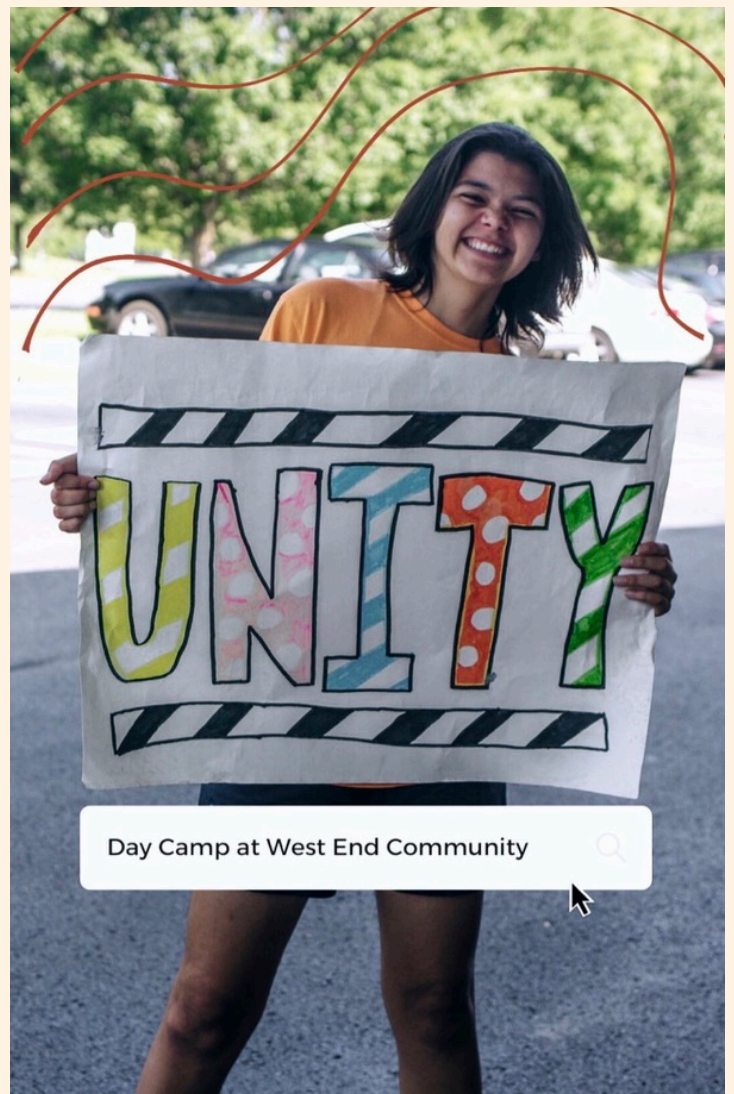












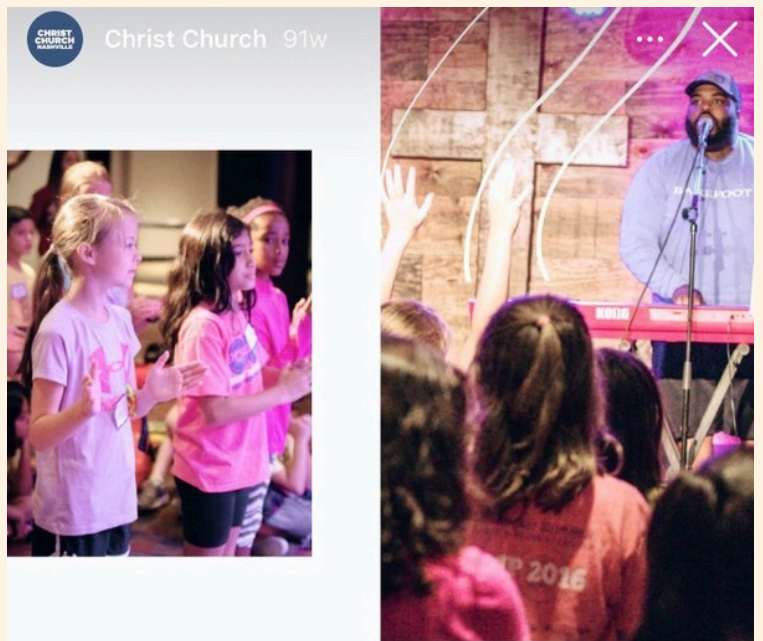


DAY TWO



WE ARE ONE







WRITING

BLOGS

ARTICLES

PRESS RELEASES

MEMOIR

The All New Ford F-150

TOUGHER THAN BEFORE, SMARTER THAN EVER

The all-new F-150 is purpose built from the ground up — redesigned to be the toughest, most productive F-150 ever.

With features such as best-in-class towing and payload, an all-new interior including an interior workspace, rear locking under-seat storage, a

12-inch digital productivity screen, and more, the 2021 Ford F-150 allows you to work smarter and harder.



The most prominent feature of the 2021 Ford F-150 is the Pro Power Onboard. Even while parked, the class-exclusive Pro Power Onboard gives you the ability to use your truck like a mobile generator. And with the new, class-exclusive, available 3.5L PowerBoost Full Hybrid V6 engine, you can wield up to a massive 7.2kW of exportable power. It's the truck that never

stops working.

The all-new Ford F-150 moves boats, bricks, 2x4s, and more and has a max towing capability of 12,700 pounds. It's the toughest F-150 to date, more than capable, and set to outperform every other truck in its class with best-in-class available towing and payload. With 430 horsepower, an advanced 10-speed automatic transmission, a payload rating of 2,120 pounds, and 570 pounds of torque, it's no wonder that Ford is the Best in Texas.

The 2021 F-150 is coming soon to BK Ford! For more information on the new Ford F-150, visit: <https://ford.to/3pMyyXB>.

Why is SEO important for small businesses?

Search engine optimization, better known as SEO, has been around since the late 1990s and a greatly used tool by businesses since then. It helps businesses increase the quality and quantity of online traffic on their websites, as well as generate more organic traffic. These factors assist in the increase of revenue over time, which is what creates a thriving business. While SEO is especially important for small businesses, one might wonder how it would help small businesses.

First of all, optimizing your website will assist your business in bypassing the competition. Assuming that you and your competitor sell similar products, the two of you are competing not only for more profits, but online traffic as well. If you have an optimized website and your competitor does not, considering that everything else about your businesses are equal, your business will attract more customers than your competitor because you'll be at the top of the search results.

Taking advantage of SEO will increase brand recognition over time. SEO is designed to make your website more accessible to search engines while appealing to users who are utilizing search engines. You want to generate organic traffic, meaning having traffic that flows from a search engine and onto your website. Organic traffic elevates your brand recognition, which is especially important for new businesses who are looking to increase their customer base. A lot of customers when they start doing research on a product or service they need don't have knowledge of a specific product. This is where SEO can benefit your company, by bringing your brand name to light when it originally wasn't heard of before.

Not only does SEO elevate your brand name, but it also attracts your most qualified customers. With other forms of advertising, such as television commercials, a company spends a significant amount of money to reach a broad audience. With SEO, you can target specific customers who are in need of your product or service without spending more money than you need to. Organic traffic contributes to the majority of your business's website visitors.

Most importantly for small businesses, it evens the playing field and makes it easier to compete with bigger businesses. If someone is searching for a product or service that your business offers, having an optimized website allows your business to display within the same search results where big businesses are being listed. This assists in making your website more visible to well-qualified customers, allowing you to steal market share from larger competitors.

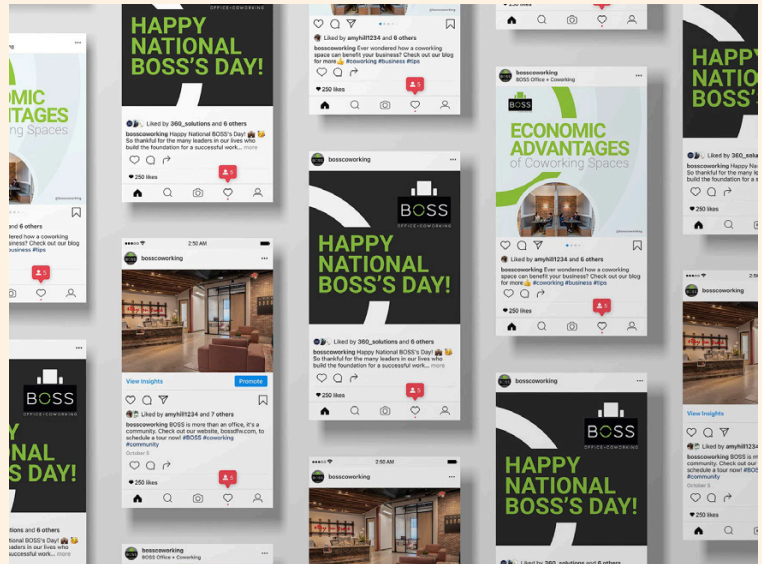
Utilizing SEO for small businesses increases your customer base, reduces expenses, and elevates your brand over time. For new businesses and small businesses, this is an important factor in their business plan. If you are looking to improve your business overall, consider investing in an SEO program.

How We Support Our Clients

360 Solutions offers a variety of ways to support our client's needs. Whether it's marketing or business consulting, we have the tools to help your business grow. Here are just a few ways that 360 supports our clients.

1. Social media

Engage with your customers where they are: on social media! Facebook, Instagram, Twitter, YouTube, LinkedIn, you name it. We help you develop a social media strategy, put the content together, and even manage all your channels.



2. SEO and Analytics

Understand who's coming to your site and what they're doing. Acknowledge how they found you and optimize your business based on the data. Boost your rank in Google search results and increase traffic overall. We can help you get noticed on the web.

CONTACT INFORMATION

OFFICE HOURS: 8:00 AM - 5:00PM, CST
MONDAY-FRIDAY

PHYSICAL & MAILING ADDRESS: 22008
WOODWAY DRIVE WACO, TEXAS 76712

PHONE: 254-772-2737

FAX: 254-772-2814

EMAIL: ESTIMATING@PCI-GC.COM



3. Graphic Design

We design digital and print designs that reinforce your brand's story. Whether it's customer graphics for your social media channel or print graphics for promotion and display, we do it all!

4. Photography and videography

We produce high quality photos and videos that tell your brand's story. Visual elements are bound to captivate your audience!

5. Event planning

Have an event coming up? Planning and coordinating can be stressful. Let us help you make sure things go off without a hitch. From small meetings to tailgates, we do it all.

6. Business Consulting

We work with organizations in three phases: assessment and strategy, leadership development, and team development. All of these elements help us consult your business properly and cater to your needs.

...And much more!

Learn more about how 360 supports their clients at 360solutions.com

What Makes BYOT Environment Friendly?



Have you ever wondered why you should recycle your car? BYOT has the answers for you. We offer many environmentally friendly methods to re-purpose your car, which has led us to be the leading auto recycling company in Central Texas.

The first step in recycling is to take out anything that remains inside the car. This includes antifreeze, oil, gas, freon, transmission fluid, and more. We take these elements out of the car to

make sure that they don't run off into the environment and further damage the ecosystem. Other things like tires, batteries, and jacks are removed as well. Most of these items are available for sale in our shop.

The car is then safely set on wheel stands for easy access to parts. We buy around 350 new parts cars every month, so our inventory is constantly changing as we add fresh inventory to pull parts from. Once our parts vehicles have completed their time in our yard, they are pulled and sent to the crusher. From there, the vehicle is sent to a metal recycling facility that shreds and sorts the material to be melted and reused in new products.



Not only do we pride ourselves in being environmentally friendly, but we also are proud to provide outstanding customer service. Our mission is to provide the absolute best customer experience in the auto recycling industry. We hope that you choose us next time you need to sell or find parts for your car!

AMWA hosts panel for sexual assault awareness month



One doesn't have to look very far to see the ramifications of sexual harassment, either someone knows a person who has been sexually harassed or they themselves have personally been impacted.

Houston senior Abha Adhikari knows harassment all too well. While working at a jewelry store this past Christmas break, she met a customer who would later threaten her because she refused to go on a date with him. That instance left her shaken and is a moment that will impact her for years to come.

Adhikari told her story “#MeToo” story at an event organized by the American Medical Women’s Association to shed light on sexual assault and harassment against women. Across the country, organizers have hosted similar events during April, which is Sexual Assault Awareness Month, and on the heels of the #MeToo movement, the conversation seems more urgent than ever.

“It’s so important to understand that when I say ‘no,’ or when any woman says ‘no,’ it means ‘no,’” Adhikari said. “I shared my story because I wanted people to know that it happens to everybody and there isn’t a perfect victim.”

Adhikari said a man accompanied by two friends walked into the jewelry store she worked at during the holidays and summers. Adhikari noticed that something was off among the three men; one had stumbled in and the other two seemed on edge as the trio entered the store.

“I notified the store owner that I was going to help the men, but asked him to keep an eye on them,” Adhikari said.

As soon as Adhikari walked over, she noticed that the most outspoken one of the group was staring at her chest. This seemed odd to Adhikari because it was November; she was dressed in a sweater and was completely covered.

She said the man made crude remarks about her appearance as she showed him gold necklaces that he was interested in. Adhikari just brushed the comments off, telling herself that there was a sales quota to fill and this wasn’t anything new. He bought a few items and told her he’d be back.

The man returned a week later without his friends and it didn't take him long to ask her on a date. He told Adhikari that he would buy a necklace only if she agreed to go out for a steak and shrimp dinner with him.

When Adhikari refused, she said the man became filled with rage and began to spew insults and curses at her. He then threatened Adhikari, telling her she would have to leave the store eventually and that the other men he had first walked into the store with would take care of this.

Adhikari notified mall security and was escorted to her car every day for a week after closing.

"I think the prevailing emotion was embarrassment and fear," Adhikari said. "After he left I was ridden with anxiety, and was probably shaking for a long time."

Flower Mound junior Krupa George is the president of America Medical Women's Association at Baylor. George and a friend, who wishes to remain anonymous, came up with the idea for the panel after George's friend was assaulted this past summer.

Portland, Ore., junior Janani Srikanth is the vice president of American Medical Women's Association, advocated for George.

"Krupa was like 'I think that we should make this an AMWA event, this is so relevant right now and there are so many people talking about it,'" Srikanth said. "Everyone has a story and I think that we need to share it on a platform."

American Medical Women's Association hosted a panel this week where Baylor students could anonymously submit their survivor stories about being sexually harassed. The officers of American Medical Women's Association stood in front of the room and read these submissions aloud. Some of the stories were submitted anonymously and read by another person, others were read aloud by the victims themselves. Adhikari, the Public Relations and Recruitment Chair of American Medical Women's Association, had her story shared in front of the audience by Srikanth.

This panel was not only important to victims of sexual assault, but also those who were friends of the survivors.

"It's important to me because I have known more people that have been raped than I have fingers on my hands," said Omaha, Neb., junior Elizabeth Drews, American Medical Women's Association social chair. "It's easy for you to think that it happens to other people, but not in your own community. But because a lot of these stories were from the Baylor community, I think it helps people to realize that these are people that are walking on this campus."

Operating During a Pandemic

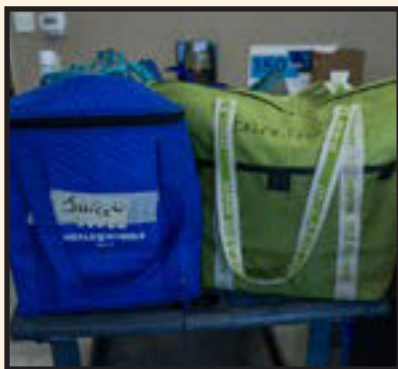
COVID-19 has not stopped Meals on Wheels from serving the people.

Every morning at 10 a.m., volunteers pull up to the front of the Meals on Wheels at office to pick up meals to distribute around Waco. Meals are prepared either the morning of or the night before to ensure efficiency and quality.



Volunteer getting ready to drop off food to a nursing home.

In order to follow CDC guidelines, every volunteer wears a mask when interacting with others. The volunteer places the meal or meals into the distributor's car while maintaining minimal contact and following social distancing guidelines. The distributor then drives to one of 12 senior centers in McLennan County or to one of the 850 homebound seniors in the county. In between deliveries, volunteers make sure to sanitize their hands to minimize COVID-19 transmission.



Packages of food that were prepared that morning.

Due to the pandemic, many seniors have been unable to leave their homes and go grocery shopping. Meals on Wheels gives them a sense of security by assisting them in an efficient manner.

Meals on Wheels Waco was founded in 1967 and is a nonprofit agency dedicated to providing support services for the older adults in the City of Waco as well as Falls, Hill and McLennan Counties.



Mom and her son pick up meals to drop off at their local nursing home.

FOR IMMEDIATE RELEASE
Contact Rachel Badger
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Email: rachel@360solutions.com

Bear Creek Ranch Has Lots For Sale

A new residential community is opening up just outside of Fort Worth, Texas.

Located in Aledo, Bear Creek Ranch is a gated community built on ranch land 30 minutes away from Fort Worth and a few minutes from Aledo's town center. Residents have amenities such as private water well and septic systems, no water bills, hilltop views, no city taxes and more.

Bear Creek Ranch gives residents that classic small town feel with the benefit of proximity to a major city. Bear Creek Ranch is zoned to Aledo ISD, which is known for high achieving academic and athletic excellence. Aledo High School has won eight state championships in the last 11 seasons. Attend an Aledo High School football game at their home field on the weekends to get a taste of the action.



Lots available for sale.
Credit 360 Solutions

Aledo features many attractions such as Lost Creek Golf Club, Aledo Diner, and more. According to FBI crime statistics, Aledo is safer than 74% of the cities and towns in the U.S. of all population sizes, making Aledo one of the safer places to live in Texas.

Bear Creek Ranch has 2+ acres ready with your choice of custom builder and no time frame to build. The minimum living space is 3,500 square feet, and spots are open today.

For more information, contact Jim Martin at 817-538-6846 or visit our website at thebearcreekranch.com.

###

FOR IMMEDIATE RELEASE
Contact Rachel Badger
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Shepherd's Heart and Bird-Kultgen Ford: Behind The Scenes



50th anniversary Mustang on the showroom floor.
Credit Rachel Badger

Shepherd's Heart had the goal of raising around \$50,000. At the end of the raffle, they raised over \$60,000, exceeding their goal.

On Oct. 7, Bird-Kultgen Ford raffled off a 50th anniversary Ford in partnership with Shepherd's Heart, a local Waco charity that feeds hundreds of families in the area. This is the second year Bird-Kultgen Ford has participated in the raffle, which has proven to be more important this year than ever.

Photo by Jonathan Blair

Rebecca Cantu, marketing manager of Bird-Kultgen Ford, has been working with Shepherd's Heart for the past couple of years, but said that this year is especially important. "This year with COVID-19, Shepherd's Heart was in a greater need for help, and they've had an overwhelming amount of traffic," Cantu said.
@bosscoworking

Bird-Kultgen Ford General Manager Mark Stewart said, "All we wanted to do was raise money and awareness, and we did just that."

Bob Gager, executive director of Shepherd's Heart, presented Cantu and Stewart with a canvas thanking the dealership for their involvement with the nonprofit.



Stewart accepting a canvas from Gager.

"This past week, we had around 241 new families sign up to receive our services. We usually receive 250 new families a month, so this is a little overwhelming for us," Gager said.

Our raffle winner this year was Kelly Oliver, who works at SpaceX in McGregor, TX. Bird-Kultgen Ford is thankful for a successful event.

###

FOR IMMEDIATE RELEASE
Contact Rachel Badger
Phone: 832-260-3195
Email: rachel@360solutions.com

Mustang Giveaway For Shepherd's Heart

Bird-Kultgen Ford is once again partnering with Shepherd's Heart to support their mission by giving away an all new Ford Mustang.

This 50th anniversary Mustang will be raffled off to help raise funds for Shepherd's Heart, one of the most impactful Food Pantries in Central Texas. The purchase of one raffle ticket for \$25 enables Shepherd's Heart to secure more than 200 pounds of food and will enter participants in a drawing to win the 50th Anniversary Mustang.

Rebecca Cantu, marketing manager of Bird-Kultgen Ford, has been working with Shepherd's Heart for the past couple of years, but says that this year is especially important. "This year with COVID-19, Shepherd's Heart was in a greater need for help, and they've had an overwhelming amount of traffic," Cantu said.

Shepherd's Heart serves more than 29,000 local families through both the Food Pantry and provided services, and now during the COVID-19 pandemic, demand for food has increased and put a huge burden on the nonprofit.

Bird-Kultgen Ford and Shepherd's Heart launched a raffle in May to help meet the growing demand in the community. They are



50th anniversary Mustang sitting in the lobby of BK Ford.
Credit: 360 Solutions

looking to raise over \$50,000 through this fundraiser. "The main

reason we are putting on this fundraiser is because Shepherd's Heart needs to build a new facility, which is why they want to raise over \$50,000," Cantu said.

The raffle winner will be announced Oct. 7 on Facebook Live. Potential participants have until Oct. 1 to enter their name into the raffle.

"The best part about working with Shepherd's Heart is that we get to help people. Not just who they serve, but the board as well, who is made up of volunteers. We help them focus on their mission while we focus on the marketing and fundraising," Cantu said.

To enter, visit <https://shepherdsheart.ourraffle.org/> and purchase a ticket. If you're interested in getting involved with Shepherd's Heart, visit their website at <https://shepherdsheartpantry.org/volunteer/>.

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BOSS Coworking Offers Amenities

CORE NEWS VALUES

- BOSS is a co-working office space in the Grapevine, Texas, which is a high growth area.
- We are adding new clients to share our culture.
- We have spaces open now and offer amenities such as VIP events, free coffee, private office space, and more.

PRE-APPROVED QUOTES:

“BOSS Office & Coworking is different from the moment you enter. The people are welcoming... The location is ideal, and the energy is one that encourages productivity and success... Amy Hill has created something really special.” - Client Judy Hoberman



Exterior of BOSS offices.

“BOSS is such a great office and co-working space! From the friendly people who are there, to the friendly leadership you see on a daily basis, it’s phenomenal! Amy does a great job of promoting BOSS and the people who work out of there! If you are looking for a space to work -- once a month or daily -- BOSS is for you! You can’t beat the complimentary teas and lattes, too! I highly recommend BOSS!”

- Client Liz Hamell

“Your team will love working here, and your clients will love the energy.” - Client Phil Long



@bossdw



@boss-office-coworking



@BossWorkspace

How To Keep Dogs Healthy In The Summer

Summer is a great time for pets and humans alike to go outside and enjoy the sun! Whether it's going for long walks in the park, taking a trip to the beach, adventurous hikes or lake days — the possibilities are endless. But, hot weather can keep us and our pups feeling uncomfortable. Keep reading to explore some of the ways to keep your pet happier and healthier during the dog days of summer.

Tips to Keep Your Dog Cool

The following tips will help you keep your dog healthy and cool during the warm summertime: Have plenty of cold, fresh water available. A hydrated dog is a happy dog!

1. Allow your dog to play in the water, whether it be a small kiddie pool or at the beach. This will lower their body temperature and make them feel nice and cool. Just make sure to bring a towel to dry them off!
2. Avoid the midday heat — go for walks early in the morning or late in the afternoon instead. Ensure that you check the temperature of the asphalt before leaving the house to ensure that your pet's paws don't get too toasty.
3. Never let your pet sit in a parked car. Temperatures in the summer can rise to dangerous, life-threatening levels.
4. Stay up to date on check-ups and shots. Dogs tend to stay outdoors longer and come into contact with other animals more during the summer months.
5. Learn the signs of heatstroke in dogs. Symptoms include excessive panting or salivating, obvious discomfort, vomiting and diarrhea, disorientation, seizures, shock and more.

Summer is the “pawfect” time to get out of the house with your dog. Make sure you follow these tips and tricks to keep your pet cool on a hot summer day!

A Great Atmosphere and Lots of Playtime!

Are you looking for a professional dog sitter? Tiny Paws Pet Resort offers a “just like home” atmosphere with free-range play in our secured indoor/outdoor play area throughout the whole day, guaranteeing playtime and exercise with the same-sized buddies. We make sure all dogs are compatible and give them lots of cuddles and attention all day, every day! Interested? Call us today at (615) 581-0051 or send an email to info@TinyPawsResort.com.

DRAKE & MADISON REALTY RELEASE NEW WEBSITE

Goodlettsville, TN. -- Drake & Madison Realty launches a new website this week, created by Power Marketing, specializing in home builder marketing services and web design solutions. The website offers customers various tools, such as the ability to search for their dream home, looking up open houses, the ability to contact an agent to sell their home or commercial property and more.

On the home page, the website features a form for customers to search for their dream home by including facts such as the maximum and minimum price, number of bedrooms and bathrooms, the zip code or city and more. The home page also highlights the tabs featured on the website, giving a brief overview of the website's main features.

Learn more about Drake & Madison Realty's agents under the "Our Story" tab, or learn more about the company itself under the same tab. Each agent's phone number, email and brief background help customers choose the right agent for them. The company's short history gives customers a feel of Drake & Madison's values, along with the services that they offer.

Customers can also use the "Contact" tab to get in touch with agents for any specific reason. They can also find listings under the "Find A Property" tab or find a commercial listing by looking under the "Commercial Real Estate" tab. The design makes it easy to browse open houses by offering an "Open House" tab, making it easier for customers to find their dream home. Aspiring homeowners can also view Drake & Madison's listings or all listings in general under the "Find A Property" tab.

About Drake & Madison Realty

Drake & Madison Realty is a full-service realty company committed to serving the needs of all consumers looking to build a home, sell a house or buy the next home in their life adventure. We use best-in-class marketing tools, personalized service, and a commitment to the fiduciary relationship to make home building, buying, or selling the best it can be. In the business of real estate, results matter. We believe a high level of customer service is essential in building trust and confidence and delivering results. Visit our website to learn more: <https://drake-madison.com/>.

Winter Safety Tips to Help Keep You Safe

It's official; winter is upon us. While this season brings the joy of the holidays and cooler weather, winter can be a dangerous season for several reasons. Check out the following tips that are sure to help you stay safe throughout winter.

Bundle Up

Winter clothes are more than fashion statements; they have purpose. When it gets extremely cold during the winter months, make sure you are wearing the proper protective attire. Some of the winter clothing that you should consider investing in includes a hat, scarf, mittens, water-resistant boots and a coat. Layering is also an important practice, as it keeps your body insulated in spite of frigid temperatures.

Keep a Mop on Hand

Snow and rain can leave the inside of homes and buildings wet and slippery. Moreover, tracking water inside with our shoes can cause issues. However, by keeping a dry mop handy to remove any moisture from the floor, you can prevent dangerous falls. Yellow caution signs inside buildings can help as well, as they force passersby to stay aware of their surroundings.

Store Patio Furniture

While spring and summer are the perfect seasons to enjoy your stylish patio furniture, winter is the time to put it in storage. Be proactive about protecting your patio furniture by storing it away during the winter months. Rain, snow, and ice wear on the surface of outdoor furniture, leading to deterioration and cracking. A protective sealant is an excellent option for wood furniture, while plastic and iron furniture should be enclosed in a dry, sheltered area.

Salt Your Driveway

Salt is commonly used on roads, parking lots and highways during the winter, given that it causes snow and ice to melt faster. This practice makes our streets safer, so why not practice this technique on your patios, driveways and sidewalks? By keeping a salt bucket on hand, you can prevent a myriad of accidents from happening.

Staying Safe

Just like any other season, winter has its own unique challenges and dangers. However, with enough preparation and care, you can protect yourself and others during these cooler months. To start this winter off on the right foot, consider Smart Scapes for all of your snow removal and snow plowing needs. Smart Scapes' snow removal services are quick and efficient, leaving you with clear roads, driveways and parking lots. Interested in learning more? Visit our website to get started today!

Sources:

<https://www.tn.gov/news/2010/12/13/stay-safe-and-take-precautions-during-winter-weather.html>
<https://www.schillllandscaping.com/blog/winter-safety-tips>

PHOTOGRAPHY







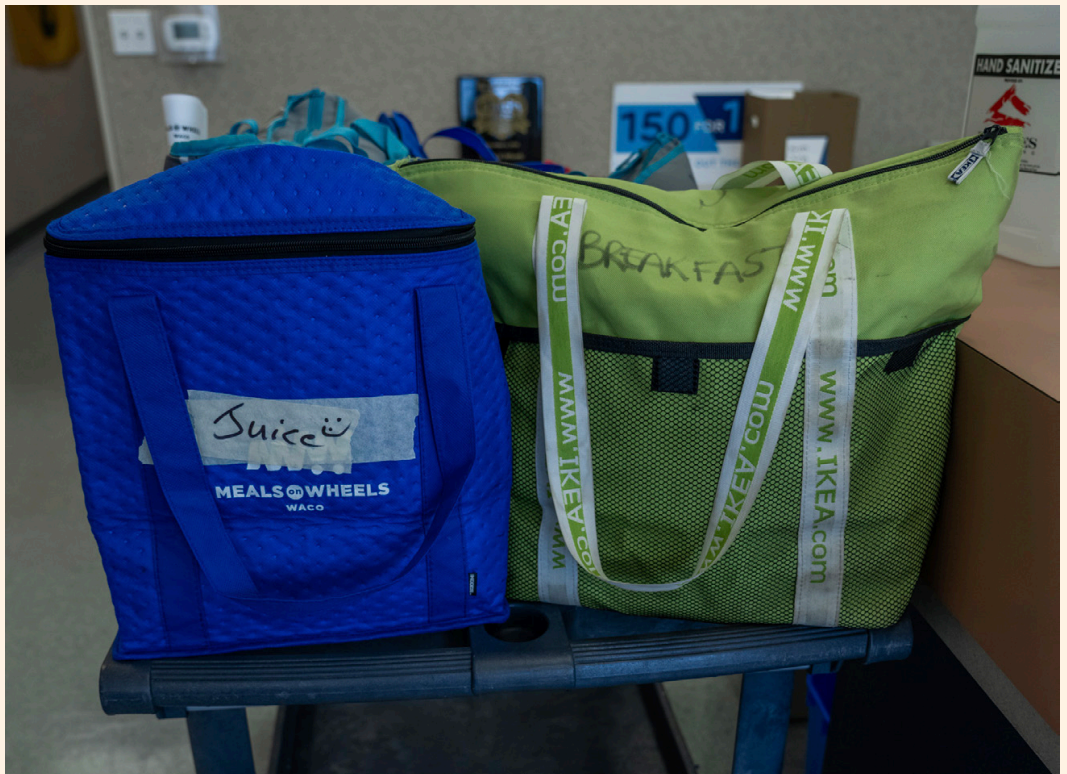






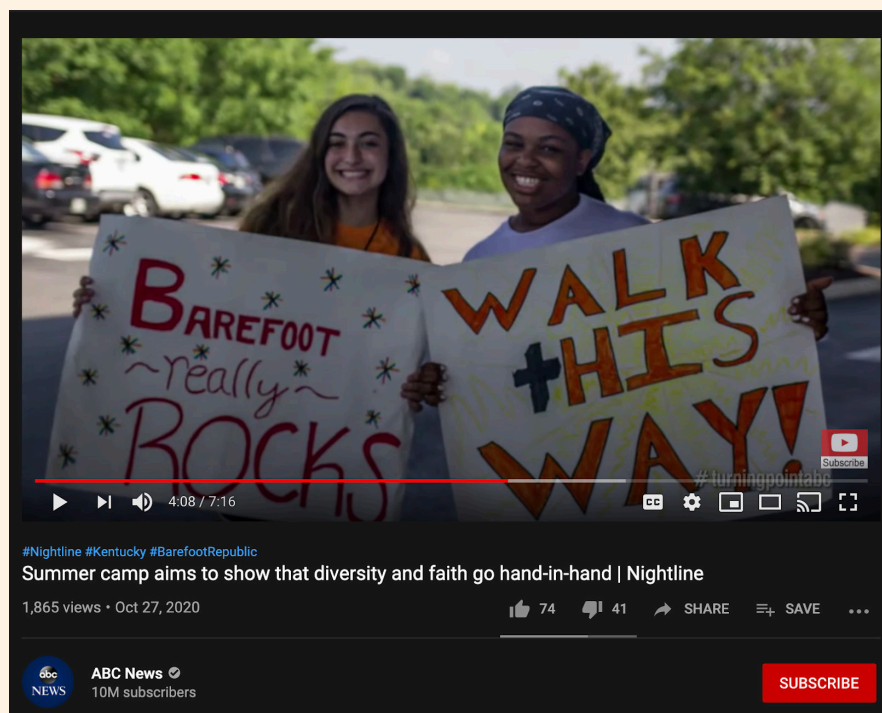












Back in the summer of 2018 and 2019, Rachel Badger was a marketing and photography intern at Barefoot Republic. In October of 2020, Barefoot Republic was featured on Nightline, along with one of the photos Badger took during her time there.





THANK YOU!

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