



Marla McKenna

Graphic Designer



ABOUT MARLA

Marla graduated from the University of Wisconsin receiving her Bachelor of Arts degree in Journalism. Her book writing journey began as a children's author working with her favorite rock star and baseball team which grew into writing more books, nationwide speaking events, editing books for Olympians, ghostwriting for major influencers, and cover design work for a Forbes bestselling author.

As a graphic designer for over 25 years, Marla has also worked side-by-side with many big-name companies to complete their marketing and promotional materials: newsletters, sell sheets, ads, brochures, direct mail pieces, websites, menus, social media posts, and much more.

Enjoy taking a look at the materials she had a hand in helping many companies with.

BILL HIGGS

CULTURE CODE CHAMPIONS

7 Steps To Scale & Succeed
In Your Business



Bill Higgs co-founded Mustang to design and build industrial facilities. His firm was an "Inc. 500 Fastest Growing Company" and the top rated technology and engineering firm in North America. Bill attributes their sustained growth over 30 years to their culture.

By 2008, Mustang exceeded 6,500 employees. Second generation leadership continued to cultivate the winning culture and grew annual revenues past \$2 Billion.

Bill and his partners were recognized as the "Kings of Culture" worldwide and were crowned with the Lifetime Achievement Award for "Visionary Leadership in the Process Industry." Bill is a West Point distinguished graduate (top 5% of his class) and an Honor graduate of the US Army Ranger School.

Bill Higgs leads by example. He takes care of people in the same vein as the Ranger Creed of "no man left behind." His military efficiency and effectiveness led Mustang to many victories through the teamwork required to build a "people focused and project driven" winning culture.

He retired in 2008, and received the Distinguished Eagle Award from the Boy Scouts of America for exemplary service. Bill now helps others to build their businesses through Culture Code Champions.

Foreword by General Martin Dempsey, 18th Chairman of the Joint Chiefs

WHAT'S YOUR CULTURE COSTING YOU?

Learn how to create and cultivate a championship culture in your business. It will increase your bottom line by attracting and retaining better people, better clients, and reducing rework. Practical tips and methods will help you maximize productivity, performance, and profit by increasing passion throughout your organization.

7 Steps to Scale & Succeed in Your Business

- Open Up the Communication
- Create a Sense of Team
- Establish a Repeatable Process
- Use Hard Copy Communication
- Sell While the Shop is Full
- Continuously Recruit Top Talent
- Give Back to Your Community



BILL HIGGS

CULTURE CODE CHAMPIONS



BILL HIGGS

CULTURE CODE CHAMPIONS



7 Steps To Scale & Succeed
In Your Business



As an award winning business leadership expert, Bill Higgs has what it takes to help you create your winning culture. Are great leaders born or made? Leadership can be learned as well as your winning culture development. Higgs gives you "7 Steps to Scale & Succeed in Your Business," the proven formula to build high performance teams that his company utilized in going from zero to \$1 billion in revenue worldwide.

Using simple steps, you will eliminate barriers and blockades to dramatically open up the communication to increase efficiency and effectiveness with your people. This "busting silos" methodology is your first step in building a championship culture that will increase your bottom line profits.

You will learn what your current culture is costing you and how to minimize those costs, while improving lives, attitudes, and your work environment. You'll become the company people want to join.

Culture Code Champions is the perfect starting point for any CEO, C-suite manager, or HR director who's ready to turn around, improve, or optimize their culture with a people focused and project driven approach.

"Culture Eats Strategy for Breakfast!"
Attributed to Peter F. Drucker

"Let's eat!" - Bill Higgs

BILL HIGGS

Culture Code Champions



Specialization

Create winning culture and teams.
Peak performance in business through winning culture.
People oriented business success.

Topics

7 Steps To Scale & Succeed In Your Business
Culture Code Champions - People Oriented Business Success

Bill Higgs teaches how entrepreneurs, business, and companies can make it big with PEOPLE-ORIENTED BUSINESS SUCCESS. Learn with Bill how to create a winning culture in your own business, company, or organization to scale and succeed.

Bill is the author of, Mustang the Story, following three men on a mission to create an engineering firm in a struggling Houston economy in mid 1987. The founders share what they've learned over the span of their twelve-year reign in hopes to inspire other businesses looking to apply the simple principles that catapulted the humble trio to more than 5,500 people in the highly competitive offshore energy industry.

Bill is now writing his second book with Forbes-Books, *Culture Code Champions: 7 Steps to Scale & Succeed in Your Business*, publishing in Spring of 2020. Culture Code Champions teaches a seven-step process to create a winning culture that will reduce turnover, increase efficiency, and lead to better employee engagement while boosting your bottom line profits!



Bill also hosts the Culture Code Champions Podcast, where he interviews the world's top leaders in business and entrepreneurship as well as global thought leaders, who share their first-hand experience, knowledge, and wisdom, to give you exclusive access to their secrets for success. Every episode provides clarity, motivation, and action steps for you to make your culture count.



CULTURE CODE CREED

CULTURE BUILDERS



CULTURE KILLERS



BILL HIGGS



Biography

William (Bill) Higgs and two partners started Mustang Engineering, Inc., in Houston, Texas in 1987 to design and build offshore oil platforms. Over the next twenty years, they grew the company from their initial \$15,000 investment and three people to a billion-dollar company with 6,500 people worldwide; since then, it has grown to a \$2 billion company with more than 12,000 people. Mustang won the "Innovate Houston" award for being the most people-oriented company in Houston. This award confirmed the "People Oriented...Project Driven" motto of Mustang and affirmed Bill's passion for team building and organizational development.

Mustang was on the cutting edge as the industry moved from shallow- water fixed platforms to "floating cities" in 8,000 feet of water in the short span of eight years. During this time, Mustang was able to develop a unique culture that helped retain people and deliver top performance on first-of-a-kind projects around the world. The industry labeled the founders the "Kings of Culture" and awarded them their Lifetime Achievement Award for "Visionary Leadership in the Process Industries."

Since retiring from Mustang Engineering, Bill has consulted for other companies and given speeches, worldwide, on project management and culture. Bill was selected as a Forbes Author and a Forbes Speaker in 2018. He has led Vistage and Entrepreneur Organization sessions on culture development since 2016 and has consulted with various companies on culture development since 2014.

He is on the advisory board for Arion, a firm that started in Houston in 2017 and was patterned on Mustang. Since 2005, he has been a board member of Fab Fours, a 130 person steel manufacturing plant, he also serves on the board of Mecklenburg Council of the Boy Scouts of America and the National Council for STEM education. He is the author of *Mustang: The Story from Zero to \$1 Billion*, published in 2016.

Bill spent 1980 fighting a stage IV cancer with 11 percent survival rate at the time. After surgery and radiation, he was treated with experimental chemotherapy due to the aggressive nature of the cancer. Through the yearlong cancer fight, he was amazed to watch the true high-performance team at M.D. Anderson Cancer Center work to keep him alive.

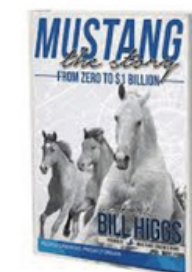
He is a distinguished 1974 graduate (top 5 percent academically) of the United States Military Academy at West Point and runner up for a Rhodes scholarship. He lettered two years in soccer as the center fullback of a defense that set the school shutout record. He was also on the intercollegiate wrestling and judo teams. Bill was honor graduate of the Army Ranger School and "king of pits" in hand-to-hand combat. After Airborne and Atomic Demolitions courses, he commanded a combat engineering company in the First Cavalry Division and was discharged as a captain in 1979.

Bill grew up in scouting and earned his Eagle Scout badge with three palms. He continues to be involved in the Boy Scouts, serving on regional boards in Houston and Charlotte, North Carolina. He has received the Distinguished Eagle and Silver Beaver awards for service to the Boy Scouts of America.

Bill was born in Denver, Colorado; raised in Cleveland, Ohio; and spent thirty years in Houston Texas before moving with his wife Ann to Charlotte, North Carolina in 2006.



"Inc. 500 Fastest Growing Companies in America."



MUSTANG THE STORY follows three men on a mission to create an engineering firm in a struggling Houston economy in mid 1987. Feel their passion to succeed, learn from their mistakes, and discover what it truly means to be a MUSTANGER. Recognized in their industry as THE KINGS OF CULTURE, the founders share what they've learned over the span of their 12 year reign in hopes to inspire other businesses looking to apply the simple principles that catapulted the humble trio to more than 5,500 people in the highly competitive offshore energy industry.

Culture Code Champions



Multi Million Dollar Complete Renovation

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Milwaukee Airport
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- Atrium, Indoor Pool, Whirlpool & Fitness Center

\$119.00 Single/Double Occupancy - 2018*

*Subject to Blackout Dates & Citywide Events

Directions to Property from Highway

1-94 to Airport Exit 318 to Howell Ave. Turn left on Howell Ave. Drive 2 blocks and the Best Western Plus Milwaukee Airport will be on the West side of the street at the corner of South Howell and Edgerton across from General Mitchell Airport.



Milwaukee
Airport

Best Western Plus Airport
5105 S. Howell Avenue
Milwaukee, Wisconsin 53207
414-769-2100
bwplusmilwaukee.com

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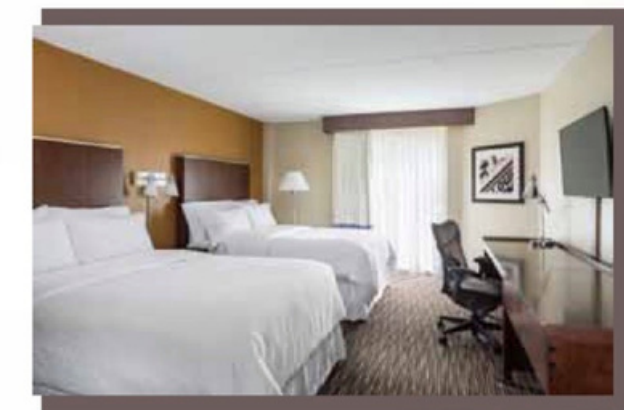
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414-769-2100 | bwplusmilwaukee.com

New Year New Name New Look

MULTI MILLION DOLLAR COMPLETE RENOVATION



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ClarionHotel.com



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Park and Fly



Airport
Milwaukee, WI

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New Look

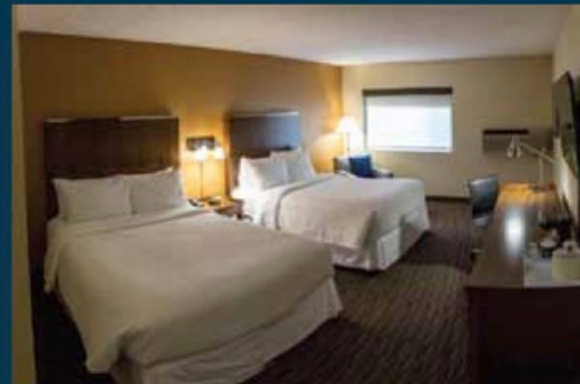
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Parking

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*Rate is good thru March 31, 2018.
Based upon availability - restrictions may apply.





Wednesday, February 14, 2018
4 pm - 10 pm

6 oz. Lobster Tail with Lemon Herb Sauce
or
4 oz. Filet Mignon
\$38.00

Jumbo Scallops Scampi over Angel Hair Pasta
\$28.00

Prime Rib (King Cut)
\$28.00

Sharing for Two
18 oz. Heart-Shaped Rib Eye with Shrimp Skewers
\$35.00

All items served with soup, salad, chef's choice vegetable, potato,
and desserts featuring a chocolate fountain

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5105 South Howell Ave. | Milwaukee WI, 53207
Aviator Sports Bar & Grille located inside of the Best Western Plus
Milwaukee Hotel & Conference Center

Mother's Day Brunch

May 13, 2018 10 am - 3 pm



Breakfast Features
Scrambled eggs
Eggs benedict
Raspberry blintzes
Pancakes
Homemade corned beef hash
Apple wood smoked bacon
Sausage links
Potatoes O'brien

Omelet Station
Ham, bacon, sausage, chorizo, tomatoes,
onion, mushroom, jalapeno, pepper,
spinach, broccoli, salsa and cheese

Cold Display
Full salad bar
Peel and eat shrimp
Vegetable crudities
Grandma's potato salad
Broccoli salad
Chef's pasta salad
Smoked salmon display
Imported and domestic cheeses
Fresh fruit display

Mimosa Station

Lunch Features
Stuffed chicken breast with ricotta cheese
Mediterranean roasted chicken
Smoked barbeque ribs
Blackened salmon
Beef broccoli over rice
Mashed potatoes
Risotto
Fresh seasonal vegetables

Carving Station
Ham
Prime rib served with au jus and
tiger sauce

Kids' Station
Chicken Tenders
Mini corn dogs
Tater tots
Mac n cheese
French toast sticks
Jello

Dessert Table Features
Assorted pastries
Cakes
Tortes
Pies
Chocolate fountain

Pricing
Adults - \$26.00 | Kids - 6 - 12 years - \$12.00 | Under 6 years - Free
All Mothers and Grandmothers receive half price

BW Best Western PLUS
Best Western Plus Airport
5105 S. Howell Avenue | Milwaukee | Wisconsin | 53207
bwplusmilwaukee.com
aviatorsportsbarandgrille.com
For reservations, please call: 414-831-3657

Thanksgiving Dinner

Aviator Restaurant
Thursday, Nov. 23, 12 pm - 9 pm

House Salad with Choice of Dressing
Slow Roasted Sliced Turkey with Gravy
Served with Garlic Mashed Potatoes
Marshmallow Sweet Potatoes
Orange Scented Cranberry Sauce
Traditional Stuffing
Rolls and Butter
Freshly Baked Pumpkin Pie

Adults - \$14.99 | Kids 4 - 12 - \$7.49 | 3 and Under FREE



For reservations, please call:
414-769-2100 | bwplusmilwaukee.com



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Today*

If you contract your special date by May 31, 2019 for 2019
or by January 1, 2020 for 2020 you will receive:

Choose any 3 of the following:

- ◆ 35,000 Radisson Rewards Points
- ◆ Complimentary Gift Opening Function Room (day after)
- ◆ Complimentary Champagne Toast (night of Wedding Reception)
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- ◆ 15% off Select Brunch Menu (morning after)

Radisson Milwaukee NW
N88 W14750 Main St.
Menomonee Falls, WI 53051
262-415-8725
radisson.com/menomoneefallswi

Contact: Gretchen.schlueter@radissonmfalls.com

Radisson
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Host your company holiday party and receive a complimentary
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Choose from the following customized menu offerings:

- ◆ Cocktail Party with 2 hours of hors d'oeuvres (choice of 2 hot and 3 cold)
- ◆ Dinner Plated (Duet) with a glass of house wine served at the table
- ◆ Dinner Buffet (2-meat) and with a glass of house wine served at the table
- ◆ Minimum of 20 up to 250 guests

Our Gift to You

Choose one of the following:

- ◆ Champagne Toast
- ◆ 40,000 Radisson Rewards Points towards a future contract
of 10 or more attendees
- ◆ One Complimentary Night Stay in a standard guest room
with breakfast for two

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Please RSVP to Gretchen at 262-251-5153 ext. 611 or gretchen.schlueter@radissonmfalls.com
Take the Elevator Home: Holiday Guest Room rate of \$89.00 (single/double occupancy).





2017

PACKAGES INCLUDE: Three Rooms of Entertainment!

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Bobby Way and the Wayouts - playing Top 40 Classics

Olympia Center

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Hosted by: 97.3 NOW's Brett Andrews and Rahny Taylor

Club Indigo

Olympia Resort's very own DJ

Fabulous Dinner Buffet: 8 pm | Open Bar: 8 pm - 1 am
Champagne Toast and Balloon Drop: 12 am | Late Night Food: 1 am

Overnight Package Accommodations
ONLY \$299.00 Per Couple - Based on Double Occupancy

VIP Package Upgrade Admission
Best Value: \$345.00 Per Couple - Based on Double Occupancy
(Early access to rooms at 7 pm and first to access the
Open Bar and Dinner served at 7:45 pm)

RESERVATIONS - 262.369.4999 EXT. 4983

*A credit card is required at the time of reservation to guarantee the package. Credit cards will be charged December 1, 2016.
The Olympia Resort will be accepting reservations on Tuesday, November 1, 2016.



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Elegantly Decorated Ballroom that
Seats up to 300 Guests

Centerpieces (Mirror Tile & Candle)

Complimentary Guest Room
for the Bride & Groom
on their Wedding Night

Room Blocks for Out of Town Guests

Daily Hot Breakfast Buffet
for Registered Guests

Poolside Ceremony Site

Complimentary Wedding Tasting

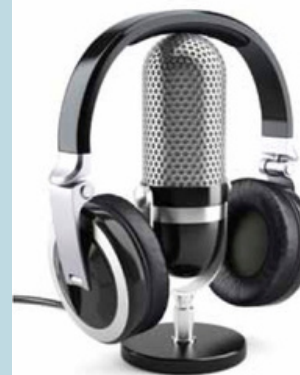
Personal Wedding Coordinator

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PLATINUM PODCASTS

Podcast Setup



PLANNING

Discuss show goals, frequency. Equipment, software review to ensure confidence in creating a **professional show flow**.



EQUIPMENT

Follow-up coaching call/visit. Setup, testing equipment; optimize recording space. **Ensure total comfort with all setup aspects from Day 1.**



FORMAT

Review of interview format, questions, show flow, and coaching **reinforces and demonstrates the professionalism of the show.**



APPLE PODCASTS

Setup hosting, establish show feed with Apple, submission to all current podcast directories provides a **rock-solid hosting and widest visibility possible.**



INTRO

Professionally recorded show intro and "Episode 0." Selecting the voice and providing the script ensures **professional audio-branding.**



ARTWORK

Custom artwork & weekly episode templates create a professional brand and consistent look & feel, **increasing listener engagement.**



SOCIAL MEDIA

Setup and review of social media sites (Twitter, Facebook, Instagram, Google, LinkedIn) **facilitates weekly distribution of each episode.**



CHEAT SHEETS

Customized cheat sheets for you and for your guests, which ensures **no steps are missed before and during podcast session recordings.**



LAUNCH

One fully-produced episode, published to your site and social media profiles. **Validates process and provides opportunity to re-view all aspects of a launch.**



ANNOUNCE

Press release via PR Newswire announcing the launch of your show **ensures your show reaches a relevant audience on Day 1.**

Created With & Done For You - Podcast Creation, Concierge, Marketing, & Monetization

Weekly Production



EDITING

Audio editing and mastering. Simply Dropbox the file. We process host and guest tracks separately **to ensure best sound**, then mix in your custom intros & call-to-action.



TRANSCRIPTION

Full episode transcription with summary, time-stamped takeaways, tweetables and website links **increases SEO benefits & social media sharing.**



POSTING

Full episode posted to your Wordpress site, SEO-optimized, with embedded player. **Provides regular posts your site, scheduled with every episode.**



SYNDICATION

Episode uploaded to podcast host and syndicated (iTunes, YouTube, Soundcloud, Speaker, Stitcher, etc.) **Increases SEO and allows episode to be leveraged across additional sites.**



ARTWORK (15 min)

Custom artwork created per episode using a high-quality headshot of your guest, **creates a branding experience to promote more sharing.**



LINKEDIN

Cross-post episode as a new post in LinkedIn with embedded player. Reformatted and includes custom CTA. **Increases LinkedIn engagement.**



REPURPOSING

Syndication of episodes to popular podcast directories and podcatchers. **Increases SEO and makes episodes more widely available.**



EMAIL

Email draft sent to your inbox the morning of the episode launch, allows easy engagement for guests. **Allows you to promote sharing of the episode.**



SOCIAL MEDIA

Social media posts scheduled daily the week of episode launch, programmed into weekly rotation, allowing for maximum reach of the episode and **sharing option for the guests.**



REPORTING

Weekly report downloads and reviews, allow easy monitoring of engagement. **Ongoing weekly coaching.**

PLATINUM PODCASTS



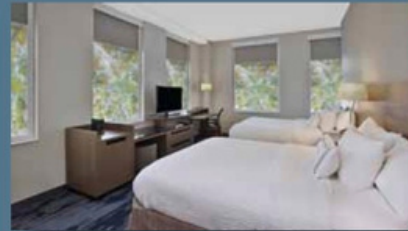
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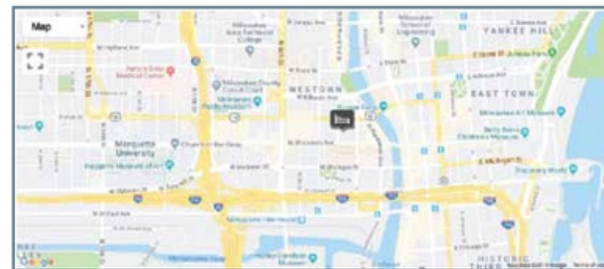
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- Motor Coach Parking Reduced Fee
- 24/7 Business Center & Guest Laundry
- 24/7 Fitness Center
- 24/7 The Corner Market (Sundry Shop in Lobby)
- Bottled Water in Room on Arrival
- Catering Menu Available for Lunches and Dinners for up to 60 Guests

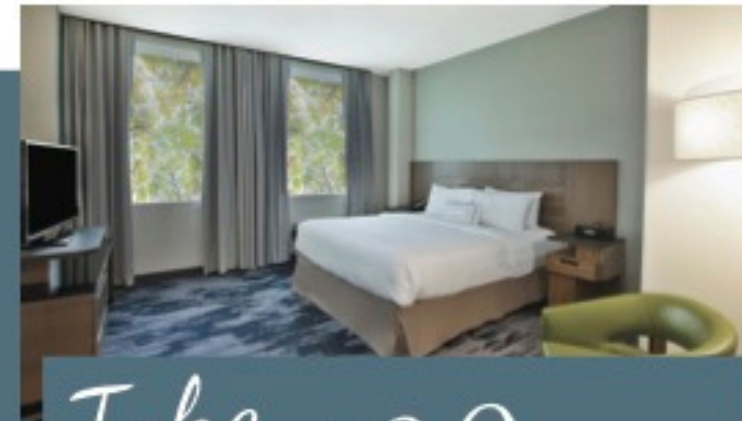


Directions:

Our central location allows for easy access to all main interstate highways including I-94, I-43, and I-794.

Fairfield[®]

BY MARRIOTT



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When You Add a
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BUSINESS LENDING

Newtek's business lending division, a non-bank SBA lender, is distinguished for its broad array of lending products and customer friendly application process. Newtek makes loans ranging from \$250k to \$2 mm for existing businesses. Use funds to:

- Expand or acquire a business
- Finance business expenses
- Purchase equipment
- Purchase real estate and make leasehold improvements
- Refinance existing business debt

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Accounts Receivables Financing is an asset-based financing arrangement in which companies use their receivables (house accounts) as collateral in exchange for capital. A minimum of \$25,000 to a maximum of \$1,000,000 is available to you. By selling your open invoices, you receive cash in advance of payments due from your customers, typically within 30, 60 or 90 days.

A/R MANAGEMENT SERVICES

Save time and reduce expenses with billing, lockbox collection, payment processing, and monitoring & reporting services with A/R Management Services.

- Alleviates worry about computer backups, or the security of data
- Saves valuable time by alleviating the need to print and mail statements in-house
- Improves over-all cash flow

MERCHANT CASH ADVANCE

With our Merchant Cash Advance Referral Program, we offer business owners a way to access cash now! Through referral relationships with Cash Advance Providers, Newtek can provide businesses with a cash advance against its merchant processing account of up to \$250k per location. An alternative to a small business loan, these funds are typically available within seven days or less based on all future credit card sales. Our financing specialists are available to help provide business owners with the solutions needed to grow their business.

COMMERCIAL AND PERSONAL INSURANCE

Newtek's insurance agency specializes in personal and commercial insurance. Licensed in 50 states and working with over 40 A-rated carriers, our team of insurance professionals analyzes exposures and risk tolerance of a business to obtain the appropriate coverage for the owners and their businesses. Whether standard insurance coverage, such as Business Owners' Policy and Workers' Compensation, or specialty coverage, Newtek has the expertise and resources to meet the insurance needs of any business at an affordable price.

MERCHANT PROCESSING

Newtek's full service merchant processing organization provides businesses with electronic solutions for accepting non-cash payments. Such solutions promote increased sales, cash flow and customer satisfaction, and today these are a necessity for most businesses. Depending on the nature of the business, one or more of the following payment acceptance options may be appropriate.

- Credit & Debit Card Acceptance
- Ecommerce Services
- ACH Processing
- Gift & Loyalty Card Programs
- Check Conversion
- Remote Deposit Capture



Newtek has direct relationships and integrates our services with several of the more notable gateway providers including:

- USAEpay
- eProcessing
- CyberSource
- EZIC
- Paypal Payflow Pro
- Authorize.Net
- LinkPoint/YourPay
- Comstar

ECOMMERCE

You have the ability to sell online with Newtek's Ecommerce solution. With an Internet based storefront, you have the ability to open multiple locations without all of the heavy lifting. Newtek offers a complete end-to-end solution including:

- Site design & development
- Shopping cart
- Hosting & email
- SSL certificate
- Gateway & merchant account

WEB SERVICES

Having a comprehensive and user-friendly website today is crucial for every business, and the cost of basic internet services, like a simple website fits well within the marketing budgets of most businesses. Newtek helps take advantage of this by offering web hosting and web design & development. Newtek's web hosting operates from a state-of-the-art SAS70, Tier 1 data facility offering a group of network administrators available 24x7x365. Newtek's web design and development service provides responsive service and knowledgeable business site design experts to ensure the online presence delivers the desired results.



DATA STORAGE

Newtek provides fast, secure, off-site data storage, backup and retrieval systems designed to meet the specific regulatory and compliance needs facing any business or organization. Benefit from reliable server backup and recovery, while eliminating the risk and burden of tape. These solutions automate and integrate the entire data protection work flow.

PAYROLL SERVICES

Paying employees, managing checks and direct deposits and dealing with taxes can be enough to overwhelm the most efficient business owner. For about what a business owner would spend on a daily cup of coffee, Newtek Payroll Services will manage all of the payroll and tax hassles while eliminating the headache, allowing the business owner to focus on running their business. With our powerful web-based controls, they log on, record hours and payroll data, and submit. Checks, stubs and direct deposits arrive on payday without any hassle.



ECOMMERCE

reliable payment gateway, merchant processing and shopping cart provides a full online business solution

OFFERED BY NEWTEK



With a number of Ecommerce tools at your disposal, **Newtek can help get you set up and selling online quickly and easily**; it's like opening another location, but without all of the heavy lifting. The satisfaction of each of our customers is our number one priority. What separates Newtek from other companies is our unrivaled level of service and support every customer receives.

Our Solution Includes:

- Site design & development
- Shopping cart
- Hosting & e-mail
- SSL Certificate
- Gateway & merchant account
- 24x7x365 live support once you're up and running

Newtek has direct relationships and integrates our services with several of the more **notable gateway providers** including:

- | | |
|----------------------|----------------|
| ▪ Paypal Payflow Pro | ▪ USA Epay |
| ▪ Authorize.Net | ▪ eProcessing |
| ▪ LinkPoint/YourPay | ▪ Plug-n-Pay |
| ▪ Orbital | ▪ Cyber Source |
| ▪ Comstar | ▪ EZIC |

Give your business the infrastructure to handle tens of thousands of online customers each and every month.

Additional Products & Services:

ACH

Paying electronically not only ensures that payments arrive sooner, but also reduces administrative expenses and many other inconveniences

Gift & Loyalty Cards

Increase sales while building brand recognition and customer loyalty

Electronic Check Services

Increase sales and reduce risk by comfortably accepting and easily depositing customers' checks

Advantage Club

A merchant club that offers enhanced care such as free and discounted prices on processing supplies

Remote Deposit Capture

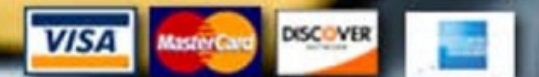
Deposit customer checks electronically with the ease of back office checking

ECOMMERCE

The PayPal substitute that pays you...
and pays your customer to switch.

Our newest credit card processing platform offers fast, reliable and professional support, and makes it easier for your merchants to start saving on their online transactions.

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& NewtPay ProTM



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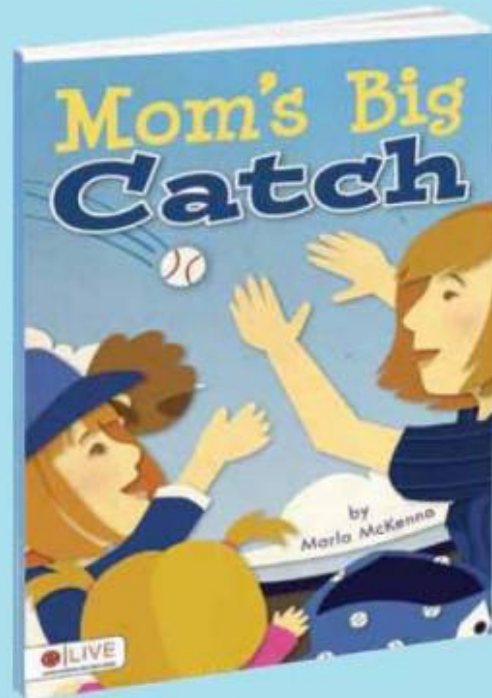
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Family Literacy Nights



Mom's Big Catch and I have presented at many Family Literacy and Fun Nights which have been sponsored by schools, PTOs and libraries. I would love to come to your event and share my experiences and talk about the importance of reading and writing with your students.

Just 20 minutes a day can help a child improve their reading skills, and more time spent together reading is even better! Parents should help make reading part of their child's world and:

- 👉 Take turns reading with their child
- 👉 Ask deeper questions and focus on comprehension
- 👉 Help their child with meaning and context
- 👉 Read different level books
- 👉 Be patient
- 👉 Praise often
- 👉 Make reading fun

Together we can help all children develop better reading habits!

"A wonderful night that engages family, reading, and career exploration and FUN. It was such a great evening that parents are still talking about!!!!" - Aida Cruz-Farin, Prindpal

"The Family Literacy Night with Author, Marla McKenna was a huge success! Families enjoyed a night of baseball fun, listened to Marla read Mom's Big Catch, and learned about the importance of never giving up on their dreams!" - Jenna Glorioso, Title 1 Reading Teacher



Contact: marla@marlamckenna.com or 262-514-4260

About the Author

Marla McKenna wrote Mom's Big Catch one night when she couldn't sleep. It's a fun-loving story inspired by actual events. You won't believe it until you read it for yourself!

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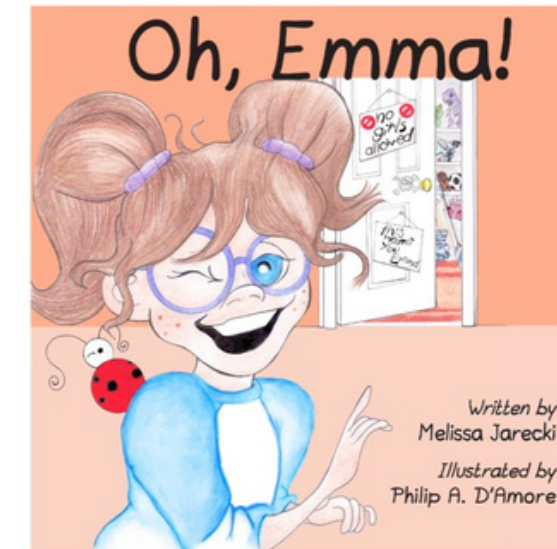
You'll find yourself shouting, "Oh, Emma!" and laughing out load as you read the story of this little sister's antics that are all portrayed in playful good fun.

"Oh, Emma!"

Written By: Melissa Jarecki | Illustrated by: Philip A. D'Amore

SUMMARY:

Oh, Emma! is the fun-loving tale of one little girl's delightfully mischievous ways in which she captivates the love of everyone around her despite all the trouble she gets into. Inspired by her real life daughter, Emma, Melissa Jarecki shines the spotlight on Emma's determination to be herself and just do her own thing. She loves playing in puddles, sliding into third base and going in her brother's room even though she's not supposed to. You'll find yourself shouting, "Oh, Emma!" and laughing out loud as you read the story of this little sister's antics that are all portrayed in playful good fun.



Written by
Melissa Jarecki
Illustrated by
Philip A. D'Amore



ABOUT THE AUTHOR:

Melissa grew up near Chicago and was blessed with a librarian aunt who instilled in her the love of reading at a very young age. As an elementary school teacher, Melissa has always had a passion for writing and began her creative journey when her children were very small. She also enjoys traveling, scuba diving, and hiking in local state parks. Melissa lives in southeastern Wisconsin with her husband. Visit Melissa's website: melissajarecki.com



ABOUT THE ILLUSTRATOR:

Philip was born and raised in Milwaukee, Wisconsin. After graduating from Marquette University, Philip relocated to Los Angeles, California, where he runs D'Amore Artistry as lead illustrator, line artist, painter, traveling muralist, and live event painter. For more information on Philip's work, visit damoreartistry.com

MARKET REACH:

- Children
- Schools
- Teachers
- Parents
- Libraries
- Camps
- Churches

PROMOTIONAL ACTIVITIES:

- Wholesale discounts available (contact publisher)
- Press release
- Launch video
- Book signing & reading
- E-marketing (network of 1,100+)
- Social media pushes



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*Portion of the proceeds to benefit the victims
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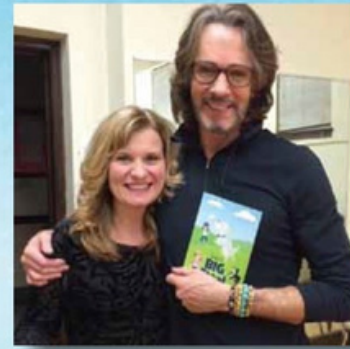
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Rick Springfield & Friends

Check out all of Marla McKenna's books including her newest release at marlamckenna.com

EndAbuseWorldHeart.org

"When Marla approached me about making a donation for the Linda Blue WorldHeart Foundation, I thought about how much this would mean for the awesome dogs Linda rescues and takes care of! It's a great opportunity to help a fantastic organization, and Marla's Big Catch is a very fun story for kids. I am happy to support this project.

Linda's Big Heart is another great story from Marla. It has a personal touch for me with the addition of my sweet pal Gomer immortalized in ink.

A great story and a great cause! XO"
- Rick Springfield



GET IN TOUCH

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