

Laura Sprute

Marketing | Public Relations | Events

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*“If we have received
the love which
restores meaning to
our lives, how can
we fail to share that
love with others?”*

-Pope Francis



ABOUT

Executive Summary



I am a lover of people. Anyone that knows me well or just one day can tell you that my greatest joy is people and getting to know them. My passion for people and events has only increased over the past few years but with added interests.

For the past three years I have served as a member and leader of Baylor Women in Business. During my sophomore year, I volunteered on the service events committee. In my junior year, I planned and executed a social event each month as the chair of the committee. I now serve as president.

Through this single organization, all of my passions are exercised. By leading Baylor Women in Business, I have the opportunity to see each moving part. It is my role to ensure each component aligns with our mission and serves the membership well.

It is my greatest desire to pursue a career in which people gathering together is involved. Facilitating friendship, communication, purpose, etc. greatly excites me. I look forward to any career in marketing or communications as these fields require both my talents and passions.

Laura Sprute

507 Talmadge Lane | San Antonio, TX 78249 | 210-872-6624 | Laura_Sprute1@baylor.edu

SKILLS

Marketing | Public Relations | Event Planning | Leadership | Mentorship | Communication
Software: Microsoft Office Suite, InDesign, Slate | Social Media: Instagram, Facebook, Pinterest

EDUCATION

Bachelors in Business Administration
Major: Marketing
Minor: Public Relations

Baylor University
GPA: 3.58
Graduation: May 2020

Dean's List Recipient
Tau Sigma National Honor Society
Transfer Baylor Scholarship

WORK EXPERIENCE

- Old Bethany Weddings & Events Intern Sept.- Dec. 2019
- Assisted in event coordination accommodating as many as 350 guests
 - Maintained social media accounts by posting content, managing messages and uploading on stories
 - Designed and managed social media promotional campaign resulting in more than 27,000 impressions, 12,000 discoveries and over 200 website and profile visits
 - Revised digital materials including a brochure and sample seating layouts
- Baylor Experience Admissions Representative August 2018- Present
- Led campus tours for prospective students, athletes and faculty
 - Provided assistance in new employee training through tour shadowing and auditing
 - Promoted Baylor in ten recruiting events per year serving thousands of students and their families
 - Bettered skills in problem solving, student outreach, scheduling, quick thinking and collaboration
- Fusion Event Staffing Brand Ambassador May- June 2018
- Served as brand ambassador for Lemi Shine Corporation's six-week advertising campaign
 - Promoted new product line, met and exceeded sales goals, interacted with customers at store front, collected sales data daily, and reported campaign progress weekly

INVOLVEMENT & LEADERSHIP

- Baylor Women in Business President May 2019- Present
- Represent, serve, and lead 189-person organization and seven-member board
 - Plan and preside over weekly board meetings and general membership meetings
 - Improved skills in compliance, risk management, follow-through, professionalism and leadership
 - Serve as mentor to three sophomores in the organization
- Baylor Women in Business Social Events Chair May 2018- May 2019
- Advanced skills in organization, collaboration, time management, prioritization, persistence to achieve and receptivity by planning and executing monthly social events for more than 200 members
 - Created environments of unity, networking and community at all events
 - Led and delegated tasks to a six-member committee; learned to manage and follow a budget
- Bible Study Leader 2018- Present
- Led a weekly Bible study of four women to further depth of faith and cultivate fellowship
 - Facilitated conversation, evoked deeper thought and prayer, and served as a role model and friend
 - Served as spiritual mentor to two women by meeting weekly to discuss prayer, faith and growth
- St. Peter Catholic Student Center Volunteer Fall 2018- Present
- Served as leader, speaker and aid for Bear Awakening student retreat
 - Acted as New Student Retreat small group leader
 - Assisted in church renovation, design, and improvement of aesthetics and environment
 - Created flyers, posters, bulletin boards and registration forms for church activities and retreats

REFERENCES

Mr. Justin Hardegree
Assistant Director of
Admissions Recruitment
Baylor University
Justin_Hardegree@baylor.edu

Mrs. Amber Adamson
Lecturer
Baylor University
Amber_Adamson@baylor.edu

Mrs. Susan Etheredge
Senior Lecturer
Baylor University
Susan_Etheredge@baylor.edu

Laura Sprute

507 Talmadge Lane | San Antonio, TX 78249 | 210-872-6624 | Laura_Sprute1@baylor.edu

To Whom it May Concern:

In a large room sat hundreds of young women- all aspiring business professionals who were ambitious, lively and friendly. Within moments, I knew I wanted to be a part of Baylor Women in Business.

I immediately joined the Service Events Committee, assisting in prayer, event setup and tear-down and an extra hand. What I didn't know is that helping in the smallest way would start paving the path to be an event chair myself.

By the following year, I was elected as Social Events Chair. I planned and executed exciting, fun and inclusive events for more than 200 members with my team of six committee members. The feeling of watching friendships form and bonds strengthen before your eyes is a feeling difficult to describe.

Today I serve as the president of Baylor Women in Business. As the leader of this organization, I meet and lead 189 members, seven board members, and represent the organization I'm so proud of.

Given my passion and talent for events, people and leadership, I'm applying for a position in events, communications or marketing. Later this week, you'll hear from me hoping to schedule an interview. Thanks for your time and consideration.

Best regards,

Laura Sprute

Networking List

Name	Position	Contact
Alicia Howell	Senior Vice President & CAO, 7 Eleven Inc.	alicia.howell@7-11.com
Amber Adamson	Lecturer, Baylor University	amber_adamson@baylor.edu
Annie Donovan	Director of Campus Ministry, St. Peter Catholic Student Center	annie.donovan@baylorcatholic.org
Dr. Cassandra Burleson	Senior Lecturer, Baylor University	cassy_burleson@baylor.edu
Chris Talley	Chief Communications Officer, USAA	chris.talley@usaa.com
Cindy Winter	Owner, Paper Crown	ccpwinter@cox.net
Dr. Kimberly Heller	Physican, Jefferson Family Practice	210-771-4949
Elizabeth Villareal	Public Relations Director, Eliza J & G-iii Brands	elizabeth.villareal@g-iii.com
Fallon Rice Scott	Founder, FTwenty8 Agency	fallon@fallonrice.com
Justin Hardegree	Assistant Director of Admissions Recruitment, Baylor University	justin_hardegree@baylor.edu
Lesa Bush	Associate Director of Education & Programs, Mayborn Museum	lesa_bush@baylor.edu
Maxey Parrish	Senior Lecturer, Baylor University	maxey_parrish@baylor.edu
Meredith Mrok	Visit Experience Recruitment Specialist, Baylor University	meredith_mrok@baylor.edu
Michael Osborne	Author, Inventor, Entrepreneur, Energy Policymaker	512-656-5651
Nanci Gandy	Executive Director of Events, USAA	nanci.gandy@baylor.edu
Rachel Whyte	Owner, Old Bethany Weddings & Events	rachel@rachel-whyte.com
Revyn Marburger	Florist & Event Coordinator, Ivory Bell Floral	revyn@ivorybellfloral.com
Susan Etheredge	Senior Lecturer, Baylor University	susan_etheredge@baylor.edu
Tori Clark	Coordinator of Admissions Visitor Experiences, Baylor University	tori_clark@baylor.edu
Vincent Astudillo	Marketing Consultant and Event Manager	va33@me.com



Please scan this QR code for my full
networking list.

EVENTS

50th Wedding Anniversary

In March 2017 I had the pleasure of coordinating my grandparents' 50th wedding anniversary. Forty five relatives and friends traveled from across the country to attend the event. The day started with a short ceremony and was followed by a reception. At the reception we enjoyed a catered meal, DJ, dance floor, photo booth and picture slideshow. This event was a joy to plan and execute.







Baylor University

HANKAMER SCHOOL OF BUSINESS
Baylor Women in Business

Baylor Women in Business Social Events

During the 2018-2019 academic school year I served as the social events chair for Baylor Women in Business. Each month I planned an event for the membership. The purpose of social events is to provide an opportunity for networking, friendship and fellowship among members. The events listed below are a few of my favorites.

Ice Cream Social

Date: Sept. 6, 2018

Guest Count: 75+

Event Description: The ice cream social served as the social aspect of the interest meeting. Returning, new and prospective members were able to socialize over ice cream prior to the interest meeting.

Preparation Details: Room reservation, food supplies, signage, promotion

Yoga Event

Date: Nov. 15, 2018

Guest Count: 90+

Event Description: Members enjoyed a yoga class and opportunity to meet and exercise with fellow members.

Preparation Details: Gym reservation, yoga mat rentals, and coordination of yoga instructor

Etiquette Dinner

Date: March 26, 2019

Guest Count: 100+

Event Description: Members participated in a catered etiquette dinner led by etiquette coach Sarah Aynesworth.

Preparation Details: Room reservation, catering, flowers, speaker coordination

Movie Night Take-a-Date

Date: April 15, 2019

Guest Count: 90+

Event Description: Members and a date enjoyed a movie under the stars. Snacks and beverages were provided.

Preparation Details: Outdoor area reservation, screen and projector rental, food supplies, sound and lighting

MARKETING

Old Bethany

WEDDINGS & EVENTS

Integrated Marketing Campaign

Objective and Goals:

The objective of the integrated marketing campaign is to bring awareness and book events for personal or professional holiday parties this winter season. The first objective is to reach a wider audience and make them aware of the venue's existence, amenities, accommodations, etc. The second objective is to book holiday parties during December 2019. This campaign should establish the venue as versatile with the ability to host any event, not just weddings.

Goals:

- 25 or more inquiries through website contact form
- 2 events booked per week in December
- 5/8 events booked for a full day
- 3/8 events booked for a half day
- Gain 20 followers/likes on Instagram and Facebook

Start Date: Nov. 4, 2019

1st Evaluation: Nov. 18, 2019

End Date: Dec. 4, 2019

2nd Evaluation: Dec. 4, 2019

Research:

After conducting extensive research, we have established the target market and goal of the campaign. The current target market consists of women between the ages of 25 and 35 that are located in Waco, Dallas and Austin. These women typically are newly engaged and looking for a venue to host their wedding. The research shows that marketing efforts will be most effective through social media (Facebook and Instagram), new website tab and search optimization through Google Ads. This strategy will attract a wider target audience and reach more people.

Action:

The first step in the campaign is a social media post showcasing the venue, features and a generic table setup/design. The caption of the post will serve as the ad and will include details about reduced prices, contact information, etc. This post will be boosted on Facebook and Instagram targeting men and women professionals in the greater Waco area. The ad will be live for 30 days with a budget of \$300. Additionally, flyers will be made, and social media stories will be posted frequently. A virtual tour of the venue will complement the ad by providing a visual aid for viewers. An interview/testimonial of a former non-wedding event will be featured to showcase the versatility of the venue. A third video will be made to provide inspiration for Christmas parties to be hosted at the venue. The videos will be posted to YouTube, featured on the website and posted on social media.

Communication:

The advertising materials will be communicated to prospective clients through social media, website and Google search. Social media direct messages will be checked and answered frequently. All inquiries will be directed to the website's contact form. This form is checked daily by the venue's associates and event coordinators. Contact information is posted on the website including email address, phone number and physical address.

Evaluation:

The campaign will be evaluated twice. The first evaluation will be conducted two weeks into the campaign. The methods of promotion and communication will be analyzed and reviewed for adjustment. If necessary, changes will be implemented immediately for the final two weeks of the campaign. The second and final evaluation will be conducted after the campaign has ended. This information will be stored and reviewed for the next marketing campaign and for any promotional efforts to occur in 2020



IMC Evaluation Part 1

Start Date: Nov. 4, 2019 **Evaluation 1:** Nov. 18, 2019

Quantitative Analysis

Interactions:

Promotion Clicks	Visit Website	Visit Profile	Get Directions
126	136	153	3

Discovery:

People Reached	Impressions	Follows
7,549 89% not already following 90% from promotion	15,143 78% from promotion	11

Audience:

Gender

Men	Women
21%	79%

Age:

25-34	35-44	45-54	55-64	65+
31%	30%	20%	13%	6%

Qualitative Analysis

The integrated marketing campaign is performing well at the two-week mark. This marketing effort has resulted in incredible reach including increased interactions and discoveries. One objective of this particular campaign, was to expand the target audience. Prior to the campaign, 92% of Old Bethany's audience was women. Over 50% was between the ages of 18-34. The current audience being reached through this promotion is more diverse and will be able to attract clients seeking to host a non-wedding event.

In the second and final analysis, I'll evaluate the success of the IMC. Additionally, I will provide the number of Christmas parties booked for this winter season.

*Data was collected from Facebook analytics. This is the only form of analysis that is available to Old Bethany at this time.

Marketing Research Report

Let's Taco 'Bout Waco

Final Report

May 2, 2019

Taco Shops:

Torchy's Tacos

Fuego Tortilla Grill

Taco Zacatecas

Fuzzy's Taco Shop

Written by:

Claire Hemmer, Laura Sprute, Harrison Alff and Ethan Espinosa

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Executive Summary

The purpose of “Let’s Taco ‘Bout Waco” is to survey Baylor students to discover the college students’ favorite taco in Waco. This survey was authorized by Dr. James Roberts and created and administered by the “Let’s Taco ‘Bout Waco” team. After initial literary research was conducted we narrowed down the taco selections to the following taco shops: Torchy’s Tacos, Fuego Tortilla Grill, Taqueria Zacatecas (Taco Z) and Fuzzy’s Taco Shop. We will be using Qualtrics to create our survey and collect the responses. We will also use the IBM SPSS software to analyze our results and make recommendations.

About the Research

We created a 34-question survey to analyze Baylor students’ preferences on the four taco shops selected. After the development of the survey, we sent it to various clubs, organizations and social groups to acquire responses. Out of the 156 collected responses, we were unable to use six responses due to the respondents not meeting the qualifications of the chosen sample. The survey took an average of # minutes to complete. The style of the questions includes multiple choice, ranking and free response.

Key Results

- The respondents represent Baylor demographics well with 58.1% female and 41.9% male. Over half of the respondents are involved in a Greek organization and 48% of respondents do not having a weekly income.
- Respondents were given nine attributes to evaluate their importance on a scale of 0 to 100. The attribute “Quality of Food” ranked highest with an overall mean of 92.06. Ranked second highest is the attribute of “Price” at 84.79, and third highest is

Three teammates and I conducted a semester long research study to discover the best taco in Waco according to Baylor students. Initial research was conducted and a hypothesis was formed.

After surveying more than 100 students, we analyzed our results using Qualtrics and SPSS. The full version of our report and findings can be accessed by scanning the QR code.



Starbucks & Industry Report

“Not Your Average Cup of Joe” Starbucks Report

- I. Introduction
 - A. Purpose, scope, and limitations
 - B. Sources and methods of data collection
- II. Overview of the Company
 - A. History
 - B. Size, Products, and Notable Attributes
- III. Threats
 - A. Third-wave coffee
 - B. Popularity of tea shops
 - C. Major players in the industry
- IV. Financial Condition
 - A. Market share and profitability
 - B. Future growth, industry trends, and changes in the company
- V. Evaluation of Solutions to Threats
 - A. Reserve Rooms
 - B. Purchase of Teavana
 - C. Dunkin’ Donuts
 - D. Mobile Pay App
- VI. Opportunities of Growth
 - A. Tea Line Focus and Expansion
 - B. Reserve Stores/Bars
- VII. Conclusion
- VIII. Works Cited
- IX. Appendices
 - A. Appendix A: Graded Library Worksheet
 - B. Appendix B: Graded Work Plan Memorandum and Preliminary Outline
 - C. Appendix C: Graded Rough Draft of Sections

INTRODUCTION

The focus of this report is to evaluate how the current industry threats are affecting Starbucks Corporation’s the finances, market share, and competitive advantage. In this specific section, we will discuss the purpose and scope for this evaluation and the sources we are considering.

Purpose, Scope, and Limitations

This report will examine the industry threats on Starbucks Corporation to determine their overall effect on the company. We will evaluate the current threats of the industry, financial standings of the company, and an evaluation of current solutions to the threats. Additionally, we will recommend opportunities of growth for the company.

Sources and Methods of Data Collection

The research for this report is extensive and will be collected from various sources. Databases including Business Source Complete, ValueLine, and IBISWorld will be used in finding and collecting important information about the company. Research will be based on articles from journals such as *Forbes* and *The Wall Street Journal*. In addition, valuable information will be gathered from the Starbucks Corporation’s website.

OVERVIEW OF THE COMPANY

This section of the report will display Starbucks Corporation’s rich history, current size of the company, description of products available, and other notable attributes that make the company unique.

History

The three founders of Starbucks’, Jerry Baldwin, Zev Siegl, and Gordon Bowker, met while studying at the University of San Francisco. They were inspired by Alfred Peet, a notable entrepreneur in the coffee industry to sell high quality coffee beans and equipment (History, par. 1). The name of Starbucks was decided on many factors. For one, a friend of Bowker suggested that “words beginning with “st” were powerful” (par. 2). After some brainstorming, the founders found inspiration from a mining town by the name “Starbo” which led directly to Moby-Dick’s character “Starbuck”, thus creating the name Starbucks. The first Starbucks location was seen in Seattle’s Pike Place Market in the year of 1971. This location was unlike the storefronts we see today in that it was exclusive to just selling roasted whole coffee beans.

My team and I researched and analyzed the coffee shop industry over six weeks with a focus on Starbucks. We analyzed Starbucks’ company, brand image, market share, competition and industry standing. After conducting a SWOT analysis and additional research, we evaluated Starbucks’ position in their industry. We utilized IBISWorld, PrivCo and Statista. The full version of our report and findings can be accessed by scanning the QR code.



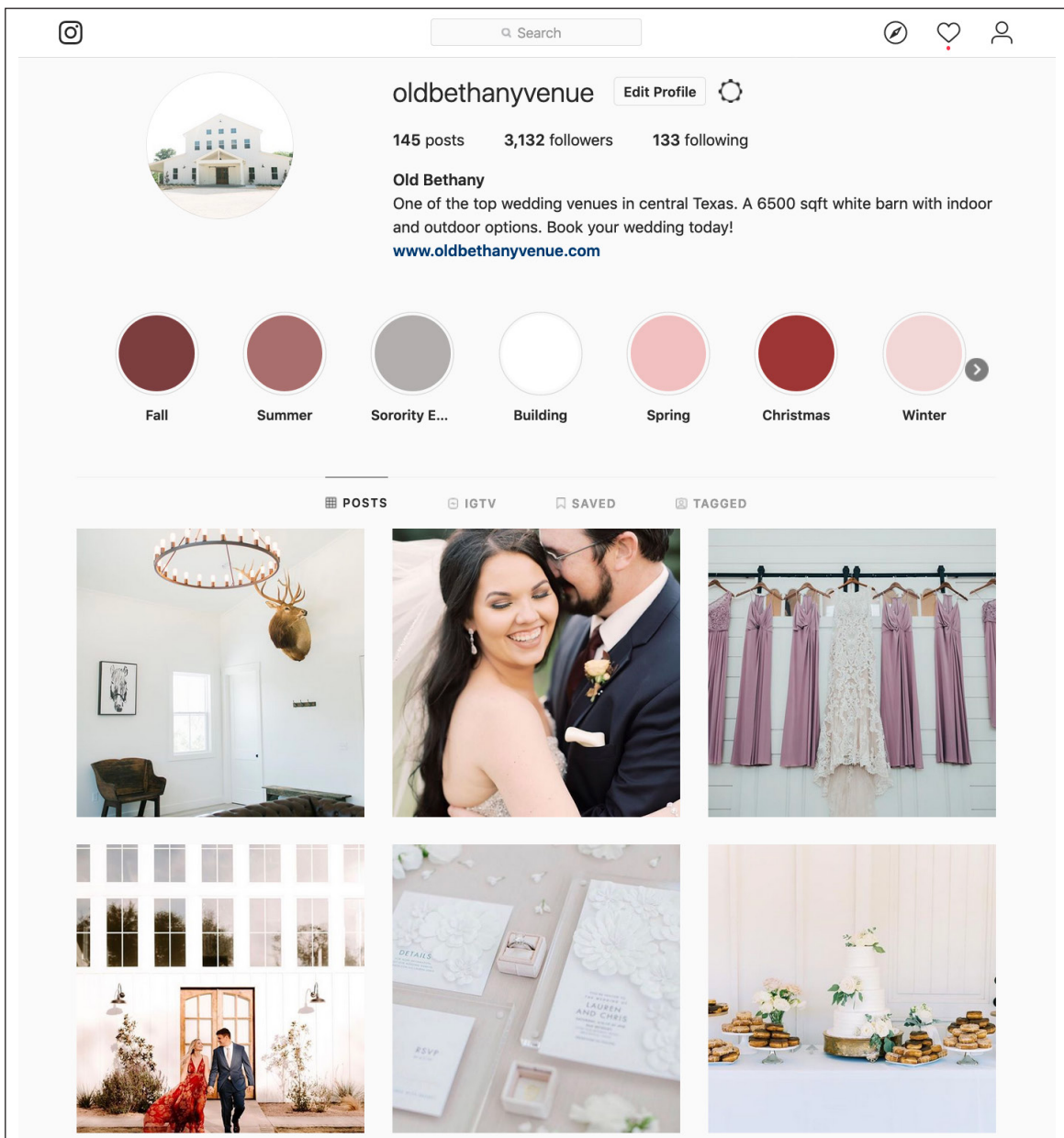
SOCIAL MEDIA

Old Bethany

WEDDINGS & EVENTS

Social Media Profiles

INSTAGRAM



Old Bethany

WEDDINGS & EVENTS

FACEBOOK



Old Bethany
Weddings & Events
@oldbethanyvenue

- Home
- Posts
- Reviews
- Videos
- Photos
- About
- Community
- Events

Promote

Manage Instagram Messages in Inbox

Now you can read and respond to Instagram Direct messages from your Page's Inbox.

Get Started

Old Bethany

WEDDINGS & EVENTS

Like Follow Share ...

+ Add a Button

Top Fans

1,915
Total Likes

1,971
Total Follows

Instagram Post Examples





oldbethanyvenue
Old Bethany Weddings & Events

...



oldbethanyvenue Our bridal suite is the perfect space for you and your best gals to get ready!

7w



Liked by sky_worley and 99 others

OCTOBER 8

Add a comment...

Post



oldbethanyvenue
Old Bethany Weddings & Events

...



oldbethanyvenue Strike a pose, it's your big day!

-
-
-

Repost from [@kaays_on_my_feet](#)

The day would not have been near as perfect without the sweetest honey's by my side!!! 🌟🌟 I love these girls, endlessly!!!

8w



kaays_on_my_feet 💕💕💕 Best day ever!! Most beautiful venue ever! ❤️

8w 1 like Reply



Liked by sky_worley and 121 others

SEPTEMBER 29

Add a comment...

Post

Facebook Post Examples

**Old Bethany Weddings & Events**November 12 at 8:39 PM · 🌐

Outdoor lounge? Yes! At the barn, each wedding is unique.

-
-
-

Repost from @stefaniethomasphotography ... [See More](#)



667
People Reached

258
Engagements

Boost Post

  13

1 Share

 Like

 Comment

 Share





Press Enter to post.

**Old Bethany Weddings & Events**September 24 · 🌐

Isn't she a beauty?! We would love to show you around. Fill out our contact form online for more information!



736
People Reached

43
Engagements

Boost Post

1 Share

 Like

 Comment

 Share





Press Enter to post.



Old Bethany Weddings & Events
 October 29 · 🌐

Beautiful dress, beautiful backdrop, beautiful venue!

-
-
-

Repost from @natalie.c.pena ... [See More](#)



502
 People Reached

21
 Engagements

Boost Post



 11

1 Share

 Like

 Comment

 Share





Old Bethany Weddings & Events
 October 10 · 🌐

A stunning backdrop to match stunning bride and groom portraits!

-
-
-

Repost from @spencerlee ... [See More](#)



488
 People Reached

42
 Engagements

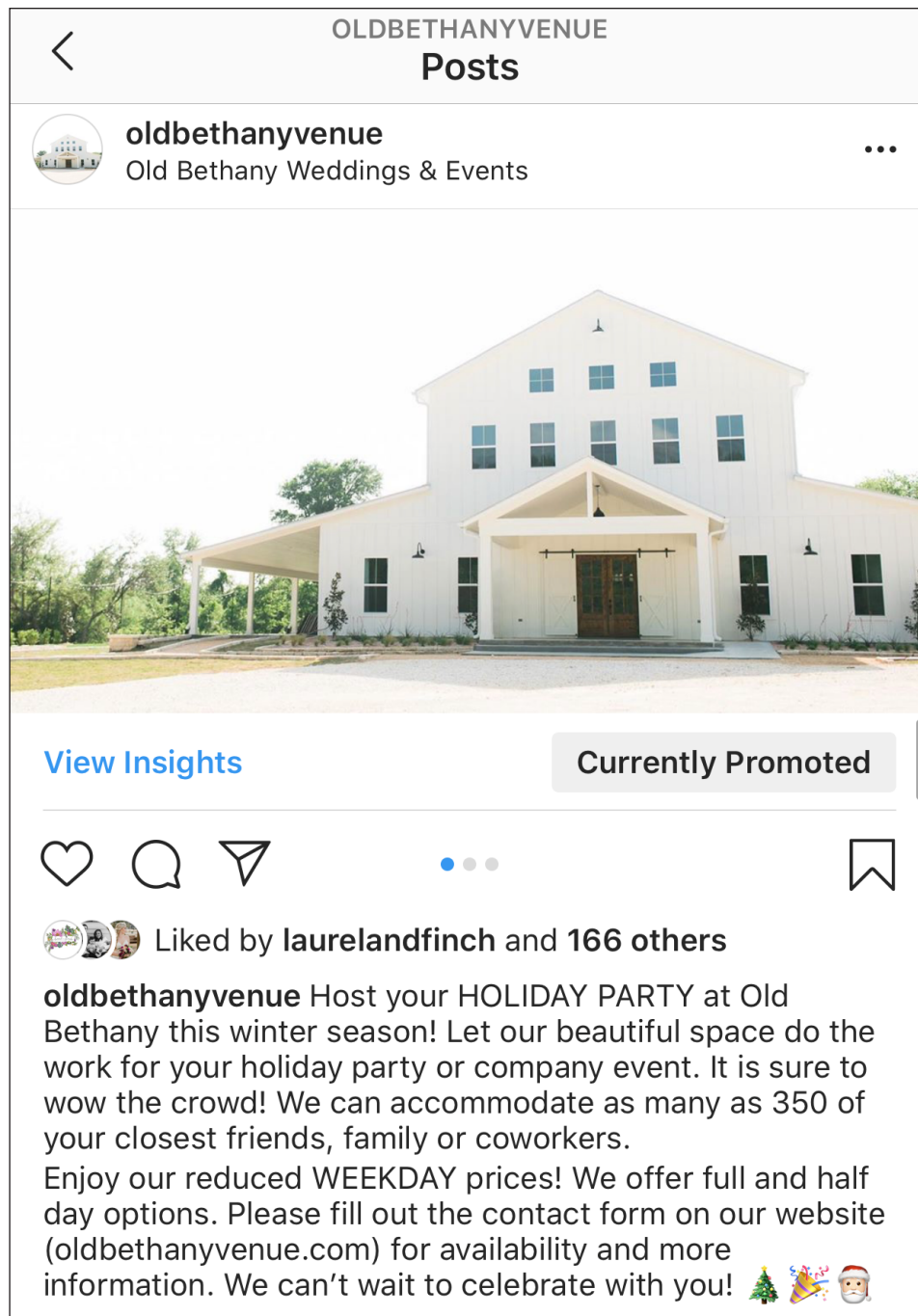
Boost Post

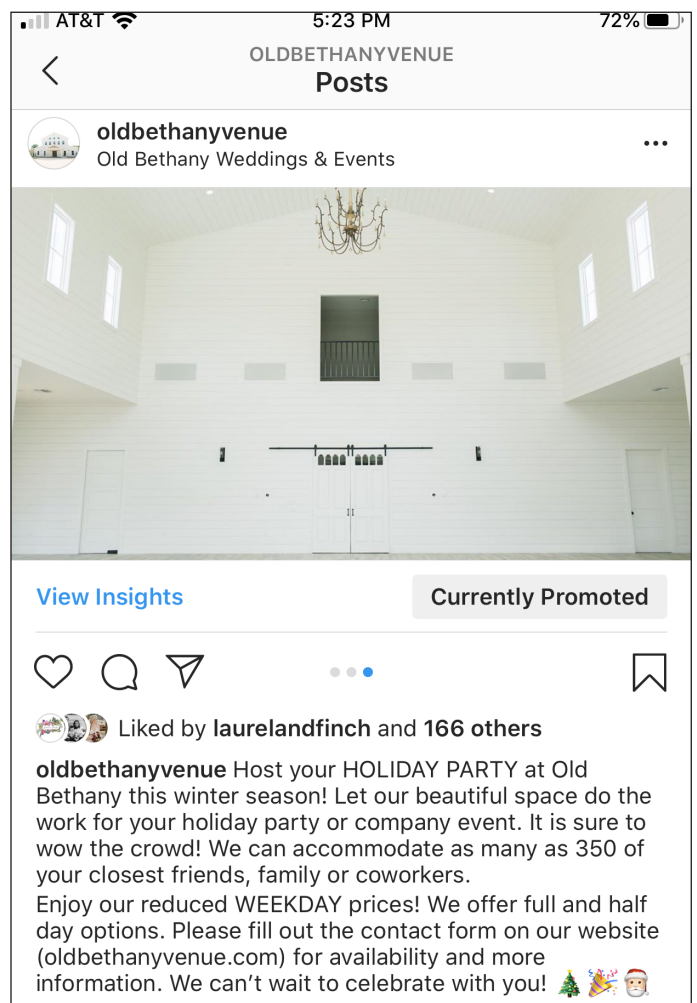
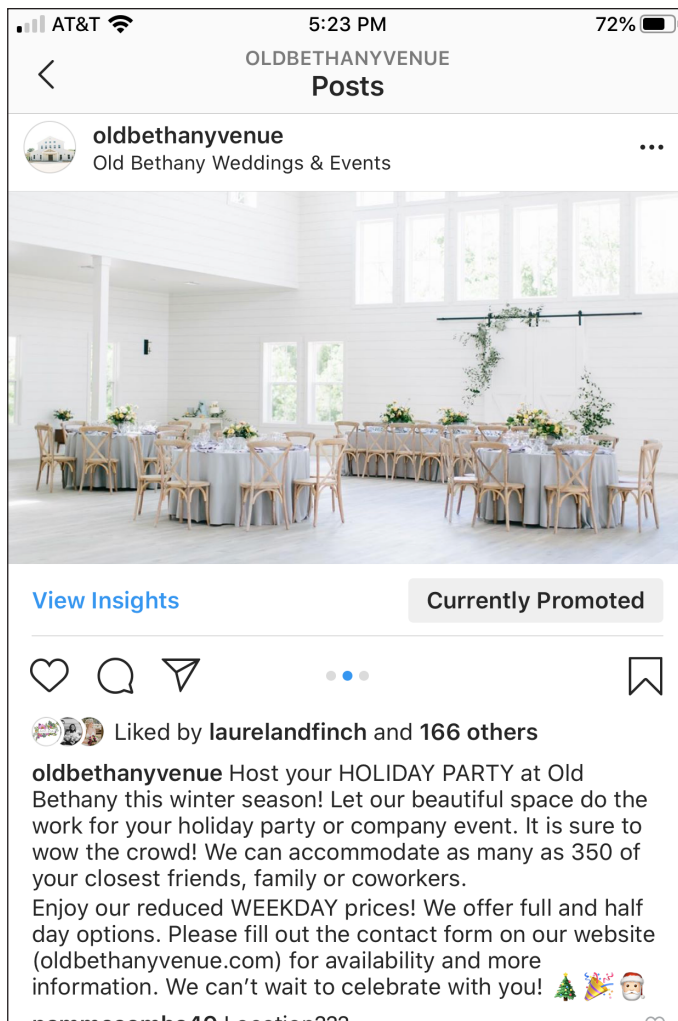
Old Bethany

WEDDINGS & EVENTS

Social Media Promotional Campaign

The purpose of this campaign is to increase Christmas party bookings at Old Bethany this winter season. Created content was posted on Instagram and Facebook with the promotion included in the caption. The post was boosted over 30 days to reach a wide audience in the greater Waco area.





Promotion Statistics

Impressions: 28,574

Reach: 11,993

Promotion Clicks: 196

Website Visits: 214

Profile Visits: 268

New Follows: 20

Likes: 173

Saves: 25

*Data above was collected over
27 days

Old Bethany

WEDDINGS & EVENTS

Social Media Statistics

INSTAGRAM

Followers: 3,122
Average Impressions per week: 14,000
Average Reach per week: 6,500
Average Interactions per week: 250



FACEBOOK

Followers: 1,966
Page likes: 1,913
Average Reach per week: 17,000
Average Post Engagements per week: 1,000
Average Check-ins per week: 160



Scan the QR codes above to access Old Bethany's social media pages.

Social Media ROI

Sept. 24- Dec. 1, 2019

INSTAGRAM

Increased Followers: 76
Total Posts: 26
Average Likes: 80
Increased Impressions: 3,000/week
Increased Reach: 3,000/week

FACEBOOK

Increased Page Likes: 105
Increased Page Followers: 108
Total Posts: 26

PHOTOGRAPHY AND VIDEOGRAPHY

Photography- Travels Abroad





United Kingdom

Photography- Travels Abroad



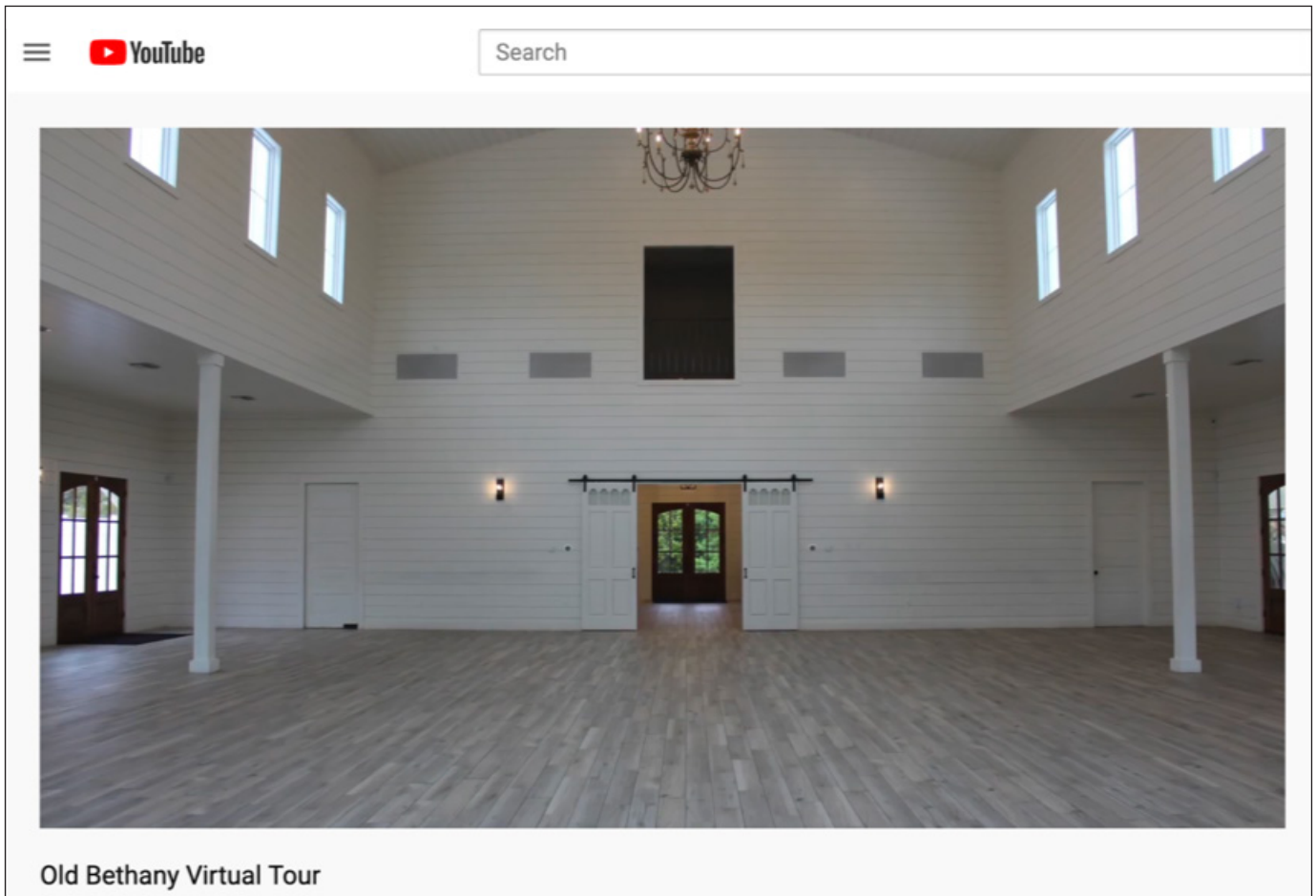


Cabo San Lucas, Mexico

Old Bethany

WEDDINGS & EVENTS

Videography



The purpose of this video is to provide a tour of the venue to clients. Prospective clients often take a in-person tour and ask for photos and video after they leave. This video will serve as a visual aid for those clients and people unable to travel to the venue.

Please scan the QR code to the left to view the video.



Old Bethany Event Inspiration- Christmas Edition



The purpose of this video is to provide inspiration for clients considering hosting their Christmas party at Old Bethany. The video features images and video from Christmas gatherings at the venue. The video may be posted on social media to serve as a short inspirational clip.

Please scan the QR code to the above to view the video.

WRITING

Feature Story

A Walking Business Card

Imagine standing in front of a panel of judges: leotard, tights and you. All eyes are on you. Your talents, skills and persona fill the spotlight during audition time. The resume and recommendation letters are thrown to the wayside for in this moment, the person you present yourself to be and the level of perfection of your performance will speak louder.

Eliza J Dresses' Public Relations Director, Elizabeth Villareal, knows the gravity of a two-minute encounter. As a professional with a dance degree, Villareal pursued her passion for dance in both New York City and Los Angeles. In both cities, she learned the magnitude of a single audition, the effect of her appearance and the importance of giving it your all.

After a successful career as a professional dancer, Villareal was presented with an opportunity to dabble in the fashion industry. Beginning as an intern at Eliza J, Villareal learned the ropes of the office and industry. She was promoted to PR Director after just four months on the job. Villareal is often a one-woman operation tasked to handle all events, blogger relationships, gift distribution, social media maintenance and run all photo shoots.

As the leader of all Eliza J's PR activities, Villareal has identified key attributes of any person in this field. "Be open to anything and listen...you are there to learn. Most importantly be yourself. People love working with friendly and welcoming people," Villareal said.

Though no longer a dancer, she continues to use her experience in the dance world in her current position. In both professions, she has found that being able to speak well in front of every type of person necessary. Confidence and comfort are key components in achieving effective communication.

Villareal works across many departments and it is her job to ensure she achieves this effective communication. Working with a variety of people, men and women of all ages, and in different areas of the company requires careful planning and being proactive whenever possible. "I

Please scan the QR code
to the right to view the
complete feature story.



Feature Story

Brave Abroad and at Home- The Story of a Soldier

Only a shred of light came through the peephole of the Connex. Beyond the safety of the observatory the enemy approached closer to the bunker. Heavy gunfire filled the ears of the soldiers, smoke filling the air. Amidst the barrage, a single bullet managed to perfectly enter the narrow circle of the observation port. The ammunition brushed the side of the protection container, then exploded into tiny pieces stinging Sgt. Hector Huertas. A sharp, painful sensation enveloped Huertas' face. Setting down his weapon, he wiped his right cheek and found it covered in blood.

In January of 1969 Huertas travelled abroad to Vietnam. He was stationed to serve as a platoon sergeant at the Bien Hoa Army Base. Just one-month post-deployment Huertas' platoon fell under heavy gunfire in a ground attack. Huertas positioned himself in the Connex- an above ground metal cargo container repurposed to serve as both gun and observation ports.

The Pueblo Chieftain recalls the account, "Sgt. Huertas was deploying men for the defense of the perimeter...when he and his men came under heavy enemy fire." Six hours of battle ensued, and the enemy inched closer and closer, reaching just three hundred meters to the front.

Amid the battle, Huertas was struck in the face with bullet fragments. Huertas described the actions following being injured, "One of my men saw the blood on my face and took me to the dispensary." Meanwhile, his soldiers fended against enemy fire. The Pueblo Chieftain reports, "He immediately called for air support and engaged the enemy with heavy volume of accurate fire, halting them until air support arrived. During the ensuing battle...200 enemy were killed, and 87 were captured."

Though his platoon was triumphant, Huertas suffered from his injury. Each fragment embedded in his right cheek required extraction. The procedure left behind scars he still wears today. No chronic harm resulted from the wound, however Huertas' eye remained wrapped and under medical care in the following weeks.

Please scan the QR code
to the right to view the
complete feature story.



News Release Samples



For Immediate Release

Contact: Laura Sprute

Phone: 210-872-6624

Email: Laura_Sprute1@baylor.edu

STUDENT LED WORSHIP NIGHT AT COMMON GROUNDS

Feb. 26, 2019

WACO, Texas - Baylor Women in Business will host a praise and worship night for members and Baylor students on Tuesday Feb. 26, 2019 from 6-7 p.m. in the backyard area of Common Grounds.

A band of five Baylor students will lead the praise and worship music. A Baylor Women in Business member will give a brief talk.

Members must attend, but they are encouraged to invite peers, friends and roommates. The event will be open to all students. This will be Baylor Women in Business' second time to host a worship night. They hope to make this event a tradition.

The set list will include a few Christian songs. The band insists on solely serving the Baylor community and has refused any payment or gift. The guest speaker, Lauren Kinney, is a Baylor sophomore and will also serve as a volunteer.

All are invited to attend and support a Baylor band and speaker at the praise and worship night hosted and sponsored by Baylor Women in Business.

###

About Baylor Women in Business

Founded in 2006, Baylor Women in Business is a student organization within Baylor's Hankamer School of Business. Baylor Women in Business has over 200 members and fosters personal and professional growth by hosting monthly professional, social and service events. It is exclusive to Baylor women that are working towards a business major or minor.

Baylor Women in Business Mission Statement

Baylor Business Women is dedicated to developing a strong network of Christian women to provide opportunities for personal growth and business relationship development by integrating professional insight, integrity and leadership.

PUBLIC RELATIONS PROFESSIONALS SPEAKER SERIES

PR in Businesses & Break Dancing

Andrea Gaul | Melinda Seibert | Amy Tiemann | Rachel Whyte

Sept. 11, 2019

WACO, Texas – Andrea Gaul, Melinda Seibert, Amy Tiemann and Rachel Whyte served as panelists for a class of aspiring PR professionals about the importance of public relations in their businesses.

Rachel Whyte, Baylor University graduate and founder of Waco Tours, shared her experience of being an entrepreneur. Whyte started her business with a single van in May 2016.

Whyte now manages Waco Tours' brand. "My gift is having an eye for what we're going for," Whyte said.

Whyte, along with Melinda Seibert, vice president of Development for Waco Tours, highlighted the significance of relationships. By providing a memorable experience, visitors are more likely to return and bring their friends, Seibert said.

"We build the company on who we are and are able to let people know more about Waco," Seibert said.

Andrea Gaul, Communications manager for Neighborly, shared the more recent importance of PR in her company. After undergoing major rebranding and remarketing, Neighborly is now more on point with their brand and what they stand for.

"The company has been around for 35 years, and we just changed our name," Gaul said, "It better reflects what we do."

Amy Tiemann, entrepreneur and real estate investor, described the relevance of a company's brand. In each property she purchases and restores, she must rebrand each to establish a goal for that particular property.

"Branding locally is different from branding nationally," Tiemann said, "You have to find what works for that market."

Tiemann has found success in this strategy because each piece of real estate she owns has its own identity.

Each professional on the panel displayed the important role of PR in each of their businesses. An active PR presence allows business to engage with customers in a way that facilitates the formation and care of relationships.



(Above left to right) Amy Tiemann, Rachel Whyte, Melinda Seibert and Andrea Gaul share the prominence of public relations in their own businesses and careers.

(Photo by Grace Hodo)

-- END --

Word Count: 366

INTERNSHIP



Internship Testimonial

I'm grateful for the opportunity to intern for Old Bethany Wedding & Events. During my internship, I was able to contribute to the marketing and PR component of the business, as well as interact with clients. During this semester, my internship duties included tasks such as to:

- Manage social media accounts by creating and uploading social media content three times a week, posting to stories, and answering direct messages.
- Increased Instagram followers by 59
- Increased Facebook followers by 98
- Create and monitor the Christmas party ad.
- Reformat event coordination services brochure.
- Assist event or venue coordinator, and event set-up/clean-up.
- Design sample venue layouts for a variety of guest counts.
- Complete various tasks to prepare for the wedding or event.

This internship has increased my passion for event planning and working with people. Through the kindness and guidance of Mrs. Whyte, I feel more prepared for any career path.

~ Laura Sprute



Internship Hours

Dates	Hours
Aug. 25- Aug. 31	10
Sept. 1- Sept. 7	10.25
Sept. 8- Sept. 14	5.75
Sept. 15- Sept. 21	0
Sept.22- Sept. 28	18
Sept. 29- Oct. 5	14.5
Oct. 6- Oct. 12	10
Oct. 13- Oct. 19	13
Oct. 20- Oct. 26	17.5
Oct. 27- Nov. 2	17.5
Nov. 3- Nov. 9	7.5
Nov. 10- Nov. 16	3.5
Nov. 17- Nov. 23	13
Nov. 24- Nov. 30	5
Dec. 1- Dec. 7	14.5
Total Hours	160

Intern's Signature

Supervisor's Signature



Event Coordination Package Brochure

Event Coordination Services

Pre- Wedding Day Coordination

	Option 1 \$700	Option 2 \$1200
One 30-minute phone consultation one week before the wedding to go over any questions or last minute changes.	X	
Two one-hour meetings (phone call or in-person) with bride and groom to discuss expectations, details and tasks for the wedding.		X
One one-hour meeting one week before the wedding to solidify vendor contacts, timeline, lists of names who will be helping with room flip/clean-up/set-up, etc.		X
Create a timeline for the bride and groom and send to all vendors.		X
Create a seating chart for reception.		X
Contact all vendors the week of the wedding to solidify delivery and installment times.		X

Wedding Day Coordination

Arrive at venue at 9 a.m. the day of the wedding to meet all vendors and coordinate vendor set-up.	X	X
Direct a 30-minute rehearsal the morning of the event (at Old Bethany).	X	
Ensure tables, chairs and linens are set-up.	X	X
Assist vendors and family with decor set-up.	X	X
Greet guests and assist with seating.	X	X
Direct ceremony: line-up and cue processional and recessional.	X	X
Bring in extra chairs from outdoor ceremony if needed for reception.	X	X
Oversee and direct room flip between ceremony and reception if needed.		X
Ensure the schedule that is provided for the event is upheld: photography, dinner, first dances, toasts, cake cutting, send-off, etc.	X	X
Assist caterer with filling trash liners, bussing tables, and passing out cake.		X
Assist with bride and groom send-off at the end of the night.	X	X
Direct clean-up plan that the bride and groom provide.		X
Handle last minute tasks.		X
Oversee event from the arrival of the first vendor until clean up is complete at the end of the evening.		X





Social Media News Release Sample

Social Media News Release

Contact Information: Laura Sprute
Public Relations Intern
210-872-6624
Laura_Sprute1@baylor.edu

2730 Old Bethany Rd.
Bruceville, TX 76630
254-221-8088
info@oldbethanyvenue.com

OLD BETHANY INVITES COLLEGE STUDENTS TO HOST EVENTS

The barn welcomes all students: sorority formals to church worship nights.

Core News Values

- Old Bethany welcomes events other than weddings.
- The barn has hosted five sorority events and college ministry worship nights.
 - Old Bethany offers reduced prices for weekday reservations.
 - Security is included in the rental.
- Old Bethany promotes and celebrates each event on our social media pages.

Shelby Hicks

Chi Omega Sorority Member

“The venue was incredible! I had never been there before and was pleasantly surprised. The outdoor part was a nice addition and gave us more room for the amount of people at our event. The aesthetic was beautiful. I would definitely recommend Old Bethany to anyone looking for a good venue.”

shelby_hicks@baylor.edu

Kendall Wood

Antioch College Ministry Student

“The sound of the music inside of the barn echoes sometimes. When peoples’ voices are singing together, it sounds so beautiful. The space was so open. We were able to host a large amount of people and have it still feel like a home environment.”

kendall_wood@baylor.edu

Kat Villareal

Zeta Tau Alpha Sorority Member

“Old Bethany is a hidden gem. The effortlessly beautiful location makes the venue the perfect place to share any kind of celebration with family and friends. The sunlit room is the icing on the cake at this dreamy scene!”

kat_villareal1@baylor.edu

About Old Bethany

Old Bethany is a beautiful indoor/outdoor event venue in Central Texas. The venue is a large white barn on 100 acres of open fields and oak trees. The barn is two floors and comes with many features to host the perfect wedding or event.

Get Connected

Website: oldbethanyvenue.com
Instagram: oldbethanyvenue
Facebook: oldbethanyvenue



Pitch Sample

Mr. Robert Johnson
Publisher & Editor-in-Chief
Wacoan Magazine
robert@wacoan.com

To: robert@wacoan.com
From: Laura_Sprute1@baylor.edu
Subject: Exclusive on Gorgeous Waco Wedding Venue

Mr. Johnson:

Just 20 minutes south of downtown Waco sits a beautiful white barn. The barn, called Old Bethany, hosts many events each month. Though each event is different, they all have one thing in common -- gorgeous natural lighting that floods through the abundant windows of the main room.

Events bring numerous guests and visitors to Waco and the surrounding areas. Not only do weddings and parties facilitate community within the particular event, they bring business, tourism and support to the local community.

For weeks and months after, events will be spoken of among attendees, social media users and blog followers. The photos, stories and perspectives featured on these platforms create lasting memories.

In addition to the media coverage each event may receive, a magazine feature story would tie together any event perfectly. As a magazine, you would have the opportunity to feature a beautiful, heart-warming story with beautiful images to accompany it.

Any of our weddings and events would look lovely in your magazine. A feature story such as this would allow you to recognize and support local vendors and businesses as well as highlight local people on their most exciting days.

I look forward to collaborating with you and the Wacoan on a beautiful story. Please expect a phone call from me within one week. Thank you for your consideration.

Laura Sprute
Public Relations Intern
Old Bethany Weddings & Events
210-872-6624



Media List Sample

Wacoan

Robert Johnson

Publisher & Editor-in-Chief

robert@wacoan.com

254-772-5540 x *102

Heather Garcia

Managing Editor

heather@wacoan.com

254-772-5540 *114

Baylor Lariat

Taylor Wolf

Editor-in-Chief

taylor_wolf1@baylor.edu

254-710-1712

Waco Moms

Allison Mack

Co-Founder

info@thewacomoms.com

Carrie Maddux

Co-Founder

info@thewacomoms.com

Pendley Party Productions

Alison Fudge

Designer

alison@pendleyparty.com

254-772-2757



Letter of Intent Sample

Oct. 27, 2019

Mr. Sam Brown
Senior Vice President & Business Development Officer
Extraco Banks Waco
1700 N. Valley Mills Drive
Waco, TX 76710

Dear Mr. Brown:

Old Bethany Wedding and Events is formally applying to Extraco Banks' Extrapreneur Award Competition 2020. Please find our application enclosed.

As a business two years old, we have grown tremendously and could benefit from this program. We hope that this application, consultation and presentation process will better develop our brand and company.

Old Bethany serves the greater Waco community, as well as residents of Dallas and Austin. As an event venue, we attract a large number of visitors to Waco. Local businesses profit from the increased number of visitors staying in hotels, eating at restaurants and visiting local shops.

If Old Bethany were to win the Extrapreneur Award 2020, the funds would allow additional hires, increased safety with a paved parking lot, an event in support of local businesses, and better maintenance and safety of the venue.

We look forward to working with Extraco Banks. Please let us know if we can provide you additional information. Thank you for your time and consideration.

Sincerely,

Laura Sprute
Public Relations Intern
Old Bethany Wedding & Events
2730 Old Bethany Road
Bruceville, Texas 76630
Laura_Sprute1@baylor.edu
210-872-6624



Budget Sample

Old Bethany Weddings & Events
2730 Old Bethany Road
Bruceville, Texas 76630
info@oldbethanyvenue.com
254-221-8088

Projected Allocation of Funds from Extrapreneur Award 2020

Forecasted Expenditures	Funds Requested
Initial cost of two new employees • Orientation, training, shadowing • 3 months of average pay	\$10,000
Advertising/Promotion plan	\$1,000
Christmas at Old Bethany (event in support of local businesses)	\$5,000
Paving of parking lots to accommodate physically disabled guests	\$7,000
Maintenance of venue/land	\$2,000
TOTAL	\$25,000



Crisis Plan Sample

Crisis Contacts:

Rachel Whyte
Owner & Event Coordinator
936-569-4318

Woody & Beth Seith
Venue Managers
254-624-3324
254-495-9707

Billy Hughes
McLennan County Deputy
254-405-0525

Research:

Old Bethany is responsible for all crises at the venue and surrounding areas. The venue has both indoor and outside areas. A variety of elements may put guests and the venue at risk. Some of these risks include inclement weather, fire, venue issues and disorderly people. Staff members are equipped to handle any crisis and have contacts available if assistance is needed. Communication among on-site employees and the sheriff is conducted via walkie talkie.

Action:

When a crisis occurs, the on-site venue manager should respond first. She will assess the situation and respond as needed. At least one county sheriff is on-site during all events and can be contacted via walkie talkie or cell phone.

Weather

All events hosted outside will be relocated to the indoor area. The decision to move the event inside should be made three hours prior to the event.

Fire

Many weddings will conclude with sparklers at the couple's sendoff. To prevent fire, all sparklers must be off the porch area (about 15 feet away from the building). Smoking is prohibited on the premise. In the event of a fire, the venue manager and on-site deputy will notice the fire department and move guests to a safe location.

Venue Issues

If the septic tank backs up, doors are locked, lights are out, or any other venue issue arises, Woody Seith is to be contacted via cell phone. If event guests act in an inappropriate or dangerous manner, the deputy will be contacted via walkie talkie to handle the situation.

Communication:

The venue manager or the on-site deputy are the first points of contact in any crisis. If needed, Rachel Whyte is to be contacted. The team will decide if contacting the media is necessary. They will decide the content and media reached so the message is best communicated.

Evaluation:

Following a crisis, the team will reconvene to examine the crisis and what was done to handle the situation. Should there be room for improvement or necessary changes on the crisis plan, the respective people will be notified, and a new plan will be made.

Old Bethany

WEDDINGS & EVENTS

Backgrounder, Fact Sheet & FAQ Sample

About:

Old Bethany is a beautiful event venue in Central Texas. Old Bethany is a large white barn on 100 acres of open fields and oak trees. The barn is two stories and comes with many features such as a bridal suite, prep kitchen and turf grass lawn to host the perfect wedding or event.

History & Owners:

Old Bethany is owned and operated by Rachel and Luke Whyte. Additional partners include Ben and Skylar Worley, and Nate and Ali Sloan. Old Bethany hosted its first wedding in March 2018.

Contact Information:

URL: <https://oldbethanyvenue.com/>

Instagram: oldbethanyvenue

Location:

2730 Old Bethany Rd.
Bruceville, TX 76630

Contact:

254-221-8088
info@oldbethanyvenue.com

Additional amenities:

- Spacious prep kitchen
- Bridal suite
- Groom's suite
- Balcony overlooking the grand room
- 30'x80' turf grass lawn with string lights overhead



Frequently Asked Questions:

How large is Old Bethany?

6500 square feet

What is included in the venue rental?

Access to the venue all day, 35 tables, 350 chairs, on-site security guard and an on-site venue coordinator

How far away is Old Bethany from downtown Waco?

20-minute drive

Is this venue only indoors?

Old Bethany can accommodate both indoor and outdoor events

How much is the venue rental?

For a, all-day weekend event, the price will range from \$4,200- \$6,200.

CONTACT



**Feel free to give
me a ring!**

Let's Connect



lsprutel6@gmail.com



210-872-6624



LinkedIn



Instagram



THANK YOU!