



# TAWNYA ROCKWELL

PUBLIC RELATIONS MANAGER



Born and raised outside of the Pocono Mountains in a city called Hazleton, I was blessed to have grown up with an incredible family of role models including my mother, grandmother, and little brother. They have instilled the thought process to always be kind no matter the situation and to try your best to never let one down.

Graduating from Hazleton Area High School, I belonged to the Track & Field and Cross-Country teams, setting the course record in Cross Country and multiple school records while serving as team captain. I also enjoyed volunteering within the community and tapped into my interest in business through my active participation in Future Business Leaders of America. My love for the business world and athletics led me to California University of Pennsylvania where I eventually decided on a Bachelor of Science in Business Administration Management and a minor in accounting. My taste for community relations and event planning really came full circle while I was the Social Chair and Pledge Trainer for the Delta Zeta Sorority. In addition to the Greek Life, I participated in multiple extracurriculars which included running for the Track & Field and Cross-Country Teams, participating in Student Government, and working full-time in the Food and Beverage Industry through my entire college experience.

Less than six months after graduation, I found a job that coupled my business and accounting knowledge with my passion for event planning and took a position as the Controller and Director of Sales at Youghiogheny Country Club. During my 17-year tenure as Director, the club was recognized as "Best of Pittsburgh Weddings" and received the coveted "Couples Choice Award" in 6 out of 7 years by two national wedding websites. During my last four years at the club, I served as the Acting General Manager.

While working at the Country Club, I met my hilarious and energetic husband and best friend at a golf outing in 2005. Brent and I were married in 2009, in 2012 we welcomed our son Braydon, whom I consider to be my biggest accomplishment and in 2022 we welcomed our sweet puppy, LuLu. A family of avid sports fans, we find great joy in rooting for the Pittsburgh Steelers at all the home games, cheering on the Pittsburgh Pirates as often as we can get there, and making an annual trip to Notre Dame Stadium. Together we also enjoy skiing, bike riding, beach trips and traveling in our camper to discover new places. Watching my son play baseball and basketball is one of my favorite things to do, as I am by far his biggest fan!

I started my career at SecondHalf Coach Wealth Management in June of 2017 and have enjoyed every experience thus far. My responsibilities have included planning client events, managing the social media and website, coordinating our marketing initiatives including the production of GOAL Magazine, our firm's unique approach to a semi-annual community publication, and organizing all of the philanthropic events for Go2Goal, our firm's non-profit organization. I am very passionate about enhancing my community relations not just in the community I live in, but the community I work in. An active member of the Greater Latrobe Laurel Valley Chamber of Commerce, I volunteer for both the Ambassador Committee and 3 years on the Great American Banana Split Celebration Committee as the Activities Chairman. In March of 2020, I was humbled to have been recognized by the chamber staff as the Greater Latrobe Laurel Valley Chamber "Member of the Month" and in September of 2020, was shocked to have been nominated and selected by fellow chamber members as the 2020 Greater Latrobe Laurel Valley Chamber of Commerce "Volunteer of the Year." Additionally, I am equally as involved in the Westmoreland County Chamber of Commerce and serve on both the Women of Westmoreland and Ambassador Committees. In 2022, I was nominated by a fellow chamber member as "Member of the Year". I am an active member of the Rotary Club of Latrobe and serve on the Board of Directors. In addition to volunteering for several charity events, I also donate a lot of my time to my son's Little League Association monitoring the Facebook page as well as stocking and running the snack bar.



As Harold S. Kushner stated, "Do things for people not because of who they are or what they do in return, but because of who you are." I am so blessed to work for a company that encourages my desire to serve, whether it be our client family or the community.

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