

**2024  
Holiday Spotlight  
Brought to you by:**

**Big  
Voice**  
SOCIAL

A collection of products and services we at Big Voice Social happen to think are AWESOME.

Flip through to learn what you might want to use, and get to know the story and the people behind each brand.

Hey there! I'm Shane.

I launched this business in 2008 for the simple reason that I love to tell other people about great brands and businesses I know about.

As the "Professional Big Mouth" I have a list of clients, networking partners and friends that I think deserve a spotlight.

My team and I are proud to represent some of these businesses and the others are simply brands I think you need to know about. Flip through and reach out to these companies as needed!

You can thank me later.

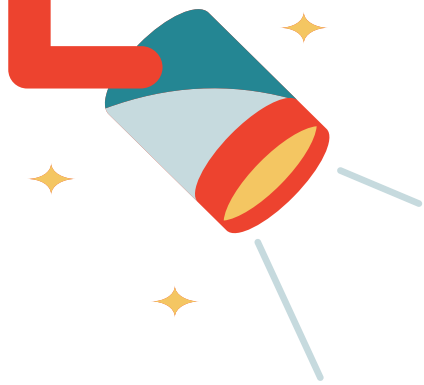




**Amazing Businesses  
our team works with:**

**(Please follow them all on social!)**

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Door Store and Windows, owned by sisters, Laurie Scarborough and Ann Gregory.

TDSW specializes in door and window replacement on existing homes as well as doors and windows needed for a new home.

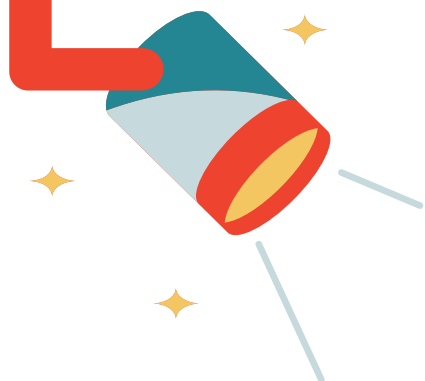
Unlike competitors, all Door Store & Windows team members are employees of the company, they aren't hired installers. They're all part of the team, which means they are invested in your happiness and your home's care. They truly treat their customers like family and we know this because several of our teammates have had them install doors in our homes.

Located on Shelbyville Road in Louisville, across from Whole Foods. We've been working with this team for more than 10 years and they've been in business almost 30 years!



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[Visit the Door Store and Windows Website](#)



“We look at what caused you to develop the problem you’re facing now. Was it genetics, lifestyle choices, or a bad diet? We look at all those things together and develop a journey that leads you out of that problem.”

Medical Transformation Center is the answer to medicine today.

Owned by husband/wife team of Terri Paige and Carl Paige, MD, Medical Transformation Center is focused on you. They specialize in personalized cellular and regenerative medicine, forming medical decisions with your uniqueness in mind. Their team harnesses the power of personalized regenerative and cellular medicine to actualize your best version of health.

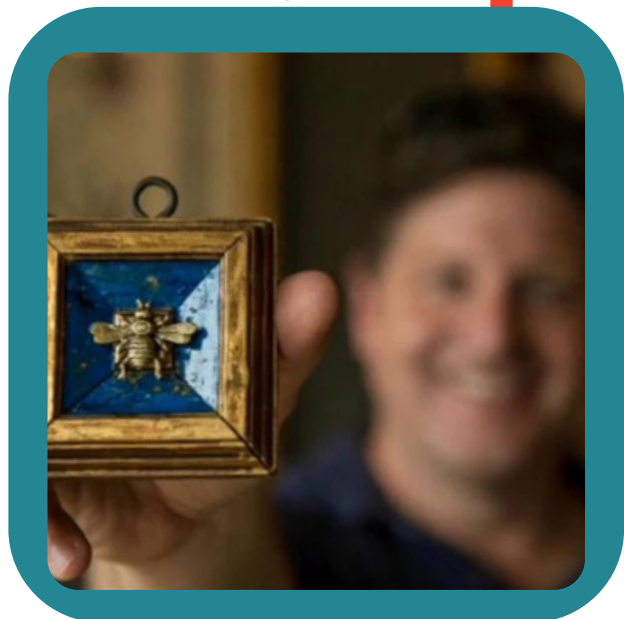
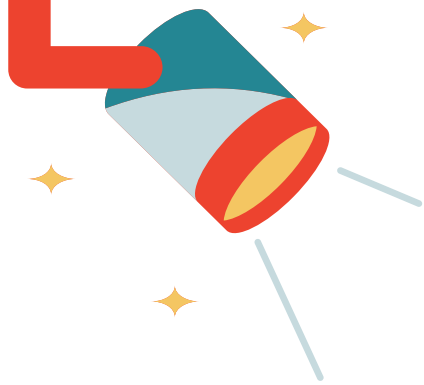
Whether you are looking at a specific health concern or want to optimize your wellbeing, MTC is a great fit. Not to mention the aesthetic services, cooking classes and fun events. Located in Anchorage, we love working with this team and continuing to develop content that produces results.



Medical  
Transformation  
Center

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[Visit Medical Transformation Center's Website](#)



Straight from the website (because it's that good, why rewrite it?)

“Museum Bees challenge the notion that luxury must be expensive. We believe that a different approach was necessary to create beautiful and affordable indulgences for your home. We create each piece with recycled materials that embrace our history. They are user friendly, beautifully designed and easy to use. All are original works of art made in Louisville, KY and are priced the same: \$65. We keep a constantly revolving collection on our website and with our participating retailers.

Museum Bees range in size from 1" to 7" and the great majority of which are all made from recycled antique picture frames. The majority of these American frames date from 1860 - 1880. We also use that charred inner portion of bourbon barrels staves. Besides the wonderful aroma, they add a great background to build our creations.

The frames integrate gilded ornaments such as horses, dogs, insects, ceramics, curiosities, and Antique objects into the compositions. Big or small, Museum Bees are \$65 each. Shipping is free on all purchases and we are happy to exchange any of our Museum Bees for another, if you change your mind.

Museum Bee creator, Trace Mayer, signs every Museum Bee with the initials of the current Kentucky Derby winner. This year is "A" for Authentic. In Kentucky and for our Bees, the year begins on the first Saturday in May.”



[Visit the Museum Bees Website](#)

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This Louisville, KY-based law firm is located in the heart of St. Matthews and works with companies of all shapes and sizes.

At Gray Ice Higdon, they offer clarity and experience to your complex legal issues so you can focus on growing what you've built.

I know some of the attorneys in this firm, personally, and when my friend and firm partner reached out because they needed some help telling their story through social, well of course our team said "can do!"

Their clients will know that when you step into GIH, it doesn't feel like a stuffy law firm. It's a place clients can feel comfortable in, and it's clear the team enjoys going to work everyday. We enjoy working with them and sharing their content - both informed, expert-level industry content and all the fun they share as a team!



[Visit the Gray Ice Higdon Website](#)

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Suzanne Sitrin is a leadership coach based out of Chicago. Following 30 years of consulting experience across all industries and sectors, and after two pivots, Suzanne Sitrin knew she could make her biggest impact among business leaders by implementing a strong leadership culture within their organizations. She founded Blue Birch Consulting to help leaders and organizations grow, evolve and feel more confident.

Blue Birch Consulting believes that top to bottom leadership culture is achieved when the right people are in the right roles, values are defined, and talent is optimized.

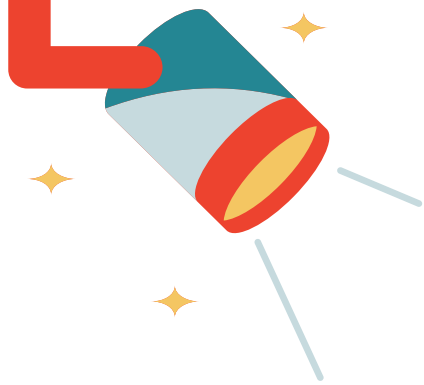
Working with Suzanne to tell her story has been a wonderful experience. If your company, team, department or any other group needs better leadership, I cannot recommend Suzanne and her team at Blue Birch Consulting enough!



[Visit Blue Birch Consulting's Website](#)

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Back in the beginning (2008), when I was getting started online, I made a friend on Twitter who then became a friend in real life. We first met at a Kids' Expo event. I was helping a client in her booth and Stephanie White had her daughter in a stroller. She was there as a mommy blogger.

We grew our businesses alongside each other and at one point even taught others how to do what we do.

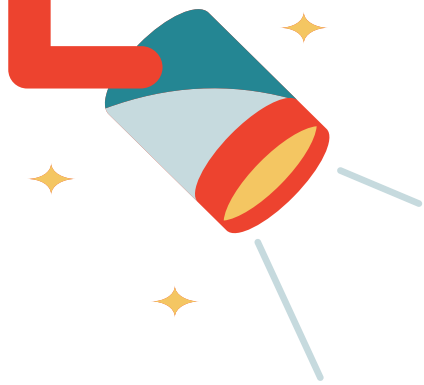
And starting in January, we are officially members of the extended Louisville Family Fun team.

Louisville Family Fun is smart marketing for local businesses looking to reach families. Stephanie is a genius when it comes to building website traffic and now that we get to help create content and build engagement, we plan to conquer the world, together. We are so excited about this latest addition to our family!

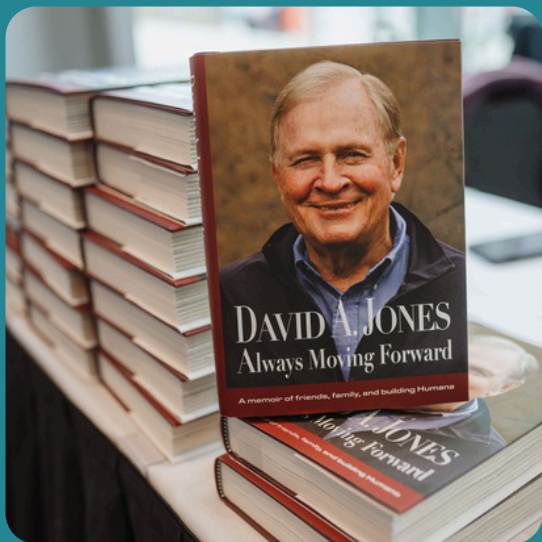


[Visit Louisville Family Fun's Website](#)

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Always Moving Forward: A memoir of friends, family and building Humana.



If you're looking for a great gift for your boss, your team or aspiring entrepreneur, this book is a great fit.

This is an inspiring autobiography of the man who co-founded Humana, gave away most of his billion-dollar fortune, and managed to get home for dinner almost every night.

After David Jones' passing in 2019, his son completed the book with Bob Hill, journalist, and published it.

Worth a read!



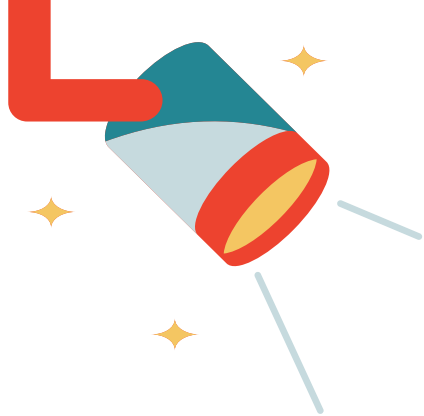
[Buy the book!](#)

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**Some female-owned  
businesses  
I'm obsessed with**

**Big  
Voice**  
SOCIAL



## The Talent Maven

Expert in recruiting and talent management. Passionate about the human connection.

**Why I'm obsessed:** Heather Redisch is an executive recruiter but has an entire other side of her business in which she coaches college juniors and seniors how to “adult” and break away from their helicopter parents. I find that I send her screenshots of crazy college parent Facebook group posts daily. Her services are REQUIRED!

[thetalentmaven.com](http://thetalentmaven.com)

## Just Be Coaching

As a Certified Mind Body/Eating Psychology Coach, Jodi Katzin specializes in Mind Body Nutrition and Dynamic Eating Psychology principles. She uses her knowledge as an Occupational Therapist to help you on your journey. As an empath and highly sensitive soul, she will partner with you to help uncover the emotions around your unwanted eating behaviours, negative body image and desire to lose weight.

**Why I'm obsessed:** Because I've seen too many gimmicky ways for people to get healthy, first-hand. Jodi is so much more than that.

[justbecoaching.me](http://justbecoaching.me)

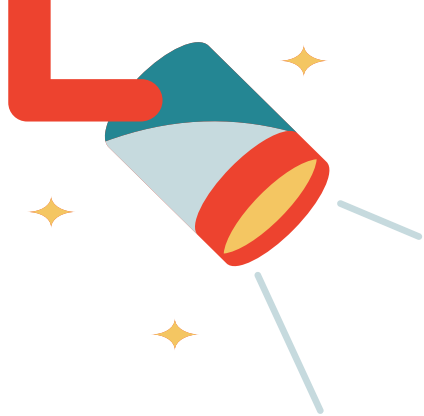
## Wellness Extension

Investing in employee well-being is more than just a trend—it's a strategic imperative. By prioritizing the health and happiness of your team, you create a work environment where employees are more engaged, productive, and loyal. A focus on well-being reduces turnover, increases job satisfaction, and ultimately contributes to the long-term success of your organization.

**Why I'm obsessed:** Jillian Bernstein found a need for what she's doing and literally created it out of thin air. Impressive ladies launch impressive startups! Her professional experience in HR lends itself to focusing on this side of business and her clients are so lucky to have her!

[wellness-extension.com](http://wellness-extension.com)

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## Fully Informed Coaching

Life and purpose coaching for high-achieving “do-it-all” mothers who want to reclaim ownership of their time, well-being, and personal identity outside motherhood so they can live more joyful and fulfilling lives.

**Why I'm obsessed:** We hear this story all the time: women lose themselves in motherhood. Andrea Hecht helps them get their life back on the road they want to be on. And I love her podcast too!

[fullyinformedlife.com](http://fullyinformedlife.com)

## The Coach Chronicles

Leslie Randolph is a Life Coach with a specific focus on teen girl confidence. She helps teenage girls, working women, and moms manage their minds, cultivate confidence, set goals, and live the life of their dreams. PS She has a TED Talk!

**Why I'm obsessed:** I love what Leslie is doing for teen girls and helping them build their confidence. As a mom of a now 20-year-old daughter I can see precisely how her services are needed. Those teen years are tough, but her coaching skills help! And I love her podcast!

[coachchronicles.com](http://coachchronicles.com)

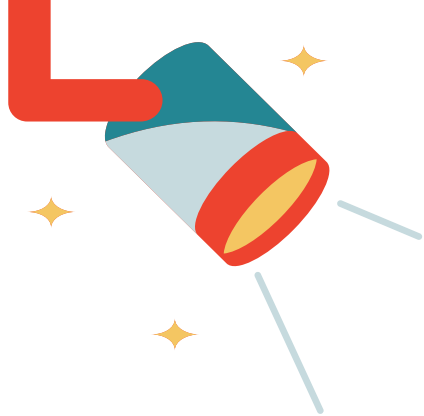
## LoveKess

Mom-owned, LoveKess is a custom apparel and accessory company specializing in camp, college and anything you can think of. Jenn has been around for more than 10 years. I first found her when putting together my daughter's college bed party and now share a networking group with her. She did our company's rebranded apparel. She also does Bar/Bat Mitzvah favors.

**Why I'm obsessed:** Jenn Kesselman built this from nothing and has gone through some challenges with it but is thriving! I love referring people to her because she personally handles every order with care and thought. I love everything I've ever purchased from her.

[lovekessclothing.com](http://lovekessclothing.com)

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## Hope Firsel

Hope is a compassionate life coach dedicated to empowering women who are navigating the complexities of divorce.

**Why I'm obsessed:** As with so many of the women business owners in this list, Hope found a need for a service she could provide, born out of her own experience. I'm in my fifties now and have a handful of friends going through divorce. Hope can help.

[hopefirsel.com](http://hopefirsel.com)

## Noosh Kneads

Noosh Kneads LLC was established in 2020 by Lauren, a former investment banker turned baker and entrepreneur who has translated the art of number crunching to the art of braiding. The business rose out of her passions for delicious flavor, artistic presentation, spirituality, and baking challah for her family & close friends for Shabbat dinners. Her Persian Jewish heritage and upbringing have ingrained in her the value of bringing loved ones together for meals and celebrations.

**Why I'm obsessed:** Lauren Hedvat is always baking through our networking meetings. Her flavors are unique and I'd love to smell her kitchen.

[nooshkneads.com](http://nooshkneads.com)

## Mindy Lang

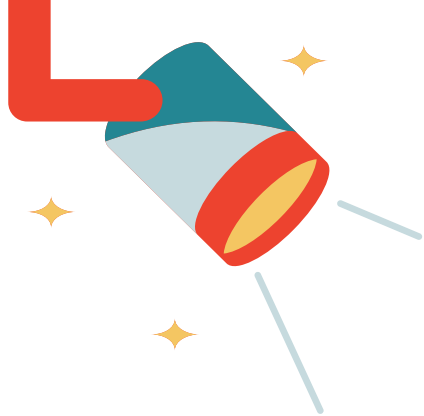
Mindy coaches ambitious women who seemingly have their life together, but have forgotten how to feel anything other than fine. If you are overwhelmed, suffer from imposter syndrome, long for ease, believe balance is a myth, Mindy can help.

**Why I'm obsessed:** Her tagline says it all: "Let's unlock your potential and get your shit together, once and for all."

[mindylang.com](http://mindylang.com)

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## L Studio Media

Lisi Metzger and I are in the same industry of social media management, but we have different takes on how we help our clients. In the simplest of terms, Lisi is more of a teacher and I'm more of a doer.

**Why I'm obsessed:** When our networking group began, we were both a little hesitant to meet and share ideas. Months into it, we did and found out we can really work together for clients. We've gone live on Instagram twice so far and have had multiple calls discussing topics. It's great to have a strategist to strategize with. Incoming clients might get the chance to work with Lisi on a strategy our team implements. How fun is that?

[lstudiomedia.com](http://lstudiomedia.com)

## Whyfully

Whyfully helps parents navigate the challenges of parenting children birth to 18 in the modern world.

**Why I'm obsessed:** Though I am just about out of the market for what Nora O'Brien is doing here (IE I'm old), I love that she's putting some good into the world through families and helping them with something that is increasingly challenging.

[whyfully.com](http://whyfully.com)

## Marketing Made Simple & Dear FoundHer

Marketing Made Simple for Small Business is a group mentorship program that helps you create the right content and messaging to connect with your community, drive sales, AND generate a simplified process for putting it out into the world, to grow your following and bottom line. MMS is how I met so many of these female founders. Lindsay Pinchuk is a true connector and knows how to bring the right people together to make great things!

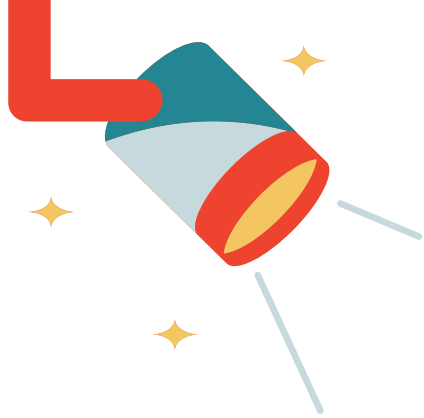
**Why I'm obsessed:** I knew about Lindsay Pinchuk through her podcast, Dear FoundHer (and because she knows my cousin). After October 7th, Lindsay became front and center on my screen. Being in her orbit - professionally and personally - has truly been lifechanging.

[lindsaypinchuk.com/marketing-made-simple](http://lindsaypinchuk.com/marketing-made-simple)

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**Local businesses  
I recommend  
and use often**



### **AJA Financial Services**

Andy Ahern is a Quickbooks master. He helped me update my desktop version to the online version and gave me a very quick “accounting 101” list of things to do. He handles bigger accounts, of course, but for a small business he’s the perfect fit. He never makes me feel stupid about accounting questions and he helped with efficiencies for the company.

[ajafinancialservices.com](http://ajafinancialservices.com)

### **301 Interactive Marketing**

Web development and design, SEO expert-level management. Kenny Marcum and his team have been solid strategic partners of mine for more than a decade. We work well together and refer to each other often.

[301interactivemarketing.com](http://301interactivemarketing.com)

### **Big Bad Wolfe Creative**

Lizzy Wolfe is an amazing graphic designer! She helped me with my rebrand and in limited meetings and an effective price point I had a new brand look I love that truly represents what we do. Her creativity is unmatched and I love supporting her as she grows her business.

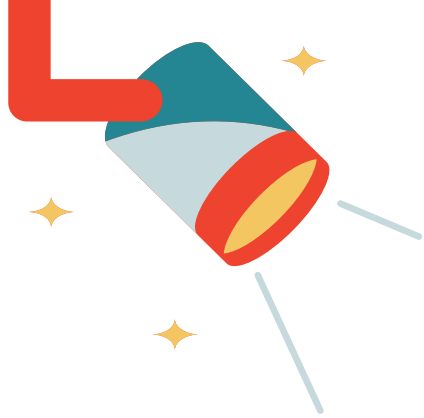
[bigbadwolfecreative.com](http://bigbadwolfecreative.com)

### **Wolfe & Bosch**

Small business attorney. Chris Wolfe helped me revamp my client agreement to make it easy to read and easy to sign. There’s no legal jargon in there, just words that make sense. And he gave me a simple system for how to organize it and send it.

[wolfeboschlaw.com](http://wolfeboschlaw.com)

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### **Dog Training Camp USA**

If you follow me on social then you know I'm obsessed with my dogs. After losing our older dog, Gramercy, we decided we needed some help with the younger one, TriBeCa, to help her get over some anxiety. Enter Cory and Melaney. They know their stuff, they don't lure your dog with treats or scary shock collars, and so far I can say they get the job done.

[dogtrainingcamlouisville.com](http://dogtrainingcamlouisville.com)

### **Maria Marchal Photography**

Maria's a photographer (duh). I've had the opportunity to work with her twice: first for the rebrand of our company and our new website photos and then for my son's senior portraits. She's efficient, creative and highly skilled. A great experience all around!

[mariamarchal.com](http://mariamarchal.com)

### **Precision Home Inspections**

Eric Pohler likes to crack jokes and be the class clown in our networking groups, but the truth is he is incredibly knowledgeable and skilled at what he does. We've had him out to the house a few times for different things and I know if we ever need a full home inspector he's my first call.

[precisionhomeinspectionsky.com](http://precisionhomeinspectionsky.com)

### **Perfect Pitch DJ**

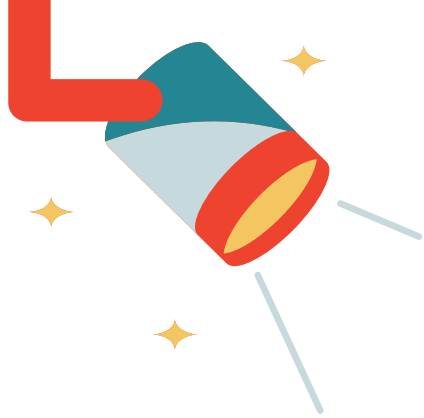
Jason Koerner and his team know how to make a party. He's a DJ but he also offers an upscale photo booth opportunity for your wedding, Bar/Bat Mitzvah or corporate event. I've seen it first-hand and I highly recommend him and his team!

[perfectpitchdj.com](http://perfectpitchdj.com)

### **Joseph's Salon & Spa**

If you can't find me, I'm probably here. Joseph's has been a Louisville institution for I don't know how many years. Kelli and her team know how to make you leave your cares behind when you walk in the door. They make me feel good, they make me look good. A shout out is required.

[josephssalon.com](http://josephssalon.com)



### **Redemption Solar & Roofing**

This husband-wife team not only does general roofing but they are working to get more and more solar panels installed around the city. We called Michael Collins one day when we had a hole in our roof. He rushed right over and by the next day it was 100% fixed. I highly recommend!

[redemptionsolarandroofing.com](http://redemptionsolarandroofing.com)

### **Organized 4 Life**

Rosa Ivey does about a million things everyday. I worked with her to help me reorganize my company finances and get that part of my business in order. Partnering with her on the strategy and then working with AJA Financial to implement the systems was an A+ plan.

[rosaiveyorganize.com](http://rosaiveyorganize.com)

### **Springboard Business Accelerator**

Don Odom runs a monthly Business Owner Roundtable I'm in. His ability to balance business and human psychology to guide us through some tough discussions is unmatched. He's made an impact on my business. He does group and private sessions for coaching clients.

[springboardcoaching.com](http://springboardcoaching.com)

### **Curiosity Consulting**

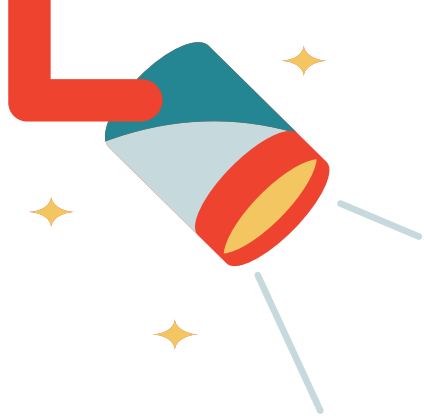
Chris Bonbright is the first step to a great social strategy. If you aren't 100% sure on who your target audience is, I won't know either. Chris' decades + experience in market research makes him one of my first calls when putting together a new proposal.

[curiosity-consulting.com](http://curiosity-consulting.com)

### **Debra Locker PR & The Write Solution PR**

These two powerhouse PR women are THE answer to put your small business on the map. Collaborating with them to get editorial content written about your business is a gamechanger.

[Debra Locker Group](http://DebraLockerGroup.com)  
[The Write Solution PR](http://TheWriteSolutionPR.com)



### **Chamber of St. Matthews**

People ask why I'm a member of the Chamber. This chamber got me through Covid. The programming was spot-on and kept me networking and gaining business throughout that period. And those are connections I won't let go of. The networking opportunities are abundant. Josh Suiter and his team are simply the best at what they do, always coming up with some new program to keep us busy and engaged.

[stmatthewschamber.com](http://stmatthewschamber.com)

### **Melissa P. Gay**

Melissa is no ordinary closet organizer. I'm pretty organized. I didn't think I'd need her services. But she came over and in three hours gave me the freedom to toss half my closet. AND she takes things to consignment or to donate. All the work was done for me. I'm a big fan.

[melissapgay.com](http://melissapgay.com)

### **Reliable Tek Help**

David Snyder is my one-man IT department. He will come to my house and fix my printer, he will log in remotely and fix my Mac issues, he will listen to me scream while I want to throw my phone across the room. His team works with companies of all shapes and sizes.

[reliabletekhelp.com](http://reliabletekhelp.com)

### **Najla's**

Why make homemade cookies when I can keep Najla's in the freezer and bake them up as I want them? Najla Aswad Goldberg and I have been friends a long time and I count on her to make me look good in front of clients with holiday gifts each year. AND she's been known to make a special dessert for my dad's birthday from time to time. I love that we can get her goods in Zabars, Whole Foods or pick up at her local store. She's the best.

[najlas.com](http://najlas.com)