



The New Mrs. Charlotte America?A Farm-Raised Business Woman

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The new "Mrs. Charlotte America 2016", Wendy Jordan, will go on to vie for "Mrs. NC America" on October 1st at the Charles Mack Center in Mooresville, NC. Established in 1977, the Mrs. America Pageant is the most prestigious recognized pageant for married women, devoted to proving that America's 70 million are beyond a doubt extraordinarily poised, articulate, versatile, and accomplished.

Wendy is a digital marketing strategist specializing in search engine optimization, web development, and brand positioning, holding official Google Partner certifications. She runs and operates Jordan Digital Agency, a marketing firm that's hired by local businesses to increase their visibility in the search engines, driving sales and revenue.

Known for her enthusiasm and passion, Wendy hosts monthly Internet Marketing Workshops for the public, as well as her weekly "Biz Owner Life" online TV episodes discussing personal growth and sharing business lessons learned through personal and entertaining stories. She is also the author of several whitepapers and "The Jordan Report", a quarterly industry publication examining marketing statistics, trends, and predictions affecting local businesses today.

When she's not analyzing data for clients, Wendy spends her spare time as a professional model, and over the years has worked with many top Fortune 500 companies such as Mercedes-Benz, Belk, Sears, Lee Jeans, Wrangler, Nordstrom, Lowes Home Improvement, Home Depot, and most recently being featured in multiple full-page ad campaigns in People Magazine promoting Breast Cancer Awareness while modeling the popular "Coobie Bra".

Wendy stays involved with the community as a member of the National Association of Women Business Owners, a certified mentor with the Charlotte chapter of the SCORE organization "Counselors to America's Small Business", and has selected "Junior Achievement" to be her platform of choice. Founded in 1919, Junior Achievement inspires and prepares young people to succeed in a global economy by working with local businesses and organizations to deliver experiential programs on the topics of financial literacy, work readiness, and entrepreneurship to students.

"I would have given my eye teeth to have had access to a program like this when I was a child," she says. "I was always taught to simply make good grades, go to college, and land the best job you can. Although good advice, I feel it can impede and alienate those that dream of economic success by way of business ownership. That's why I'm thrilled to support Junior Achievement's mission of igniting the spark in young people to experience and realize the opportunities and realities of work and life in the 21st century."

Contrary to what one may expect, Wendy didn't grow up in a family with a business background. Her father was, and still is, a rural mail carrier and her mom a school bus driver. She was raised on a 47 acre farm in the small town of Bassett, VA, with a population of around 1100. Not having much extra money, her wardrobe was made up mostly of flea market finds and goodwill bargains, but they were always taught to be grateful for what you have. She was ironically voted "Best Dressed" by her senior class, and says learning to use creativity and resourcefulness is a smart thing to do to stretch your budget, no matter how little or much you have.

On any given day in her childhood, you could find her helping her dad with loading hay bales, stacking firewood, shoveling manure, and painting fences along their driveway, which was the length of three football fields. "Some of the work was simply chores that were required of us to keep up the farm, and others I'd earn five dollars an hour for, which I used to save towards purchasing a cow as my first investment," Wendy stated. Early signs of her budding business acumen and ingenuity.

"I've had an entrepreneurial spirit for as long as I can remember," says Wendy. At age seven, she produced and sold bookmarks for three cents a piece. While her sister carried around babydolls, she was toting a briefcase filled with copies of her hot-off-the-press family newsletter "The Joyce Journal", that she produced from her beloved typewriter. When she was nine she even planned and prepared family bible studies

complete with object lessons and breakout sessions.

?I remember I would beg my mom to let me balance her checkbook, and would stare at catalogs counting down the days until I could order my own business cards. The week I turned 16, I landed my dream job of working at Office Max and enjoyed getting to talk to and get advice from the business owners there to purchase supplies.?

?I may have not enjoyed it at the time, but the enduring principle and value of working hard for what you want in life that was instilled in me on the farm so early on, is something that I rely on to this day, in both business and everyday life. As said by the great Thomas Edison, 'Genius is 1 percent inspiration and 99 percent perspiration'."

Wendy has lived in the Charlotte and Lake Norman area for 5 years now and has fallen in love with the thriving metropolis. She resides in the town of Cornelius with her husband of 10 years, Tripp Jordan, dachshund Dexter, and visiting step-children Robbie Jordan, 21, and Carrie Jordan, 19.

[Note: If you're a business owner or industry professional and are interested in sponsorship, go to www.mrscharlotteamerica.com. This will get you onto Wendy's insider newsletter where she will explain the benefits of what you get as a sponsor, update you on her speaking engagements, send you behind the scenes pics of her competition photoshoots, lifestyle videos, and commentary of what she learns through this journey and how her sponsors have made it all possible.]

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