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Business Innovation Group (BIG) News

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Mindy Lord, 2015 Eagle FastPitch Winner!

December 14, 2015



Mindy Lord is a senior general studies major with an emphasis in entrepreneurship and business management and a minor in writing. She is employed at the Georgia Southern University Recreation Activity Center (RAC) as a group fitness instructor which offers more than 50 fitness classes per week to Georgia Southern students, professionals and alumni. Mindy currently teaches two boot camp classes per week at the RAC. In January 2015, she was promoted to program assistant for the group fitness program. Her energy for the program and continuous efforts have allowed her to receive awards such as Employee of the Month (August 2014), Campus Recreation and Intramurals Leader of the Pack Award (September 2014) and the annual Fitness Service Award (May 2015).

Mindy launched her business, Luella Designs, in January 2015. She began crafting and selling natural grapevine wreaths and décor to local customers, frequently incorporating deer antlers, cotton, pheasant feathers and natural grasses. Much of her inspiration stems from nature and her southern roots.

In June, she expanded to flower farming and sold two varieties of cut flowers grown and cut on her family's farm. Every Saturday in the summer, she loaded up her grandfather's 1998 two-toned Ford and sold her colorful varieties of locally grown cut flowers at her local farmers' market in Dublin, Georgia.

As word spread about her natural eye for design work, Mindy expanded her services and created a handful of floral design wedding jobs in the Summer and Fall of 2015. She has currently doubled that number for the 2016 wedding season and is expecting many more requests.

Mindy entered the Eagle FastPitch competition held in November, and she was determined to win from the beginning. She perfected her pitch, practicing relentlessly. Her delivery was flawless, winning her Best Pitch at this year's competition.