



# SecondHalf Coach

## Wealth Management



### **Tawnya L. Rockwell**

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*“The difference between a good and an excellent client experience lies in the details.*

*Every interaction is relevant, and knowledge comes second to thoughtfulness.*

*Take time to appreciate the little details, and always remember that smiles and kindness don't cost a thing!”*

Tawnya was born and raised in a small town outside of the Pocono Mountains called Hazleton. She and her brother Frank were blessed to grow up with two incredible role models, their mother Christina and grandmother Lois. Tawnya credits these three prominent family members for helping her become who she is today. Her grandmother taught her to listen and be kind. Her mother taught her strength, independence and a strong work ethic. Her brother taught her that if you don't succeed the first time, pick yourself back up and try again. The most important lesson amongst the many she learned from them was that you can never tell someone you love them too much and that you should make time for the ones you love, for tomorrow isn't promised!

At a young age, Tawnya loved planning things for her 20 cousins to do at her grandmother's house during the holidays. She planned talent shows and games to make sure that everyone was smiling and having fun. Her flair for attention to detail and customer service was evident from her youth, long before her professional career in event planning: even at these early family parties she was always diligent to precisely fold each napkin a certain way and position the table settings just so.

During her years at Hazleton Area High School she was involved in several sports teams but found her niche as a three-time letterman in long-distance running on the Track & Field Team. Serving as team captain of the Cross-Country Team her junior and senior year, she set both the school and course record multiple times along with breaking records on two other courses in the conference. Tawnya actively volunteered within the community and discovered her love of the business world through her awarded participation in Future Business Leaders of America competitions.

Her interest in business led her to California University of Pennsylvania where she earned her Bachelor of Science in Business Administration Management and a minor in Accounting in the fall of 2000. Tawnya developed a taste for community relations and event planning as she organized social events for her fellow students on campus through her multiple extracurriculars which also included running for the Track and Cross-Country Team. She was involved in Student Government and served as Social Chair, Treasurer and Pledge Trainer of the Delta Zeta Sorority chapter. Tawnya worked full time in the food and beverage industry while attending college which helped develop her multi-tasking abilities.

After trying out a couple different jobs after graduation, Tawnya found her true calling when she coupled her business and accounting knowledge with her intuitive knack for event planning and took a position as the Controller and Director of Sales at Youghiogheny Country Club. In her 16 years there as an accomplished event planner, she planned and/or executed close to 350 weddings and at least 10 times that many special events, earning the club recognition as "Best of Pittsburgh Weddings" and "Couples Choice Award" in 6 out of 7 years by two national wedding websites.

During her time at the club, Tawnya met her hilarious and energetic husband Brent at a golf outing in 2005 and they wed in 2009. They became parents in 2012 to their fun and loving son Braydon, who Tawnya considers her biggest accomplishment. As a family of avid sports fans, they find great joy in attending a variety of sporting events each year including making an annual trip to Notre Dame Stadium, rooting for the Pittsburgh Steelers at all of the home games and cheering for the Pittsburgh Pirates and Penguins. Spending her time with family, neighbors and friends is a top priority and she loves to host parties on their patio. When the PA weather keeps them inside, Tawnya, Brent and Braydon enjoy watching movies, reading and playing board games. Tawnya also enjoys photography, crafts, cheering on her son at his basketball and baseball games, traveling to new places, exploring new restaurants, decorating and making people laugh.

Tawnya joined SecondHalf Coach Wealth Management in June of 2017 as a key player in enhancing community relations. She leads the team efforts in event planning, marketing, social media, and web design all while co-managing the sales and production of GOAL Magazine, the firm's unique approach to a seasonal newsletter. While Tawnya takes on all aspects of her job with passion and positivity, her greatest strength and satisfaction still lies in the area of special events. Tawnya's favorite part of each special event is creating beautiful, memorable and happy experiences for the event guests.

*"Sometimes life gets so busy that it is hard to remember that we work to live, not live to work.*

*My family means everything to me and I feel so blessed to have had the opportunity to join such a wonderful group of people that feel the same way at SecondHalf Coach Wealth Management. They care so much about their clients and employees and their kindness is infectious. I now consider all of them my second family!! I feel Bill, Tony and Jess live life with the same mentality both inside and outside of the office ---by living for today while *preparing* for the future."*