

36

Jennifer C. Yoder

Baird, Hampton & Brown Inc.

Jennifer C. Yoder spoke to the *Business Press* just hours before she was to board a plane en route to Madrid, where she and a friend had booked no hotel, had only a vague itinerary but had secured a rented car in advance – all in the name of good air fare and a penchant for living life to the fullest.

Carpe diem is a phrase she knows all too well, and one which she aspires to follow daily.

“It’s a phrase I try to live my life by daily and one which I hope will inspire other people, too,” says Yoder, an Orlando, Fla.-native who moved to the Metroplex several years ago after living and working on the East Coast. She describes Fort Worth as one of the first places she truly felt at home.

Yoder is marketing director of Baird, Hampton & Brown Inc., a Fort Worth-based engineering and surveying company with other offices in Grapevine and Granbury. Her responsibilities include recruitment, branding and name recognition and cultivating business-to-business and business-to-client relationships.

“I found my niche, something I think I’m good at and I don’t just love what I do, I’m in love what I do,” Yoder says. “I get a great satisfaction out of it and meet interesting people all the time.”

She admits, however, that this job wasn’t her first consideration.

“I completely fell into it. I actually went to school in television production,” she says. “I ended up working for an industrial contractor ... and just found out that I liked the whole architecture-engineering-construction business. It kind of started from there.

“That [first company] encouraged me to go back to

About the prop:

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What is the strangest thing you’ve expensed?

Rabbit

Where did your first pay check come from?

Sbarro Pizza

What was the first luxury item you bought yourself?

My obnoxiously bright yellow Street Series PT Cruiser

Do you prefer phone or e-mail for work?

E-mail – I am an addict!

Another profession you would like to try?

Talk show host

Where is the best place to have a business lunch?

Hot dog at a Texas Rangers game

school,” she says. “I went back to school full time, two kids, husband out to sea, and at the same time my father was dying and I was taking care of him. But the company at the time was very supportive of me.”

Years later she’s still as busy as ever.

In addition to her job and philanthropic endeavors with the Fort Worth Union Gospel Mission, Main Street Arts Festival, Fort Worth Ryan Family YMCA, Yoder also is an integral part of the Society of Marketing Professional Services, which launched May 7 in Fort Worth. She also is interim director of programs for the Dallas chapter.

“Every program we have, a portion of the ticket sales along with a portion of the sponsorship will go to one of four charities,” she says, including the YMCA, The WARM Place, Big Brothers Big Sisters and Meals on Wheels.

– John-Laurent Tronche

