



## **SPOTLIGHT:**

### **Farmhouse Girl Goes Boss and Beyond**

## **ALSO INSIDE:**

- New Leadership Changes at Shafer
- Bring Fusion to Your Organization
- Earn Your Leadership Badge in 2025





# Farmhouse Girl Goes Boss and Beyond

Angie Rogers-Howell, President & CEO of Farmhouse Creative

## Need an easy way to develop your people?

At Shafer Leadership Academy, we believe that growing your people is the best way to increase your impact. So find a program that's right for you. Now is the time to invest in your people. Let's multiply your success with more effective and enthusiastic leaders.

[Find A Program](#)



When Angie Rogers-Howell had to sell candy bars for school fundraisers, she would barter with her sister: "I'll do your chores for a week if you sell for me." Angie was shy and much preferred to read or play library.

The Alexandria native continued to exist in the "back of the house" as a project manager, purchasing agent and clerk for a range of companies.

But life has a way of stretching us; So, in 2012, tired of commutes and eager for creative freedom, Angie decided she would try to sell — not bars of chocolate — but her idea to build a full-service marketing firm, Farmhouse Creative.

"I set up a little desk in the corner of my stepdaughter's bedroom, and I got a list from the Chamber of Commerce and started sending out mailings and setting up in-person meetings," Angie said. "I started with zero clients, and I felt like I was going to throw up the first time I met with a potential client."

### Shafer Leadership was saying 'yes' to myself

Angie moved out of her stepdaughter's bedroom and into an office at the Innovation Connector, a hub for entrepreneurs and students in Muncie. In those hallways, she met Mitch Isaacs, Executive Director of Shafer Leadership Academy. He encouraged her to apply for scholarships to attend the nonprofit's professional development workshops.

"I am so glad I said, 'yes' to the opportunity," Angie said. "It was saying 'yes' to myself and my potential."

In 2015, Angie participated in SLA's core leadership program, Emergence: Personal Foundations of Effective





*Farmhouse Creative is a full-service marketing firm whose goal is to make marketing easy by offering a variety of print and web-based solutions for all budgets*

# “**Shafer Leadership was saying yes to myself.**”

Leadership — a five-week, interactive training for people to identify and reflect on their leadership style, leverage their strengths and achieve results.

“Emergence and all of Shafer Leadership’s programs help people realize and appreciate their strengths while also assessing and addressing weaknesses,” said Angie, who has served as president of Women in Business Unlimited and Altrusa International of Muncie. “The program also connects you with other people trying to achieve and uplift, and it’s inspiring to make those connections and hear those stories.”

Matt also engaged in the program: “It’s important for people to create space for reflection and to invest in their continued growth. Hearing other people’s stories of how they took chances and realized new potential inspires you to do the same.”

## **Expanding creative pursuits**

Since the program, Matt transformed a hobby for nature photography into a talent for capturing events and headshots for a range of businesses and nonprofits, including Shafer Leadership Academy, Habitat for Humanity and Women in Business Unlimited.

“As I was building websites for clients, I would always have to coordinate with and wait on photographers. I began offering to take photos for sites, and it ensured I got jobs done quicker and they were exactly what the client and I discussed,” said Matt, who is a lifelong resident of Farmland. “It’s been rewarding to grow that skillset, and I get to meet really interesting people and attend inspiring events.”

## **Innovative spirits, invested in community**

Tisha said Matt and Angie “show up, together,” as an authentic and collaborative team to help businesses and individuals achieve their desired outcomes. They are “true people connectors,” who support and uplift others to flourish alongside them.

“Angie has always inspired me to be myself,” Tisha said. “She has won over the community by embracing her creativity and sharing her vision with others. Matt is one of the most positive people I know. He sees the best in both the community and in people, and he has a gift for capturing authentic moments, providing direction, and bringing out the best in others. He listens, observes, and engages in a way that makes people feel seen and valued.”

The couple continues to innovate. In 2019, the two began hosting “Good Girl: Gone Boss,” a weekly podcast to explore Angie’s personal story of transformation while speaking with powerful women in the community. “Dudes get to tell their story all the time,” Angie said. “The more that we can empower women and allow them to tell their stories, the better off we are as a whole.”

## **Ordering up some exciting developments**

But the couple also knows when to transition into new opportunities. “Being a leader,” Angie said, “is also recognizing that you can’t give yourself to everything. You need to pick and choose based on your goals and mission.”

In late 2024, the two stopped producing the podcast to focus on their core business, which expanded in 2021 when Farmhouse acquired the clients of Williams Printing, which had served Randolph County since 1959.

Ending the popular podcast has also freed Matt up to play “Cupid Shuffle” at more weddings through Howell’s DJ Service, which he has done since 1996. The two are preparing to open a martini bar, RoHo’s, in downtown Muncie in spring 2025.

“Yes, we are in a lot, but we love it. We’re dreaming and working together, and we’re showing our kids they can do anything they want to do. I’m showing our daughter what it’s like to be a boss lady.”

## **Build confident leaders.**

### **Explore custom leadership development and training**

Shafer Leadership Academy offers customized sessions of many of our popular workshops and seminars. These custom programs can be delivered virtually, in-person, or hybrid to accommodate your team’s learning requirements.



## New Leadership Roles at Shafer



**Tisha Gierhart**  
Chief Facilitation Officer



**Eilis Wasserman**  
Program Director

### A Word from Mitch Isaacs, Executive Director:

These title changes recognize the significant contributions Tisha and Eilis have already made to Shafer Leadership Academy and our community. For nearly a decade, Tisha has excelled as our Program Director, and in recent years, her role has evolved into working closely with high-impact clients, leveraging her exceptional talents as a relationship-based facilitator. Her transition to Chief Facilitation Officer reflects her expertise in designing and delivering mission-driven leadership programs.

Meanwhile, Eilis has taken on many of Tisha's previous responsibilities, demonstrating outstanding leadership and administrative skills. Her promotion to Program Director acknowledges her dedication to developing impactful programs that empower leaders across East Central Indiana. These changes not only celebrate their hard work but also position Shafer Leadership Academy to better serve our community's evolving needs.

## Earn Your Leadership Badge in 2025

Shafer Leadership Academy is celebrating your commitment to leadership growth with our new Leadership Participation Badges! These achievements recognize your engagement in our programs and celebrate your dedication to learning and leadership. What's in it for you? A digital badge to showcase on LinkedIn, recognition across our platforms and within the SLA community, plus exclusive opportunities for top participants!

We'll be tracking participation and notifying you when you achieve a badge. Keep showing up, keep learning, and keep leading!



### Leadership Advocate

Attend 3 programs in 60 days  
(great for new members or those jumpstarting their participation!)



### Leadership Pioneer

Participate in 5 programs in a calendar year  
(for leaders actively growing and learning!)



### Leadership Champion

Complete 10 programs in a calendar year  
(for those leading the way and making a lasting impact!)



## Join Our Monthly LIVE Virtual Discussions

Join us on **April 25th, May 30th, and June 20th** at **10:00 am** for engaging conversations where we will dive into the essence of leadership through genuine storytelling, sharing unique perspectives, and exploring hot topics to inspire and empower leaders on their journey to authenticity and success!

[LinkedIn](#) [Instagram](#) [facebook](#)

Streaming LIVE on your favorite social networks.



**FUSION**

LEADING MULTI-GENERATIONAL TEAMS

## Bring Fusion to Your Organization!

Using our innovative, and proprietary, Generational Game Board, participants will explore the various social, political, and economic influences that shaped the working attitudes of the Greatest Generation, Baby Boomers, Generational X, Millennials and now Generation Z. Our game creates interesting, and informative, conversation among participants from various generations.

This workshop will equip participants to be more effective communicators and leaders through understanding the various generations in the workplace today. Our goal is to create "win-win" solutions that promote inter-generational understanding and result in positive workplaces and communities.

### Fusion Travels!

In fact, we typically facilitate 10 – 12 presentations per year across the state of Indiana and beyond. Fusion is great for individual organizations, summits, or conferences.

### Key Takeways:

- An appreciation of each of the major generational groups active in the workplace today
- An overview of the challenges and opportunities multi-generational teams present
- Insights regarding the world views, needs, and skill sets of various generations
- An understanding of how to facilitate effective collaboration among multi-generational group members

**Ready to learn more?**  
Schedule your call today!



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## Upcoming Events

Shafer Leadership sessions are led by facilitators who guide participants to learn in community together around a leadership development topic. Facilitation is different than lecturing, webinar, or presentation style format.

### April

WED  
2

#### Success by Subtraction

Participants will learn to create the clarity, bandwidth, and energy needed to accelerate their success.

Virtual Early Riser



Halle Simpson

### May

THU  
01

#### The Impact of Being Brief and Brilliant

This workshop covers why a focus in being brief is important and why many of us struggle.

Coffee Talk



Matt Dickerson

THU  
10

#### Autism at Work Panel

This interactive panel will explore the experiences of individuals on the autism spectrum, best practices for workplace accommodations, and strategies for self-advocacy

In-Person Lunch & Learn



THU  
08

#### How to Lead Inclusive Meetings

This workshop empowers leaders to anticipate the positive impact inclusive meetings can have on team dynamics and organizational success.

Virtual Early Riser



Lillian Forsyth

WED  
16

#### Performance Challenges with Trauma-Informed Leadership

By leveraging neuroscience research and trauma-informed care principles, leaders can foster environments where employees feel safe, supported, and empowered.

Virtual Workshop



Ariana Friedlander, MPA

THU  
17

WED  
14

#### Elevating Influence & Credibility

This virtual workshop equips participants with practical strategies and insights to empower and amplify influence and credibility at work.

Virtual Workshop



DeNeen K. Attard

THU  
15

#### Unlocking Personal and Professional Poise

The workshop includes understanding and overcoming anxiety, how to connect with your audience, how to master body language, and create strong content.

In-Person Workshop



Michele Owen



Peggy Cenova

THU  
22

#### Understanding Spheres of Influence

Learn how to recognize your own sphere, expand it strategically, and harness its power to advance your career, business, and personal goals.

Coffee Talk



Jennifer Merrell



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## June

TUE  
03

### Simple & Stunning Presentations in Canva

In this interactive 90-minute session, we'll explore how to use Canva to create beautiful, engaging presentations.

Virtual Early Riser



Sanovia Garrett

THU  
05

### Engaging, Inspiring, and Guiding Learning

Together we will build a facilitation toolkit, discover facilitation tools, and work towards building confidence in the art of facilitation.

In-Person Lunch & Learn



Ellis Wasserman

WED  
11

### Time, Energy & Attention Management for Leadership

Participants will develop and take home a map of their personal energy levels, across their responsibilities and days of the week.

Virtual Workshop



Alan Heymann

TUE  
17

### Off the Shelf: UnFunk Yourself

Explore the impact of leadership, identity, emotional intelligence, and mindful communication on personal and professional growth

Virtual Discussion



## Skill Development Programs Presented by Eastern Indiana Works



Eastern Indiana Works provides these sessions, in partnership with Shafer Leadership Academy, as a free service to our clients.

## April

### WED 09 Resume & Cover Letter Basics

Learn the basics of what is most important to develop a professional, customized, and polished resume AND cover letter that will appeal to any employer. Your resume shows the breadth of your experiences, and your cover letter shows the depth; learn how to stand out with both of these marketing documents.

### FRI 25 Email Professionalism & Organization

Understand the basics of email etiquette and learn helpful tips to manage the clutter in your email account so you have more time and less missed messages.

## Our Mission

Shafer Leadership Academy provides inclusive leadership development so that people, organizations and communities reach their full potential.

## Future Vision

Empowering people to inspire positive change in their community. Our participants excel in their careers, enrich the lives of others and transform their communities.

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