



MEET JESS'LYN SANDERS: OUR NEW BUSINESS DEVELOPMENT SPECIALIST

For Jess'Lyn Sanders, leadership has never been about titles. It has always been about service, impact, and creating spaces where people feel seen, supported, and empowered. As Snellings Injury Law's new Business Development Specialist, Jess'Lyn brings a rare combination of vision, organization, and heart for community to the team.

A recent graduate of Grambling State University with a Bachelor of Science in Business Management and Marketing, Jess'Lyn spent her college years deeply immersed in leadership and campus involvement. She held more than nine leadership roles during her time at Grambling, including Miss Grambling State University, Miss Earl Lester Cole Honors College, and Vice President of the President's Student Leadership Initiative. Each role reinforced her belief that meaningful change starts with showing up and serving others well.

Jess'Lyn's impact extends far beyond campus titles. She has planned and executed more than 27 women's empowerment events, public speaking engagements, and community service initiatives focused on mentorship, leadership development, and access to resources. Her standout projects include Feed the Soul of Grambling, a canned-food drive supporting students and elders; Princess University, an etiquette class for adolescents; and Empower Part 3, a week-long service initiative designed to uplift and equip young women.

That passion for service led Jess'Lyn to found EmpowerHER, a nonprofit organization she created during a challenging season of her own college journey in 2023.

Through EmpowerHER, she provides mentorship, leadership development, confidence-building programs, and community outreach for young women who lack guidance or support. Her initiatives have included youth entrepreneurship pop-ups, care-package drives for domestic violence shelters, leadership workshops, empowerment brunches, school supply distributions and more.

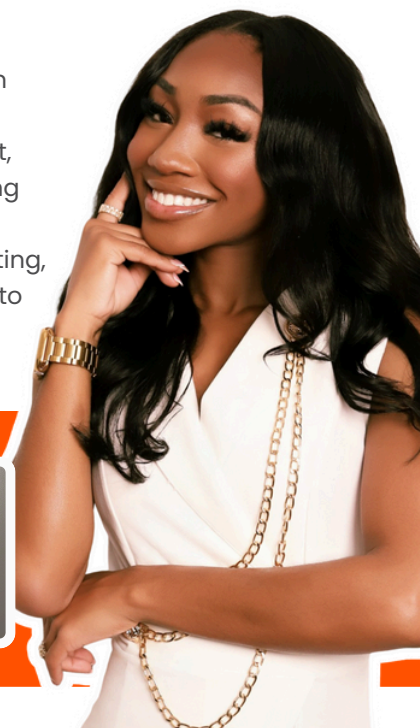
Jess'Lyn has also collaborated with national brands and organizations, including Delta Airlines x Essence Festival, where she secured a \$10,000 contribution for herself and Grambling State University, as well as initiatives connected to the UNCF, NBA All-Star Weekend, and NFL Super Bowl LIX. In 2025, she was recognized by the Louisiana Legislative Black Caucus Foundation for her academic excellence and commitment to service.

Now at Snellings Law, Jess'Lyn is excited to help strengthen community relationships, expand outreach efforts, and continue building meaningful connections throughout North Texas. "Everything I do is rooted in service and storytelling," she says. "I believe people deserve to feel supported, especially during life's hardest moments."

When she's not working, Jess'Lyn enjoys planning community projects, creating digital content, serving at her church, and finding new ways to uplift underserved communities. No matter the setting, her purpose remains the same: to lead with intention and create impact that lasts.

"I believe people deserve to feel supported, especially during life's hardest moments."

-Jess'Lyn Sanders



VOTE FOR SNELLINGS LAW!

Living Magazine's Best of Readers' Choice Awards 2026 voting is open, and we'd love your support! We're proud to have been voted Best of Readers' Choice in Frisco/Plano the past two years, and we'd be honored to earn your vote again this year. Voting is open through March 15th.

HOW TO VOTE:

Locations: Frisco/Plano & Prosper/Celina

Industry: Professional Services

Category: Personal Injury Attorney

Write In: Snellings Law



Thank you for taking a moment to vote.

RAY'S REMINDER

WHAT TO DO AFTER A CAR ACCIDENT, **EVEN IF** IT SEEMS MINOR

A lot of people tell me, "It was just a small accident, so I didn't think much of it."

Here's the reality: injuries and issues do not always show up right away. Even a low-impact crash can lead to pain, medical bills, or insurance complications days or weeks later.

After any accident, even a minor one, it's important to document what happened. Take photos, exchange information, and get checked by a medical professional if something feels off. These steps protect both your health, and your rights.

If you are unsure whether an accident is "serious enough" to talk to a lawyer, that is usually a sign you should at least ask some questions.

Bottom line: Small accidents can turn into big problems. Getting information early can make all the difference. If you have questions, give me a call for a free consultation!



RAY CHOW
Intake Attorney

CONNECTIONS MATTER MORE THAN RÉSUMÉS

BROOKE KRUGER

On Episode 89 of The Driven Crowd, Scott Snellings welcomes Brooke Kruger, a communications expert and super-connector whose career spans public relations, leadership roles in politics and branding, and decades of placing top talent. In a timely and engaging conversation, Brooke dives into what it truly takes to build meaningful professional relationships and shape a career that lasts.

Brooke explains that strong narratives are more powerful than polished résumés. Whether you're interviewing, leading a team, or seeking a new opportunity, clarity in your story and intentions opens doors that skills alone cannot. She emphasizes that connection and trust aren't buzzwords—they are strategic assets that influence hiring, reputation, and long-term success.

Scott and Brooke also cover common misconceptions about networking. Most people treat networking like transactional to-dos, but Brooke argues for intentional, genuine engagement that prioritizes listening and adding value first. Her experiences—from D.C. politics to the San Francisco PR world—illustrate how thoughtful communication and sustained relationships can transform career arcs and professional influence.

THE **DRIVEN CROWD** PODCAST
fueled by
SNELLINGS LAW

EPISODE 89

Listen Here Watch here

FEATURING
BROOKE KRUGER

💡 **Takeaway:**

In a competitive landscape, the people who connect with purpose and authenticity stand out.

5-MINUTE FRIED RICE

Ingredients (serves 4):

- 3 cups cooked rice
- 2 eggs, beaten
- 1 cup cooked chicken, shrimp or beef
- 1 cup frozen peas and carrots
- 3 tbsp soy sauce
- 1 tbsp oil

Instructions:

1. Heat oil in a skillet over medium heat.
2. Scramble eggs and set aside.
3. Add rice, veggies, protein, and soy sauce.
4. Stir in eggs and cook until heated through.





You focus on healing. We'll take care of everything else.



☎ 214-387-0387

🌐 www.SnellingsInjuryLaw.com

📍 5750 Genesis Court, Suite
103 Frisco, TX 75034

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COMMUNITY SERVICE CORNER

This month, Snellings Law is proud to support the Boys & Girls Club of Frisco by donating much-needed cleaning supplies and office essentials to help with their day-to-day operations. These donations play an important role in maintaining a clean, functional, and welcoming environment. These essentials help the Boys & Girls Club focus on what matters most: serving kids.

The Boys & Girls Club is a nonprofit organization dedicated to providing a safe and supportive space for children and teens outside of school hours. Through academic support, mentorship, and enrichment programs, the Club helps young people build confidence, develop life skills, and succeed both in school and beyond.



BOYS & GIRLS CLUBS
OF COLLIN COUNTY



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