



# WHAT A SEASON, **LADY WOLVES!**

The Plano West Lady Wolves have wrapped up another season, and we could not be more proud to have been part of it. What started as a sponsorship has grown into something that genuinely feels like family, and that does not happen with every program you support. It happened here because of the kind of people who make up this team.

Coach Mike Ledsome has built something worth showing up for. Year after year, the Lady Wolves take the field with the kind of focus and character that goes well beyond the game itself. These are young women who compete hard, carry themselves with class, and represent Plano West in a way that makes everyone around them proud. Watching them this season was a reminder of why community sponsorships matter in the first place.

For our team, the connection to this program has always been personal. Being welcomed the way we have been, season after season, is something we genuinely do not take for granted.

Watching Olivia and Jacob on that field, and seeing how the Lady Wolves showed up for them says everything you need to know about who these young women are. This program has a way of making everyone around them feel like they belong, and that kind of warmth is something that stays with you.

That is what this program does. It shows up for people. It makes you feel welcome. And it reminds you that sports, at their best, are really just about community.

To every player, every coach, and everyone who pours into this program – thank you for another incredible season. Thank you for the warmth you have shown our family every single time. We are already looking forward to next year.

**Go Lady Wolves!**



# UPCOMING EVENTS

MAY 08



## BRENT ELEMENTARY CAREER DAY

Constance and Royeal are heading back into the classroom for Career Day at Brent Elementary. There is nothing quite like watching kids light up when they start imagining what they could become. We love being part of that moment.



## SHERMAN SHOWDOWN FOOD TRUCK COMPETITION

Downtown Sherman is heating up on May 9th and we are proud to be a sponsor. The Sherman Showdown food truck competition kicks off at 11 AM and is a great afternoon out for the whole family. Come find us and enjoy some great food!



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## CROWNED SCHOLARS GALA 2026

We are honored to be a sponsor of this year's Crowned Scholars Gala. Crowned Scholars is a Dallas-based nonprofit dedicated to youth development and empowering young black men. This one is especially close to home — our own Royeal Frasier-Lewis serves as Board Chairperson and Constance Mutong serves as Compliance Director. We are proud to support this incredible organization.

# RAY'S REMINDER

## BEFORE YOU TALK TO THE INSURANCE COMPANY, READ THIS

After an accident, one of the first calls you will get is from the other driver's insurance company. They will be friendly. They will tell you they just want to get your side of the story. And they will ask if they can record the conversation.

### You are not required to say yes.

What most people do not realize is that a recorded statement is not there to help you. It is there to lock you into a version of events that the insurance company can use to minimize or deny your claim. Something as simple as saying "I'm doing okay" when asked how you are feeling can be used against you later when you are trying to recover damages for your injuries.

**You have the right to speak with an attorney before giving any recorded statement.** In most cases, that one step can make a significant difference in the outcome of your case.

If you get that call before you have spoken to a lawyer, it is completely okay to tell them you will be in touch. Then call us.

**Bottom line:** Insurance companies are not always on your side. You do not have to talk to them alone.



RAY CHOW  
Intake Attorney

# THE STORY BEHIND MICHELLE MASEK

On Episode 92 of The Driven Crowd, Scott Snellings sits down with Michelle Masek, CEO and Founder of Honeyjar, an AI copilot built to help communications and PR professionals tell better stories. Michelle's career has taken her from journalism to leading marketing at high-growth tech companies to building her own AI startup, and the throughline in all of it has been a deep belief in the power of how a story is framed.

Michelle shares why great storytelling always starts with listening, and why the difference between a story that connects and one that falls flat often comes down to whether you are telling a "we story" or a "me story." She also talks candidly about building a startup without a technical background and what that taught her about communication, trust, and resilience.

Scott and Michelle also dig into why communication leaders matter more than ever in a world increasingly shaped by AI, and how emotion and framing influence what people believe, feel, and do next.

### Takeaway:

Every great outcome starts with a story. The way you frame it can change everything.

THE DRIVEN CROWD PODCAST  
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## MOCK JURY FOCUS GROUP

On April 7th, Snellings Law hosted our third Mock Jury Focus Group at Halo Pizzeria in Frisco, and we could not have asked for a better turnout. The room was full of curious, engaged people ready to step into the jury box and weigh in on real personal injury cases.

Guests heard live case presentations from our attorneys, debated the facts with fellow mock jurors, and got their legal questions answered over pizza. The energy in the room was something special. People who had never thought much about how a personal injury case actually works left with a whole new perspective.

The event filled up fast and the response has been incredible. We are already planning the next sessions for August 18th and October 13th. Spots will go quickly, so scan the QR code to grab yours before they are gone.

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## **KALEIDOSCOPE PARK EASTER EGG HUNT**

This April, Snellings Law was proud to contribute 100 Easter eggs to the Kaleidoscope Park Easter Egg Hunt, and what a day it turned out to be. The egg hunt portion sold out at 600 tickets, which says everything about how much this event means to the Frisco community.

Families came out to enjoy the Easter Bunny, live chicks and bunnies, lawn games, food trucks, and free family photos. It was one of those afternoons where you could feel the energy from the moment you arrived. Kids hunting for eggs, parents soaking it all in, and a whole lot of smiles from start to finish.

We are grateful to Kaleidoscope Park for putting together such a wonderful celebration and for welcoming our contribution. Events like this are a reminder of how much a community can come together when people show up for one another, and that is something we are always proud to be a part of.

