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that meet the ever-changing demands in the marketplace, and fostering a workplace and culture that attracts talented, hard-working, and entrepreneurial spirited marketing professionals."

When Natalie and the boys aren't working or in school, they enjoy a host of outdoor activities. The boys love to travel and experience new things, including hiking, the beach, the river, fishing and skiing. They take a trip to Snowshoe every year where they spend the day going up and down the slopes together. William and Natalie especially love rising with the sun to sit on a dock and fish together, racing to get the first fish of the day. Though their budget keeps them close to home, the family loves their overnight trips to DC, the beach or Charlottesville. Last spring break, the boys asked to go to Lego Land. Natalie made them a deal that if they help her declutter and sell items to raise the money, she would take them to Lego Land. The trio ended up making $1500 from selling on Facebook Marketplace, and off to Orlando they went, Grandma in tow. Natalie tells her boys to be genuine, treat people with respect and to work hard, and it's these values that helped the boys achieve their goal.

Having grown up going to multiple schools, Natalie felt it was important to find a home where the boys could have space to run and play, as well as a family-oriented neighborhood. The family has found this and so much more in their Westham home. Right across the street from Tuckhoe Elementary, Natalie, William and Preston have found their own little corner to call home. The boys walk to school and play on its playground. They learned to ride their bikes at the school and sled on the hills outside the school. They love being in walking distance to Kuba-Kuba and Shore Dog. The neighbors are generous and selfless, and the neighborhood parties are some of Natalie's favorite events. They trick-or-treat on Baldwin Road every year and walk to each other's houses for mom nights, Christmas parties, or just a random summer night in the backyard.

The boys know mommy owns her own business. As they've gotten older, they ask more and more questions about how she started it, what she did to grow it, etc. "I think they are fascinated at the idea that one person can have an idea, turn it into a business, and see it evolve into something bigger than that one person. I can only hope that when they grow up, my hard work, dedication, and entrepreneurship will contribute to their success and development in life," says Natalie.

Natalie loves hearing about the professional diversity of the people that live in the River Road corridor. She also has a passion for helping fellow entrepreneurs. Natalie says, "If you have a passion or burning desire to become an entrepreneur and need someone to provide guidance, perspective, and/or the confidence to pursue your dreams, don't hesitate to email me and let's have coffee at Shore Dog."

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