

## **Kendall Hurt**

Anyone who meets Kendall Hurt is instantly taken by her enthusiasm, warmth, and glamour. She asks, "Am I glamorous? I don't think of myself that way. I've gone through periods of being excited by fashion and times of having no clue. But fashion has been a consistent interest and love for about 15 years now."

Yes, Kendall is glamorous. As owner of Meadowlark, a women's fashion boutique in The Forum, her job is to be a role model for fashion. And she loves to serve other women wanting the same.

Kendall grew up in the Blue Ridge Mountains, in Roanoke. Her single mother remarried when she was six, and her childhood was pretty typical. But her mother was her first heroine: "She was strong, resourceful, resilient, a nut, open, a great dancer, and a great believer in me." She also taught Kendall the principles of giving to others from an early age by telling her to "find where your heart lies and give there." WIN is a continuation of that ethos.

Kendall "went to college for 45 minutes" because in her early 20s she got promoted into a job which took lots of time and paid her really well, so she followed that passion. Her career started in retail clothing when she was 16. She landed in men's formal wear and says, "I know a lot about suiting thread count and lapel styles." From there she went on to regional mall management and leasing retail space. The last company she worked for was Advance Auto

Parts, where she specialized in new store openings. "I went from car parts to fashion," she jokes.

How has Meadowlark changed her life? "It has allowed a dream to come alive," she says. "It's provided me the opportunity to show myself my capabilities while continuing to grow and learn in a satisfying way. How amazing is it that I have turned my passion into a profession? Getting to serve women in the shop every day connects with my soul, and I feel blessed and grateful." This gratitude benefits her customers too, as they are empowered by looking and feeling their very best because of her amazing and comfortable boutique.

Kendall is excited about serving a second year as Chair of the Grants Committee in 2023. She served as a member of the Small Grants Committee from 2018-2020 (and was Chair in 2019) and was a member of the combined Grants Committee in 2021. With all this important experience behind her, she says, "I will enjoy using skills I developed in the corporate world, such as listening and facilitating. It's fascinating to hear different viewpoints and my job will be to help the committee hear them all so we make informed decisions."

She spends her free time getting out in nature, fossil hunting, cooking yummy food, reading juicy books, and traveling to connect with amazing friends. She's a seeker of beauty who finds it everywhere, and she is happy to share.