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**VISTA14 PRESIDENT, JUDY LAKIN, NAMED ONE OF**

***COUNTRY AIRCHECK’S* “WOMEN IN COUNTRY”**

**HOUSTON** - July XX, 2021 – Vista14 President, Judy Lakin, received recognition by *Country Aircheck* as one of their “Women in Country” for 2021. The leading country radio trade publication devoted a recent issue to the women in country who contribute significantly to the genre.

“Judy is truly deserving of her recognition by *Country Aircheck,* and I am thrilled that she if being recognized,” said Al Alverson, Vista14 Vice President. “Her passion and devotion shine through in every task she takes on, and I am so pleased to be working alongside her and getting to see her hard work pay off.”

In addition to serving as the president of Vista14, Lakin is currently a board member of PickleJar, an emerging peer-to-peer cashless tipping platform for artists and content creators, serves on the Executive Board of Directors for the Advertising Education Foundation of Houston, on the Executive Board for Houston Media Classic, as Director of the SnowDrop Foundation, as a Lifetime Member of the Houston Livestock and Rodeo, and as an esteemed member of the Country Radio Board of Directors. Past experience includes roles at Cox Media Group, Clear Channel Radio and New York Life. Lakin continuously maintains a successful track record of experience in high-profile leadership positions with nationally recognized sales achievements from the media, marketing and advertising industries.

“I am so honored to be showcased as one of *Country Aircheck’s* “Women in Country,” Lakin said. “I love the work that I do, and I am so grateful for the opportunities that this industry has given me over the years.”

As Vista14 President, Judy Lakin works to expand overall growth and services across key practice areas and disciplines including marketing, advertising, corporate communications, data, analytics and media. Vista14 strives to bring out the best in all their clients’ brands, and Lakin helps make this happen.

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**About Vista14 Holdings:**

Vista14 is a team of brand, creative and development experts with innovation at the core of our business values. We focus on loyalty, conversion and activation of the end customer throughout their journey with our client’s brand. Founded on the core principal of convergence, we deliver a high-level of creativity, strategic thinking, organization and in-depth understanding of proven marketing and advertising techniques to create truly compelling content and successful online and offline campaigns. From startups to accounting firms to restaurateurs, we share a common goal with all our clients – to bring out the best in their brand.

**About Country Aircheck:**

In August 2006, Country Aircheck was launched by Lon Helton as a multi-faceted news and information source. Country Aircheck has quickly gained traction with the same quality of widely respected news, analysis and Mediabase-powered charts as those which Helton directed during a 23-year run as *R&R* Country Editor and Nashville Bureau Chief. He continues to oversee the official Mediabase Country airplay charts.