

## Omaha Steaks Names New Social Media Ambassadors at Omaha "Meat-up"



America's Original Butcher, Omaha Steaks, known nationwide for its legendary steaks, today named their new team of nine social media ambassadors, who will serve as brand advisors and regularly share news, product information and interesting tips and recipes from Omaha Steaks with their followers. The Omaha Steaks Ambassadors will meet in Omaha from September 19-22 for a complete Omaha Steaks experience or "Meat Up," including plant and distribution center tours, a butchering class and various luncheons and dinners, showcasing the entire Omaha Steaks product line of beef, seafood, pork, poultry and more than 500 gourmet items ranging from complete meals to appetizers and desserts.

"We are delighted to welcome our new Ambassador team to Omaha," said Todd Simon, Senior Vice President and family owner. "Bringing them to Omaha gave us the opportunity not only to immerse them in the Omaha Steaks brand and our product line, but also to introduce them to Omaha, a community we have been proud to call our home for more than 100 years."

The Omaha Steaks Social Media Ambassador team includes:

Claudia Krusch is the owner of [www.Trendylatina.com](http://www.Trendylatina.com), a lifestyle site where she shares her busy Mom tips, entrepreneurial skills, trendy fashion ideas and the great trips she has enjoyed with followers nationwide. She has partnered with 95 brand in the past year alone and is currently a brand ambassador for Best Buy, Oprah Magazine, Invisalign, Omaha Steaks, Prudential Financial just to name a few. She has been featured at Oprah Magazine, Doctor Oz, Fox News, ABC News and among other outlets.

Amber Mamian, founder of Global Munchkins, CEO of Rookie Moms, and mother of five, is a family travel expert, where she shares her passion for world travel, and embraces parenthood, while supporting and encouraging mothers to live the life of their dreams. She has put her words into action through publications such as Lonely Planet, Today Show Parenting, Huffington Post, Yahoo News, Red Tricycle, and Five Star Kids Magazine. Links include [www.rookiemoms.com](http://www.rookiemoms.com) and [globalmunchkins.com](http://globalmunchkins.com)

Lori Felix is the publisher of the lifestyle blog, More with Less Today - [www.morewithlesstoday.com](http://www.morewithlesstoday.com). While raising her family, she became a creative dollar stretcher and wise steward of her resources. She started her site in 2009 as a way to share her money-saving tips and life hacks. Her site has been featured in the Orange County Register and several national publications. She was a regular contributor to AllYou Magazine and is a personal shopper for ShopYourWay. Her blog and social media channels reach over 300,000 monthly visitors.

Cindy Simmons - [www.cindysimmons.com](http://www.cindysimmons.com) is the host of her own weekly Facebook Live show, Coffee Convo Wednesday, and enjoys living and sharing her life on social media. Now an Orlando resident, Cindy previously spent 12 years entertaining Atlanta with her radio show on STAR 94, where she performed on-air with Lionel Richie and MC Hammer and was the driving force behind the introducing the country duo, Big & Rich. Cindy is Mom to two little girls and she and her family share their home with Cindy's mother, Momma Jane.

Maria Smith is a former TV producer whose experience includes The Oprah Winfrey Show, and various ESPN and Telepictures productions. Currently, Maria writes an award-winning blog, [Mamaliciousmaria.com](http://Mamaliciousmaria.com), where she engages an audience of moms from around the country, many of whom have joined her Imperfect Moms Only Klub (ImOK) Facebook group. In addition, she is a freelance writer for five southeast print magazines in the Lifestyle Publications group and is a contributor to [Exploregeorgia.com](http://Exploregeorgia.com), [Travelingmom.com](http://Travelingmom.com), [Agirlsguidetocars.com](http://Agirlsguidetocars.com) and others.

Jon Bailey describes himself as a travel blogger, harried dad, vacation dreamer and worrier. Jon is the force behind [www.2DadsWithBaggage.com](http://www.2DadsWithBaggage.com), a growing social gathering space for savvy travelers and their friends. Particularly focused on family travel, lifestyle and parenting, 2DadsWithBaggage features travel stories and tips from around the world, as well as the everyday adventures of two gay dads raising two teenage daughters. Jon writes for The Points Guy, Traveling Dads, San Diego Magazine and more.

Keri Lyn Shosted Renner is a self-proclaimed "brand loyalist" and the owner/blogger behind [www.shesaved.com](http://www.shesaved.com). Keri is a travel writer and an insider for O, The Oprah Magazine. 2018 marks the tenth year that Keri Lyn has been blogging to her loyal following of like-minded brand conscious women and consulting with affiliate companies, helping them to establish strong affiliate programs and relationships with bloggers.

Vera Sweeney is a New York mom, blogger, social media influencer, and founder of [www.ladyandtheblog.com](http://www.ladyandtheblog.com). Her lifestyle and parenting brand helps busy women stay on top of the latest style, travel, and parenting trends. Vera's naturally honest advice and positive approach has led to features in numerous magazines, TV shows, news segments, and digital platforms. Readers also can find her as part of the original cast of the TLC show #WhatSheSaid, a role she landed thanks to her dry NY humor and unapologetic approach towards life.

Audrey McClelland is a social media consultant, brand advocate and the founder of [MomGenerations.com](http://MomGenerations.com), an online destination for mothers. Audrey is known as one of the "original" mom bloggers and shares her life raising five children. Audrey was named to "The Power Pack" Moms in Nielson's Online Power Moms list, naming her one of the most influential moms online. Audrey has shared parenting advice and encouragement in numerous parenting and lifestyle magazines, TV shows, news segments, radio shows, and popular websites. Most recently Audrey was a cast member on TLC's parenting show, #What She Said, and was asked to be part of the prestigious YouTube's Parent Panel.

Audrey and fellow lifestyle influencer, Vera Sweeney, recently created Audrey + Vera Media, along with the entrepreneurial group - Permission to Hustle, a platform created for women social media entrepreneurs looking for advice and encouragement from fellow industry leaders. They offer both online and offline interactive experiences pairing brands with niche influencers.

Omaha Steaks retained the services of Dana Zucker in developing the Omaha Steaks Experience for the new ambassador group. Dana is the owner of the brand, Life Done Well, which includes four on-line magazines as well as 12 social media channels. She also writes for Modern Mississauga, Travel Awaits, The Daily Meal and TravelingMom and frequently speaks on the topic of The Brand, The Influencer and The Agency.

The establishment of the new Omaha Steaks Ambassador Team is a first for the 101-year-old company and represents the company's focus on connecting with customers in the ever-evolving world of social media.

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