

# 2025 i.d.e.a.WF Finalist Spotlight



## Goodin Plumbing LLC – JC & Courtney Goodin

Goodin Plumbing is a multi-generational, family-owned business proudly serving Wichita Falls and surrounding North Texas communities for over 30 years. Led by JC and Courtney Goodin, the company has grown from a single-truck operation to a five-truck team providing residential, commercial, and specialty plumbing services. Known for exceptional craftsmanship and customer care, Goodin Plumbing embraces advanced technologies, including certified tankless water heater installation, water softeners and filtration systems, and state-of-the-art drain camera diagnostics. Serving homeowners, property managers, and school districts, the company combines expertise, modern tools, and a commitment to excellence—building lasting community trust while preparing the next generation to continue the family legacy. Visit [www.goodinplumbing.com](http://www.goodinplumbing.com) to learn about their full range of services.

*We can't wait to see what they achieve!*



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### **Mint Cleaning and Services - Jessica Dean & Sandra Scheller**

Mint Cleaning and Services is more than a cleaning business—it is a catalyst for transformation and stability for individuals recovering from substance use disorder. Partnering with Sober Living Inc., Mint Cleaning provides residents with meaningful employment, on-the-job training, and six weeks of classroom instruction covering job search, interviewing, teamwork, conflict resolution, and workplace etiquette. Operating for over a year (formerly I See You Clean), the business holds contracts with businesses, apartment complexes, realtors, and property management firms for clean-outs, moves, regular cleaning, and removal services. With additional funding, Mint Cleaning plans to expand into lawn care, maintenance, and haul-off services, creating even more opportunities for residents to build skills, confidence, and financial independence. Learn more at [www.mintcleaning.co](http://www.mintcleaning.co).

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## Model A Raw Honey - Ernest Terry

Model A Raw Honey was founded in 2020 by Ernest Terry with a single backyard hive and has since grown into a thriving business with 16 colonies across two counties. Committed to producing pure, unprocessed, locally sourced honey, Model A offers a variety of unique flavors—from wildflower and mesquite to fruit-infused whipped honeys and their signature hot honey, the only one of its kind locally. With a background in law enforcement and retail, Ernest brings exceptional problem-solving and customer service skills to the business, ensuring every customer is treated like a friend and neighbor. Model A Honey is a regular vendor at the Wichita Falls Farmers Market and other North Texas venues. Follow them on Facebook to see where you can get your next jar of local sweetness.

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## The Travel Bug Girls – Heather Sutherlin

The Travel Bug Girls, a Wichita Falls–based travel agency, is all about making travel fun, stress-free, and unforgettable. Specializing in unique Girls Trips, they also design custom vacations ranging from wellness retreats and family adventures to cruises, Disney escapes, and European journeys. With a boutique, community-focused approach, The Travel Bug Girls do more than just book vacations—they bring people together. Through group trips, lasting friendships are formed, and their VIP Facebook community keeps the connections going long after the journey ends. You can also tune into their weekly podcast for travel tips, insider stories, and destination inspiration on Spotify, Apple Podcasts, Audible, or YouTube. Ready to start your adventure? Visit [TravelBugGirls.com](https://TravelBugGirls.com) and follow along on social media.

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## VP Energy Solutions LLC – Vann Pennington

VP Energy Solutions LLC specializes in retro air sealing, helping homeowners create more comfortable, energy-efficient living spaces. By locating and sealing drafts, the company helps keep heating and cooling costs under control—so utility bills stay grounded instead of through the roof. Their services also reduce allergens, promote healthier indoor air, and ease the load on HVAC systems by maintaining steady temperatures. With every project, VP Energy Solutions is dedicated to boosting comfort, improving energy efficiency, and delivering real, long-lasting savings. Learn more at [www.vpenergysolutions.com](http://www.vpenergysolutions.com) and follow them for tips on making your home more energy smart.

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