# 

a community podcast with OnPlace







## **Everyone has** a "Smith Lane"

My community began on Smith Lane, the dirt road I grew up on, in a small southern town in Alabama. My first memories of community are neighbors helping neighbors. My community certainly helped shape who I am today.

I am so intrigued by community - what it means, how it's created, how it shapes us - and I am on a journey to discover more, to learn, and to grow.

Through stories of my guests and my own, we'll attempt to discover more about what makes a place a community and hopefully have a little fun along the way.

## How Things Work

Once you are a confirmed guest, our team will work with you to develop a <u>tailored episode outline</u>. Prior to recording, we'll meet virtually to discuss any questions you have about the outline and the procedure for recording.

After recording, our team will get to work on editing and developing the creative materials to promote your episode.

Prior to publishing, you will receive creative assets that can be shared on your social platforms. 5

The OnPlace team will integrate your episode into its Smith Lane marketing engine which includes a multi-channel approach leveraging web, email, social, and more.

Become a Guest

#### **Our Host**

### Monaca Smith Onstad

Monaca is a nationally recognized community relations and lifestyle executive with a passion for building community in the residential and commercial real estate markets.

Monaca is the founder of OnPlace, a placemaking firm dedicated to creating true, authentic communities throughout the United States for builders and master planned community developers.



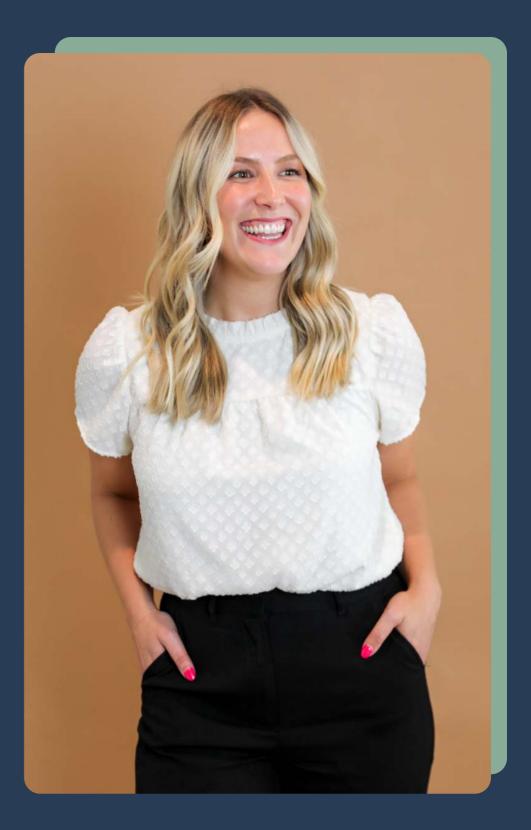


#### With co-host

## **Callie Friedman**

"When I think about my Smith Lane, it's hard to pinpoint just one. I've been lucky to live in many amazing places, all of which shaped a piece of who I am today. Whether it be growing up in a master planned community in the Bay Area, or moving to Atlanta and pursuing my dreams of becoming an Ironman triathlete - finding my personal "Smith Lane" within these communities shaped me into who I am today."







Coming Soon On



<u>Website | Instagram | Linkedin</u>