

ISLAND

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Living

MEET

Jacqueline Scalf

**BEACH LOVER,
ADVENTURE SEEKER,
ANIMAL LOVER
& ENTREPRENEUR**

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BY DIANA MARIN
PHOTOGRAPHY BY FAITHFUL WITNESS PHOTOGRAPHY



Jacqueline Scalf, 41, is a woman of many talents and passions. She loves working on her numerous business endeavors, traveling the world, experiencing new adventures, barrel racing, caring for her barn animals at her ranch home, and spending time with family and friends at her beloved beach house.

“I have always wanted a beach house and grew up going to the island enjoying fishing and the beach,” she says.

Jacqueline lives in an area in Port Aransas she absolutely loves despite the hit it took in 2017 from Hurricane Harvey. “Prior to Harvey what I loved most about the area was the original bungalow style houses. Mine was built in 1952 and has been completely redone since the storm.”

She thinks back on how her beach house had to be completely rebuilt after the brutal force of Harvey demolished it. “She has strong bones and is a tough ole bird as we say.”

Jacqueline describes her beach house as her calm and happy place. “I enjoy hosting friends and family, cooking in my kitchen and I



take the absolute best naps on foggy days when I can hear the ships honking their horns in the ship channel,” she says.

She adds, “I worked hard to buy this house, so she’s special to me. The house has character. I added some personal touches. My favorite thing about my beach home is my office. I have a porthole window where I work and can watch the ships go by out of the window.”

Jacqueline also loves the large lots in the area and how easy it is to access the beach from her street; it’s a straight shot. Her long driveway allows for boat parking and plenty of friends to come visit.

Until recently her street had always been quiet since it was not in a rental area. The peace and quiet was one of her favorite things about the area. Now that more people have moved in, things have changed.

“I do wish we could have speed bumps put in as traffic gets fast, however, I just love the location of my home. I know my neighbors and we all kind of keep a watch out for each other. We celebrate holidays together, cookouts and yard games.”

After the storm happened many friends and family from all over came down to help Jacqueline clean up and rebuild.

“Every single person who volunteered or helped rebuild the house has their name written on the studs of the house along with a prayer,” she says. “Only I know where it is within the walls, and I think that’s special.”

Jacqueline has deep roots in Texas and divides her time between her ranch and beach home. Her grandparents and mother are from Taft and her father is from North Texas. He met Jacqueline’s mother while working for an oil and gas company in South Texas.

“As a child I grew up visiting South Texas and going to the beach. Once my grandparents passed away in 2012 and we sold their home I felt something was missing.”

That same year, Jacqueline had just moved from Dallas to the Texas Hill Country area after purchasing her first home where she built a new barn on the property and settled in. She decided to buy her beach house in Port Aransas a year later.

An experienced sales and marketing professional, Jacqueline launched her own

marketing company, 360 Impressions LLC (360impress.com), in 2007 to direct her own future and better serve customers against the cookie cutter industry approach. Her company specializes in automotive direct mail and digital marketing campaigns.

During the pandemic Jacqueline created a domestically produced car bow product, My Car Bows, LLC (mycarbows.com) in a time of international supply chain challenges. This was a product her clients used but were unable to get so she took what was a small hobby business and turned it into a domestically produced manufacturing facility utilizing local labor to help build her products.

“One of our new favorite offerings is our interactive marketing campaigns,” she said. “We design and install permanent lighting on commercial buildings and provide leased decor for holidays such as patriotic holidays, Easter, Halloween and of course, Christmas! Everything from large sleighs and reindeer to 90-foot LED lighted trees to a huge Santa boot plus lots of selfie picture opportunities with snowmen, Santa and elves.”

Jacqueline holds a bachelor’s of science degree in communications from Tarleton State University and furthered her sales abilities through courses at the Dale Carnegie Institute.

When she isn’t working, Jacqueline enjoys volunteering and mentoring high school girls as part of the National Association of Women Business Owners (NAWBO-SA) Entrepreneurial Connections program. She mentors young ladies who aspire to own a business one day.

In this role, she has visited high schools and spoken to classrooms of students about business, helped them to complete business plans for their dream business idea and sponsored a scholarship in which these ladies competed for by submitting their plans.

In 2014, NAWBO-SA awarded Jacqueline with the Rising Star award for her business success and mentoring efforts.

This year she has committed to volunteering with Morgans Wonderland in San Antonio and has also been supportive of local FFA and 4H groups throughout the hill country area.

Jacqueline has also competed in barrel racing and rodeo events most of her life.



She competed at the collegiate level then it turned into a hobby after graduation.

“I have primarily spent my time building my business but do still have my horses and enjoy riding them when time allows. I am hoping to have more time this year to spend with them and get back into the arena a little more,” she said.

A love for animals, Jacqueline has built a lasting bond with “Betty” Lou, a 10-year-old Black Mouth Cur. “Betty travels with me both to the beach and to the ranch and attends meetings with me as well!”

Jacqueline says.

“We enjoy going to the beach and the dog park in Port Aransas. She also enjoys going out on the boat and loves it when the dolphins come up to the boat. She’s the absolute best gift ever given to me,” she says.

If you or anyone you know has interest in being featured as our resident cover story in an upcoming edition, please contact Diana Marin at dianamarin@bestversionmedia.com.