

Dave Campbell's **TEXAS** **FOOTBALL**®



Special Edition
Presented by

optimum.



ROCKWALL-HEATH COMMUNITY CONNECTORS

The Rockwall-Heath Hawks Embrace Their Hometown Like None Other



Q&A

WITH

SHANNON RODDEN

Q. How did you get involved at Rockwall-Heath High School?

"My wife Jennifer and I moved to Heath in 2004, with our two boys Tristin [5], Torey [3], and a baby girl Tess on the way. With the addition of Tatum in 2008, our family was among the first generation of Heath Hawks when HHS opened in 2005. In 2006, me and a group Heath dads started Heath Hawks Community Athletics (HHCA) Youth Football Program and I was privileged to serve as President for 7 years, and Jennifer volunteered with HHCA Cheer for longer than that. With Tatum, currently a junior cheerleader at HHS, we have had at least one active Heath Hawk for over 20 consecutive years now and have been blessed to be part of the community the entire time. Once Torey got to High School in 2016, I began volunteering to run the score board and PA system, and that eventually evolved into the opportunity to join Stan Britton on the Hawks Broadcast Team, where I have had the best seat in the house for the past 7 years for a lot of great events."

Q. What makes the Heath Community Special?

"The Sum Of The People is what makes this our home town."

- Chief Seary and his crew who make up an all-in- one Police, Fire, and EMT Force.
- Dr. V and the school administration.
- Todd Bradford and the teachers at HHS and the other schools in the community.
- Rodney Webb, Greg Harvey, and their coaches that pour their life into impacting our kids lives.

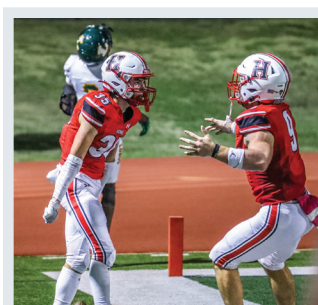
• Stan Britton, Amy Hilton, and the rest of the school board that do a thankless job.

• My wife Jennifer Rodden and her gang of mothers that give so selflessly to everyone else.

They all make this "A Great Place To Live, Work, And Raise Our Families."

Q. What is your proudest moment as a member of the Heath Community?

"It's never about a moment. It's the journey that matters. The games are just what ties it all together. There have been a lot of special moments and special people on this journey."



Presented by:

optimum.



Dave Campbell's
TEXAS FOOTBALL

ROCKWALL-HEATH - COMMUNITY CONNECTOR AWARD

DAVE CAMPBELL'S TEXAS FOOTBALL

ROCKWALL-HEATH HAWKS COMMUNITY CONNECTORS

Presented by:



CONNECTING WITH Coach Todd Bradford

Q. Who is your Community Connector selection and how are they involved with the program/local community?

"Shannon Rodden / Shannon has broadcasted all Heath Sports for the past several years. He is and always has been one of the most adamant supporter of all Hawk Athletics and Fine Arts."

Q. What do you talk to Shannon about when you talk about representing your community, and how is Shannon involved with the community?

"He has been involved in the community for the past 15 years with everything from coaching youth sports as well as organizing the youth football program (which he was the President of for several years) He coordinated the groups participation in several leagues in the Rockwall-Heath and North Texas areas."

Q. Why is it important to you to teach your young men about giving back and being good stewards of their community?

"Teaching young men about giving back to the community is crucial because it instills values that extend beyond personal success. Giving back fosters a sense of empathy, responsibility, and gratitude. It helps young men understand the importance of supporting others, recognizing that their achievements are often built on the efforts and sacrifices of those around them. When they contribute to their community, they build a connection to something larger than

Just as Optimum has been a source of keeping the community connected through its award-winning high-speed internet, Dave Campbell's Texas Football has been a "bible" source for millions of football fans across the Lone Star State.

During this year's Texas high school football season, Optimum is keeping score on local individuals who are making a difference in their community. As a result, Optimum is proud to have partnered with Dave Campbell's Texas Football to do so.

Leveraging Dave Campbell's insight and expertise in scouting, Optimum's partnership with Dave Campbell's Texas Football is nothing short of a "winning connection." The partnership enabled the creation of the Community Connector Award in order to celebrate the achievements of community difference makers year-round - both on and off the field.

Optimum is proud to recognize

Shannon Rodden

for his contributions to the community

.....
Optimum is a proud founder of this award as it celebrates committed students, teachers and parents who stay connected in their community and honor them for their generous hard work and support to make their community a better place.

themselves, developing humility and respect. These lessons create well-rounded individuals who value service and understand that their actions can positively impact the world. Plus, giving back cultivates leadership by teaching them to inspire, uplift, and support others—skills that will serve them well in all areas of life."

Q. What's unique about your school/local community? What makes it special?

"Heath is a special place because of the hardworking people and the way our community rallies around our kids. Heath still has a small town feel to it even though we are 3,000 plus students. We always talk to the kids about what it means to "rep the H" or "wear the H". Just like my other response, this is a mindset of grit, resilience and building relationships that show we are strongest when we believe in and model service to others."

Q. Personally, what does staying connected to your community mean to you?

"Staying connected to the community means staying grounded in shared values, relationships, and purpose. It's about more than just living in a place; it's actively participating, contributing, and supporting the people who make it what it is. Staying connected also means understanding the unique needs, goals, and challenges of the community, so we can contribute meaningfully. It's about building trust, loyalty, and an ongoing commitment to see others succeed, which creates a lasting impact on future generations. This connection is a foundation that keeps us focused, motivated, and engaged in something greater than ourselves."

**Optimum is a proud supporter
of Texas High School Football.**
optimum.

Based on comparison of Optimum Complete with 1 Gig Internet + 2 lines of Optimum Mobile Unlimited plan with AT&T 1 Gigabyte Internet + 2 lines of Unlimited Plus plan.

**Get Optimum Internet
& Mobile—Save over**

\$1000
a year on both
vs AT&T

Optimum is a proud supporter of Texas High School Football.

Make the right call and save.



Optimum Internet

- + Get speeds up to 1 Gig
- + Enjoy 99.9% network reliability
- + Experience whole home WiFi coverage



Optimum Mobile

- + Stay connected on America's largest 5G network
- + Enjoy Unlimited talk & text
- + Get 24/7 customer support
- + Try risk-free with our 60-day money-back guarantee

Get Optimum
Internet & Mobile - save over

\$1000

a year on both
vs AT&T

Visit us at optimum.com or your neighborhood Optimum Store.

optimum.

Based on comparison of Optimum Complete with 1 Gig Internet + 2 lines of Optimum Mobile Unlimited plan with AT&T 1 Gigabyte Internet + 2 lines of Unlimited Plus plan. Not available in all areas. Wired connection up to 940 Mbps. WiFi speeds may vary. 99.9% reliability claim excludes outages caused by external events and scheduled maintenance. 60-day money-back guarantee is only for the Internet service monthly fee, Mobile monthly service and Mobile activation fees. Optimum must be contacted within first 60 days of service to receive full refund.