

Nice Job, Cowgirl: The Judy Wagner Story

Roseburg, Oregon – July 25th, 2024 – McFarland Productions, in association with Montana Silversmiths and Off Your Rocker Films, announces a stand-alone 30-minute documentary to empower you to dream more, do more, and become more.

Nice Job, Cowgirl: The Judy Wagner Story begins in Avon, Montana, where her “Ranch Grown Logic” was born. Judy is a rodeo competitor, ranch cowgirl, prior 4H extension agent, an entrepreneur with trailblazing concepts, and above all, always a mentor.

Judy is a cowgirl, retired CMO and current Brand Champion and Western Lifestyle Advocate of Montana Silversmiths, and Founder of Gator Ropes. She’s known for her heartfelt “nice job, cowgirl” or “nice job, cowboy” comments, which are highlighted in this documentary about her life, family, and leadership within the Western industry.

“Her exceptional leadership is inspiring to our entire team and her dedication to ongoing personal growth is widely admired,” said Natalie McFarland, Director of *Nice Job, Cowgirl*. “Upon her announcement to retire from her full-time position as CMO of Montana Silversmiths, our team was eager to tell her story of true leadership and the impact one can have.”

Nice Job, Cowgirl is a testament to the power of perseverance and the enduring spirit of cowgirls. For more about the film, visit www.nicejobcowgirl.com.

About McFarland Productions

McFarland Productions is a marketing and creative agency that creates connections between the brands and organizations of the western and agriculture industries and their communities.

About Montana Silversmiths

Montana Silversmiths specializes in jewelry and hand-engraved trophy belt buckles, renowned for their exquisite craftsmanship and dedication to quality.

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