

Note: C12 is about community and we want to introduce you to the larger community of C12 members throughout North Texas. Look for a series of introductions that you can use to get to know others that share the bonds of C12. – Tom Hawes, Joe Galindo, Mike Gullatt



Meet *Jim Winblood*

Jim and his wife Kim live in Dallas. They have two daughters, Blakely (16) and Madison (14), and their black lab, Indie. Jim and his wife are the owners of [Mom's Best Friend and Mom's Best Friend Senior Care](#). Jim joined C12 in 2018 and is part of the Addison group. Jim and his family attend Fellowship Bible Church of Dallas.



Where did you grow up?

I was born in Ft. Worth but moved multiple times. I have lived in big cities: Houston, Denver, Nashville and Dallas to name a few. I have lived in small cities: Tulsa, San Marcos, Lubbock. And I have lived tiny towns: Spade, TX; Lake City, CO, and the place I ultimately landed for high school, Marietta, OK. While I didn't like moving when I was younger, it gave me more perspective and resilience to change. I moved to Dallas in my mid-twenties and I have been here since that time with the exception of one two-year stint in Norman, Oklahoma.

What are some of your favorite things?

As a family, we love the mountains. We spend part of the summer in Colorado and go there at least 2-3 times a year. Mom's Best Friend of Colorado serves the Vail Valley - so I am able to work and play while I am in Colorado during the summer! I love skiing, golf, fly fishing, and most of all, spending time with my family and friends.

How do you like to spend your spare time?

My wife and I love hanging out and parenting our kids. We love travel, sports and ministry. We stay pretty busy with their activities. Blakely is a singer/songwriter and she also plays soccer. Madison is involved with drama and enjoys performing in musicals. I am blessed to have an amazing family. I also have a reserve military career that is ongoing. I am a Commander in the US Navy Reserve. So, I spend a fair bit of time drilling with my fellow patriots in Ft. Worth. I am currently serving as the Command Services Officer for an Indo-Pacific Command Detachment in Ft. Worth.

How did you start your business?

Some dear friends of ours (C12 members Nathan and Patty Sheets) introduced us to the Mom's Best Friend franchise opportunity while Kim and I were dating. We just felt it was going to be blessed in DFW and provide some of the things we were looking for in a business. I was an attorney at that time and Kim was a teacher and a coach with a heart for ministry. Kim worked with Patty for a while and then we structured a purchase. Kim and I got married and then we were off to the races. My wife is an incredibly gifted woman and the best business partner you could ask for. Kim left her job a few years later and I joined her not long after that. We really wanted to work together and build something that could be meaningful to God, the community and to our family. Our kids have now begun working in the business as well. We ended up developing DFW and then bought the franchise in Colorado. In 2009, we started Mom's Best Friend Senior Care to serve the growing senior demographic as well. We have since purchased other franchises in our industry as well.

What services does your company provide?

Mom's Best Friend provides temporary in-home care for children and seniors, long-term placement of in-home staff, special event childcare and corporate backup care as a benefit.

How do you describe your mission and values?

Our mission is to glorify God by providing the most reliable source of care in the world. Our core values are *love one another, be excellent and take action*.

Who are your primary customers?

Families with childcare or senior care needs and household incomes over 150K. Our senior care customers tend to be the "50-somethings" that are charged with care of their parents. Corporate leaders (especially HR) that are seeking a "game changer" in terms of building the culture of their company work with us to implement care as a corporate benefit.

How and why did you come to C12?

I first heard about C12 through Nathan Sheets. I then got to be friends with Joe Galindo. I felt the Lord leading me to surrender our business and all my plans more fully to Him. I knew I could do this better through C12. Joe has been an instrumental mentor and counselor to me on all these things.

What do you value about your group?

I can have deep faith conversations in the context of business and life with others that are facing the same challenges. I value the friendships, business expertise, the sharing of Biblical wisdom, guidance and counsel.

How could you help other C12 members?

I love to connect and network with believers in business. Email me at jim.winblood@momsbestfriend.com if you want to connect. I think we could help a lot of C12 owners by being a referral source for care or by providing care as a benefit to their companies. We are the preferred provider for Bright Horizons and offer back-up care plans as an HR benefit to companies of all sizes. By offering back-up care plans,

companies can reduce work disruption by offering each employee a bank of care hours to be used as needed. This has a great ROI in many cases and helps your team focus and be productive. It builds loyalty and makes your culture stronger.

How do you use your business as a ministry?

We try to stand in the gap with families in need and be a light at every turn. We hope to be the hands and feet of Jesus as we serve and love others with Him as the model. We are currently building an awesome prayer team within our organization. In the days ahead, we will be building a Bible team, a missions team and a hub for giving opportunities.

