



RUSTY GOODWIN

Executive Consultant

Jerry Falwell Sr. called Rusty Goodwin “The Fixer.” Rusty invariably made the impossible challenge, goal or event happen. “With the Falwells, it was the rabbit always climbs the tree,” he recalls from his years as Thomas Road Baptist Church administrator, communication director, bookstore manager and staff music associate.

Now, as a Mid-State Organizational Efficiency Consultant, Goodwin will drive positive change as “The Fixer” for growth-driven non-profits, restaurants and food services.


“It’s like helping your business or organization get the ‘most miles per gallon,’” he explains. “I can usually see very quickly what needs to be fixed.”

It’s not uncommon for non-profits with caring hearts and compassionate causes to need stewardship guidance on efficient business operations, he explains. Every administrative dollar saved is another donor or fundraising dollar flowing toward the core mission or cause.


“I care enough about them to shoot straight if they are serious about streamlining,” adds Goodwin. “If I can help a non-profit or church be more wise with their money to help more people, I am showing God the gratitude for what He has given me.”

Goodwin has served as communications director for World Help, overseeing all advertising, print media, radio, TV, brand management and marketing. As an organizational efficiency consultant, Goodwin has worked with churches with up to 30,000 members across the South.

He has also traveled extensively across the country as a vocalist, soloist, minister of music/worship leader. He has recorded, produced or performing on more than 50 CDs for various prominent arrangers.

 **Richmond Office**
4510 Cox Road, Suite 102
Glen Allen, VA 23060
Phone: 804.270.4470
Fax: 804.270.4490

 info@themainstreetgroup.com
 804.270.4470
 themainstreetgroup.com

 **Fairfax Office**
9697-A Main Street
Fairfax, VA 22031
Phone: 703.425.3688
Fax: 703.425.3698