

# RODNEY D. BULLARD

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Rodney D. Bullard has spent his prolific career serving others. A U.S. Air Force veteran, Rodney currently serves as the vice president of community affairs at Chick-fil-A Inc. and as the executive director of the Chick-fil-A Foundation. Prior to joining Chick-fil-A, Rodney was an assistant U.S. attorney general and a White House Fellow at NASA. At Chick-fil-A, he led the start-up of the organization's operational corporate foundation where he directs community affairs, philanthropy and community services. Rodney lives in Atlanta with his wife and son. His first book, **HEROES WANTED: Why the World Needs You to Live Your Heart Out**, is available February 20. For more information, please visit [RodneyBullard.com](http://RodneyBullard.com).

## Why Rodney D. Bullard?



- Rodney has lived out his own heroic calling to serve the community both in his career and in his personal life. As the vice president of community affairs at Chick-fil-A Inc. and as the executive director of the Chick-fil-A Foundation, he leads the company's corporate philanthropic and social responsibility strategy, which is focused on fostering youth and furthering education. He also serves on the Salvation Army National Advisory Board of Directors, the Junior Achievement USA National Board of Directors and the Professional Association of Georgia Educators (PAGE), among others.
- Following obtaining a degree in legal studies from the U.S. Air Force Academy, Rodney graduated from Duke Law School with his Juris Doctor. He also holds a Masters of Business Administration from the Terry College of Business at the University of Georgia and is a graduate of the Advanced Management Program at Harvard Business School.
- In the foreword to Rodney's first book, HEROES WANTED, Grammy Award-Winner Lecrae acknowledges the impact Rodney is having in his community, "There are a lot of people who keep Atlanta standing. Pillars of the community, so to speak. And Rodney Bullard is absolutely one of those important pillars in our community. He has impacted the city beyond measure, but even broader than that, he's impacting our world. He's impacting our society through his efforts, through his wisdom, through his leadership."
- Rodney has been recognized for his contributions and work both locally and nationally. After serving as an assistant U.S. attorney, the U.S. Attorney General presented him with the Department of Justice Director's Award. In the Atlanta-area, he has been recognized as one of Georgia's top young Business Leaders by the *Atlanta Business Chronicle*, as a Men of Influence by the *Atlanta Business Leagues* and as one of 2010's 10 Outstanding Young Leaders in Atlanta.
- Rodney is practicing what he preaches through the #HeroismOnDisplay social media campaign. Followers are encouraged to recognize and celebrate an everyday hero in their own lives on social media.

“ At our best, humans demonstrate a similar willingness to look out for others. When this happens, we restructure lives and neighborhoods. Every community has a chance to be great if everyone comes together. Every person has a chance to be a hero when he or she sheds self-preservation to become an active part of community.”  
– Rodney D. Bullard, *Heroes Wanted*

“ We don't need to form large organizations or lead a congregation to speak up, step out, and stand up for others. Any individual can be a hero who lives out love, and everybody is called to do it.”  
– Rodney D. Bullard, *Heroes Wanted*

# About the Book

## *Heroes Wanted: Why the World Needs You to Live Your Heart Out*

When you think of a hero, what image comes to mind? A caped crusader? Members of the military or law enforcement? A doctor? While all of these depictions are accurate, we often overlook the everyday heroes around us who have incredible impact on their communities and on those around them simply by living out their calling. In his debut book, **HEROES WANTED: Why the World Needs You to Live Your Heart Out** (Harvest House; ISBN: 978-0736967761; February 20, 2018; \$14.99), U.S. Air Force veteran, former White House Fellow and current vice president of community affairs at Chick-fil-A Inc. and executive director of the Chick-fil-A Foundation, Rodney D. Bullard, shows readers through his own life and other tales of inspiring, everyday heroism how they can live out their heroic purpose. A call to action for those wondering how they can make a difference in times of strife and divisiveness, HEROES WANTED is an inspiring playbook that, through personal reflection and moving storytelling, will have readers looking for ways to be better and to do better.



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## Why Heroes Wanted?



- Presented with challenging convictions and inspiring storytelling, HEROES WANTED illuminates the hero within each reader and reminds them of the importance of acknowledging unrecognized heroes that surround them each day.
- The backbone of HEROES WANTED is the nine components of heroism: calling, commitment, compassion, connection, conviction, community, courage, charity and confidence.
- With so many struggles facing communities across our nation and the world, Rodney shares stories of organizations and individuals who are catalysts for change in many forgotten communities.
- Reminding readers to live for a purpose greater than themselves, Rodney challenges us to drastically shift our convictions from those perpetuated in our culture:
  - Our *education* isn't primarily for our career advancement, but to equip us to serve more effectively
  - Our *money* isn't primarily to make us more comfortable, but to invest in changing the trajectory of others' lives
  - Our *time* isn't primarily to be devoted to personal comfort and pleasure, but to allow us to reach out to those who need a moment (or a lifetime) of care
  - The *investments* that others – our parents, teachers, coaches, mentors, pastors and friends – have made in us shouldn't stop with us
- Perfect for individual or small group studies, the book concludes with “The Way of a Hero Reflection and Action Guide” which can be completed as readers travel through each chapter, or at its conclusion. The Guide serves as a launching point to consider what heroism, through nine key components, means on a personal level and to inspire the heroism that lives within.

“ I believe there are heroes all around us. I believe there is a hero in each of us. We may not realize how we can change a life, or two, or twenty, or twenty thousand, but the heart of heroism is inside of us, unexpected and maybe even unrequited. It awaits our awakening.”

– Rodney D. Bullard, *Heroes Wanted*

“ Whether you are called to be a hero to those who are three feet in front of you or to those who are thousands of miles away, let your hero's heart lead, and then let your words and actions follow.”

– Rodney D. Bullard, *Heroes Wanted*