



About Dayna Steele

Dayna Steele is an entertaining motivational speaker and corporate emcee, successful entrepreneur, media consultant and the author of the best-selling business book *Rock to the Top: What I Learned about Success from the World's Greatest Rock Stars*. She travels the world teaching the four rock star principles of building a stage for success in her popular presentation, "Find Your Inner Rock Star!" And, as CEO of Steele Media Services, she consults with industries from public relations to aerospace on utilization of social media as well as broadcast and print media coverage.

For years, Dayna was one of the top female rock radio personalities in the USA. With a legion of fans that referred to themselves as *Steeleworkers*, Dayna was known for her sultry voice, music knowledge, entertaining celebrity interviews and commitment to broadcast excellence. During her career and reign as Houston's "First Lady of Radio," she was named one of the *100 Most Important Radio Talk Show Hosts* by *Talkers Magazine* and nominated as *Local Radio Personality of the Year* by *Billboard Magazine*.

After leaving radio, Dayna created The Space Store (www.thespacestore.com), the world's largest space related e-commerce venture which she sold to a NASA aerospace contractor. She also started *Smart Girls Rock* (www.smartgirlsrock.com), a product line currently available to encourage girls to make "smart the new cool" or "geek the new chic." And, Dayna founded *Operation National Anthem*, a series of free videos of active U.S. service men and women (www.operationnationalanthem.com), offered to venues throughout the country to play prior to the singing of our national anthem. For that, Reader's Digest named Dayna one of the "35 People Who Inspire Us."