

DAYNA STEELE ...

... has been on a microphone and a stage for the majority of her life. She worked with the world's greatest rock stars as a Hall of Fame rock radio personality and now presents those true stories and valuable lessons learned to business audiences across the country. *The Rock Talk* pairs Dayna with a seasoned, live performance musician who has shared (and survived) years in the spotlight with rock's finest. Add microphones, guitars, and a live audience for an hour of high-energy introspection, inspiration, and music. Dayna's *Rock Star Principles of Success* is her solo presentation: she takes the audience on a rock journey from backstage to the top of the charts and how to apply these success lessons (and fun true stories) to your own individual or company success. From customer service to leadership to working as a team and more, find out how to be a rock star in your industry and not a one hit wonder.

Dayna is also the host of *The Rock Business*, a television series featuring successful rock artists turned successful entrepreneurs with side businesses including coffee, wineries, inventions, bio medical research, foundations, hotels, restaurants, shoes, clothing, marketing companies and more. Dayna herself is a successful entrepreneur having created The Space Store, Steele Media Services, and a success strategy consulting company.

Throughout her career, Dayna has garnered national accolades. She was named one of the "100 Most Important Radio Talk Show Hosts" by Talkers Magazine, nominated as "Local Radio Personality of the Year" by Billboard Magazine and has been inducted into the Texas Radio Hall of Fame. AOL called her 'one of the foremost experts on career networking' and Reader's Digest Magazine named Dayna one of the "35 People Who Inspire Us." ABC News has called her advice "ridiculously sane."

As an author, Dayna created the popular 101 Ways to Rock Your World book series, the latest *LinkedIn: 101 Ways to Rock Your Personal Brand*. Her other books include *Surviving Alzheimer's with Friends, Facebook, and a Really Big Glass of Wine* and *Rock to the Top: What I Learned about Success from the World's Greatest Rock Stars*. Dayna is also a regular contributor to the *Huffington Post*.

Dayna lives in Seabrook, Texas, with her husband, sci-fi author and former NASA pilot Charles Justiz, and has three sons. She is a member of the Screen Actors Guild and invests in Broadway musicals for fun. She drinks good wine and plays bad golf.