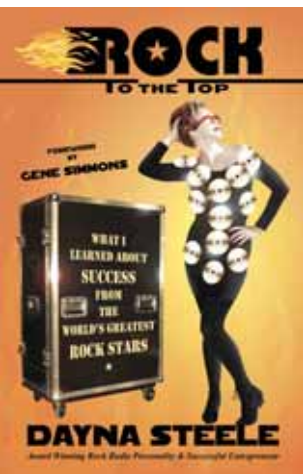


# Rock To The Top

By Helen Marketti



Spending many years as a top rock and roll radio host in Houston, Texas provided Dayna Steele with a career that she was passionate about and an experience that would be a valuable resource for

years to come.

"I was always driven and had a creative streak," explains Dayna. "I always knew I wanted to be somebody though I wasn't sure how I was going to do it. When I put the headphones on (to be a radio host) it was like wearing Cinderella's slippers."

For nearly twenty years Dayna not only interviewed rock stars and attended concerts but she was privy to a world where she knew that working hard and going the extra mile made the difference for continued success.

"I didn't play Stairway To Heaven or Freebird on the air any better than any other DJ," said Dayna. "What I did was work harder, networked, participated in charity events and always expressed gratitude. If I wanted to be successful then I knew I needed to surround myself with successful people."

As a radio host Dayna was named one of the 100 Most Important Radio Talk Show Hosts by Talkers Magazine in 1998. She was nominated as Local Radio Personality of the Year by Billboard Magazine in 1996.

Since her days as a radio personality Dayna has worn several career hats over the years and each one has fit her well. She created www.TheSpaceStore.com which is the world's largest space related e-commerce undertaking. She also is responsible for developing the Smart Girls Rock (www.SmartGirlsRock.com) project which offers inspiration to teenage girls. "It encourages girls to make being smart the new cool," said Dayna.

In May of 2008 Dayna was named one of the "35 People Who Inspire Us" by Reader's Digest for being the founder of Operational National Anthem (www.OperationalNationalAnthem.com) which is a series of free videos of U.S. soldiers serving in Iraq. The videos are offered to many venues across the country to play before the National Anthem.

Dayna has a natural knack for her current role as a motivational and inspirational speaker. She bases her presentations by sharing what she has learned about being successful from rock stars.

Rock stars are successful people but it is a constant work ethic to keep the public interested. "No one looks at that as a business but that's what it is," said Dayna. "I once overheard someone say, I wish I were famous so I didn't have to go to work. That is why I decided to write the book."

Dayna's book Rock To The Top (What I Learned About Success From The World's Greatest Rock Stars) with the foreword written by Gene Simmons (KISS) is a unique approach to inspire, motivate and encourage people to keep focused about what they are passionate about in their life.

"It's important to be passionate about what you are doing or would like to do and work towards that. If you're not sure what your passionate about then keep track of the moments when you feel most content and write down what you are doing and where you are. That is a key to what makes you happy," suggests Dayna.

Audiences for Dayna's presentations range from high school students to corporate employees. Putting a rock and roll spin to her talks gives the audience something they can relate to as most are familiar with the names in the music industry and enjoy hearing stories about them. "I usually follow the same format," said Dayna. "I will share the same rock and roll stories but incorporate the experience into current events. One thing I like to stress is to be aware of today's technology and what is going on in the world because its very important. Before Barack Obama became President he made the announcement that Joe Biden would be his Vice President on Twitter."

Dayna believes that we all have the power and the capability of finding our own inner rock star as long as we have our "stage" built on a

solid foundation with the following four pillars: Passion, Networking, Knowledge and Appreciation. When asked if there was a certain rocker in particular who exhibited the pillars of success Dayna does not hesitate to say, "Sammy Hagar, hands



Striking a pose with Stevie Ray Vaughan

down. He was always a great guest to interview. He's a nice guy, funny and takes time with people. He was always on time and read the local newspaper when he was in town so he could have other things to talk about. He sold his tequila company for \$80 million which

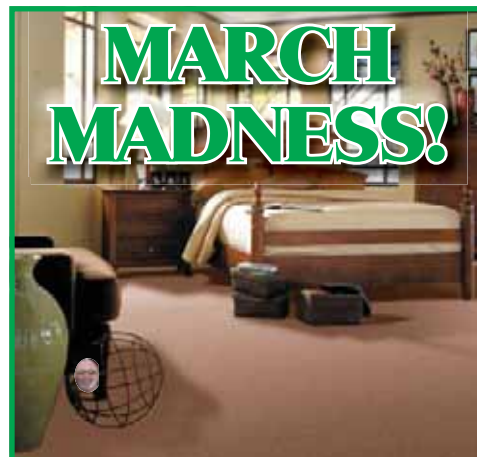
shows his good business sense. He wasn't out partying all the time like many people think. He doesn't have to sing but he does because that's what he is passionate about."

Another story that inspires is that of Rick Allen who is the drummer for Def Leppard. Rick lost an arm in a car accident in 1984 and yet he still is the drummer for the band to this day. "Rick's story shows what people can do when they are passionate about something," said Dayna. "He wasn't in a corner feeling sorry for himself. He was busy finding ways to keep on as a drummer when many believed his career was over."

Rock To The Top will interest readers as it entertains the music fan while also offering practical means on how to rock your own world. "There are no failures but instead learning from what didn't work so well and then move on," said Dayna. "You can do anything you set your mind to."

www.daynasteele.com

Photos: Courtesy of Dayna Steele



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