

Meet Our Member of the Month – Shaashawn Dial-Snowden

Shaashawn “The Voyce”

TheVoyce@Shaashawn.com

www.shaashawn.com

717.303.9998

1) Tell us about your business and the service you provide the community.

Voycetress Media, LLC: Putting Your Voice in the Foreground, provides consulting services, specifically information facilitation and voiceover services. My facilitation affirms and empowers individuals and organizations via interactive workshops and trainings on diversity, multiculturalism, and inclusion (meeting individuals and organizations where they are on the spectrum) toward adoption of anti-ism lenses and total liberation of targeted human beings. In addition to sharing information, I am a voice over artist, using my radio broadcasting experience and physical voice to conduct: commercial voiceovers, documentary narration, audio book narration, keynote speaking, speech writing, emceeing, and plenary moderation.

Past trainings by Voycetress Media, LLC have included (and are not limited to) structural violence, implicit bias, LGBTQQAAPPDS-2+ Communities 101, LGBTQ+ safe zone training, diverse hiring practices, dismantling institutional isms, classism, leadership, healing, intersectionality, and more. My multi-sensory facilitation style involves performance poetry, interactive exercises, and brave space facilitated discussions for individuals with various learning styles.

Voycetress Media, LLC is the tangible outcome of my mantra: “Make Your Passion Pay the Rent.” Voycetress (with a “y”) possesses the same definition of “voicetress” (with an “I”), carrying the definitions of: (1) one who speaks what she is thinking in any given situation, (2) one who is forward in giving her opinions, and (3) one who is opinionated. The change of “I” to “y” is a nod to my mother, Joyce, my biggest cheerleader and supporter.

Voycetress Media, LLC is committed to the liberation of all human beings beginning with a lifelong commitment to raising awareness of our stereotypes and prejudices followed by the acknowledgement of how systematic/institutional discrimination perpetuates racism, heterosexism, anti-Semitism, lookism, ableism, ageism, classism, sexism, Islamophobia, and transphobia. Voycetress Media, LLC believes there are no quick

solutions to an organization's diversity, multiculturalism, inclusion growth (wherever individuals and the organization are on the spectrum); solutions are multilayered and require the investment of resources continuously. Voycetress Media, LLC puts your voice in the foreground by creating spaces welcoming to the intersections of our multiple identities, promoting diversity, multiculturalism, and inclusion while advocating for the closing of disparity gaps.

2) What is one thing people may not know about you or your business?

I am a proud army brat who experienced 13 moves before the age of 25 with moves overseas to Germany and Korea. During my undergraduate educational experience at Stephens College in Columbia, Missouri (an all-women's college), I studied abroad in Oxford, England, with holiday travel to France, Germany, Austria, Italy, Spain, and Greece. My love of people, words, and music birthed a literary legacy: 1 spoken word cd titled VOYCEMAIL released in 2010 and two books of poetry titled Acquired Taste of Love: Spice Filled Poems to Please Your Palate and Estrogen in the Atmosphere in 2014.

Voycetress Media, LLC is the umbrella for my eighteen-year professional passion toward the positive exchange of information via social justice advocacy, consciousness raising, and teaching/workshop facilitation taking place in fields of social services, higher education administration, and commercial radio broadcasting.

Voycetress Media was created in 2015, after my second experience of institutional structural violence, a complex trauma, resulting in the theft of my intellectual property, under-reporting of professional achievements, dismissal of my personal accomplishments, and neglect for my quality and quantity of service to clients, colleagues, and communities. Rooted in the experience of a black, queer female who resisted daily micro aggressions, implicit bias, and lack of opportunities, Voycetress Media is my boldest step to self-empower and serve as a positive multi-sensory solution to negative inequalities and disparities. My solution to the targeting and devaluing of people of color is: resistance, re-education of miseducation, and the celebration of voices of people of color. Intersectionality and Black female epistemology are the lenses for which to research, document, and create inclusive welcoming spaces for human beings to embrace all their identities not be forced to hierarch one primary identity.

3) How long have you been a member of the Central PA Gay and Lesbian Chamber of Commerce and what has membership meant to you?

I have been a member since January/February 2015.

4) **How do you build a successful customer base?**

I appreciate the clients I have worked with so far and look forward to doing business with each again in the future: Bob Klages Agency, Inc, Penn State University Altoona, Penn State Mont Alto, Lancaster County Community Foundation, Camp Curtain YMCA, Gettysburg College, Reading Area Community College, Women of Color Network, Inc., YWCA Lancaster, YWCA Greater Harrisburg, PERSAD, PA Developmental Disabilities Council, and Dickinson College.

I am always working to build a successful customer base. I build several branches of business so I am not applying too much pressure on one service. In addition, I believe you under-promise and over-deliver and add as many personal thoughtful touches as possible.

5) **Congratulations on your LGBTBE certification! How long have you been certified and how has or how will your business benefit from this?**

I have been LGBTBE certificated since May 17, 2016. So far, I have benefited by having access to resources (like my business profile) that I anticipate will assist in building relationships with corporations. I have strengthened a relationship with a local certified LGBTBE organization (Latino Connection), and I anticipate learning how to successfully bid and win contract opportunities.

Additional certification I have earned are:

Minority Business Enterprise (MBE) Eastern Minority Supplier Development Council
February 2017

LGBT Business Enterprise® (LGBTBE) certification NGLCC Supplier Diversity Initiative	May 2016
LGBTQ Academy Gay Alliance Safe Zone Train-the-Trainer (Certification Period through October 16, 2018)	October 2015
Racial Justice Institute Foundation Workshop Cultural Bridges to Justice & YWCA Lancaster	June 2015
Gay Wedding Institute Certificate Program Gay Wedding Institute by 14Stories Certified LGBTQ Wedding Planner	May 2015
Diversity Leadership Academy, Dr. Nathaniel Gadsden and Michael Sand	June 2014