

Joie Raspberry

Speaker

Author

Publicist

Entrepreneur

News Radio Host

Women's Ministry Leader



Media Kit

About Joie

Bio



SPEAKER
AUTHOR
PUBLICIST
COPYWRITER
WORDSMITH
CONTENT STRATEGIST
CONCEPTUALIZER
EDITORIALIST
VISIONARY
BRAND MARKETER

Joie Rasberry has performed on Broadway, spoken at the White House for the President of the United States of America, won the title of Miss Texas Southern University, traveled around the world as keynote speaker for churches, schools, businesses, conferences, seminars and gala affairs, and went on to be labeled one of the greatest young speakers of our time by Ebony Magazine.

Rasberry's star-studded performances in Paris, France, Rome, Italy, Prague, Czechoslovakia, Johannesburg, South Africa, London, England, Madrid, Spain, Munich, Germany and Vancouver, Canada have earned her international acclaim and success. Rasberry is called on to share her unique and profound insight on a broad spectrum of issues. Her work is unparalleled in its quality, effectiveness, and commitment to her clients.

Joie Rasberry graduated from Houston's High School for the Performing and Visual Arts and went on to attend Southwestern Christian College and Texas Southern University, earning degrees in Communications and Broadcast Journalism. Rasberry nurtured her love for public speaking as part of the award-winning internationally renowned Texas Southern University Debate Team, under the tutelage of 60-year esteemed coach, Dr. Thomas F. Freeman.

Joie Rasberry

Rasberry ranked as a local, national and international debater and speaker, with first place wins in speech and debate during her college years. She was an outstanding member of the debate team and former president. Today, Rasberry acts as Assistant Director for the T. F. Freeman Center for Forensic Excellence (TSU Debate Team), and serves as one of the Speech and Debate instructors.

Rasberry is a shining example of spectacular triumph against incredible odds. During more turbulent times, Rasberry shared the pain of losing her oldest sister to the hands of domestic violence, how drugs and alcohol gripped the other sister, her only brother sentenced to prison, and the pain associated with the death of the man she loved most, her father.

Rasberry took those trying experiences and catapulted herself above her circumstances. Today, because of her modest, humble, and authentic approach, organizations, businesses, universities and churches call on Rasberry to motivate, inspire, encourage, and empower their audience to achieve their dreams, regardless of the obstacles they face.

In an effort to help other adolescent girls, who just like her sisters, may find themselves in compromising situations, Rasberry established Rasberry's House of Hope, Inc. a residential group home for adolescent girls shattered by abandonment, abuse and neglect. Rasberry has housed many; helping them to finish high school, enter college, find gainful employment, learn social and life skills, mend relationships with their biological families and become productive citizens.

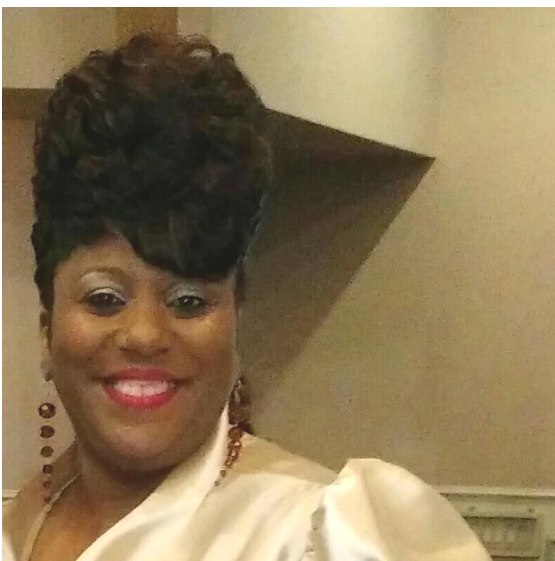
Although Rasberry would modestly insist otherwise, there has never been anything simple or commonplace about Joie Rasberry – not her vision, her life, her faith, her speeches, her book, or her CD. She so eloquently found a way to keep it all together, while things around her were falling apart. Rasberry translates faith and values, knowledge, humor, wit, statistics, research, common sense and belief into a powerful and unforgettable message.

Rasberry's talents have landed her on programs alongside Tavis Smiley, Dexter Scott King, son of slain civil-rights leader Dr. Martin Luther King Jr., Nelson Mandela, Al Sharpton, Jesse Jackson, Condoleezza Rice, President George W. Bush, Les Brown and others. Rasberry began her broadcast career early as an on-air radio news personality at KTSU 90.9 FM radio station in Houston and interned with KRIV FOX 26 News.



In Rasberry's inaugural book and CD, 'From JENSEN Drive 2 PENNSYLVANIA Avenue', Rasberry delivers some of the most thought-provoking, honest, inspirational, motivational, spiritual, and compelling messages ever. Rasberry continues to serve as keynote speaker and speechwriter globally.

Rasberry's amazing poetry enthralls audiences and leaves them spellbound. From poetry recitation and keynote addresses to radio/TV broadcasting and acting, Rasberry uses her skills as an effective oral communicator to captivate her audiences.



Rasberry is a member of the American Women in Radio and Television, Toastmasters, National Speakers Association, National Thespian Society, Alpha Lambda Chapter of Pi Kappa Delta Forensic Honor Society, National Parliamentary Debate Association, and The National Association of Black Journalists.

Rasberry's commentary and writings have appeared in Essence, Ebony, Jet, D-MARS Business Journal, Contemporary Christian Women, The Revivalist Magazine, Style, Gospel Monthly and more.

Rasberry's most treasured speaking engagement was in the East Room at the White House, broadcast live in 160 countries. In keeping with a tradition of excellence, Rasberry is the first non-traditional student in the history of TSU to win the title of Miss Texas Southern University. Rasberry attributes her success to a deep abiding faith in God, along with a willingness not to be afraid to fail her way to success.

Rasberry's life is a lesson of self-determination and hope. In Joie's book and CD, From JENSEN Drive 2 PENNSYLVANIA Avenue, she shares some of her life experiences, though painful, that eventually and strategically laid the foundation for her to become one of the most highly sought-after speakers on the lecture circuit and best-selling author.

Moreover, Rasberry has been featured three years in a row in Who's Who in Black Houston, along with Houston's African-American achievers and prominent citizens.

"I think back upon a childhood longing to do better, to have more, and to make something of myself. Yet, I remember one of my teachers, Mrs. Smith, telling me to think more realistically. She referred to my family as dysfunctional and spoke in limited terms of my success, referring to me as African-American, female, and full-figured." I said to myself then, "You'll read about me someday." I was definitely dreaming then. With no evidence of that ever being possible, I clung to that preposterous vision and with the force of those dreams willed it and made it happen. Not because I needed to be famous, but because I needed Mrs. Smith to be wrong. I needed a world that was sometimes cold and calloused to know that when preparation, education and opportunity meet, amazing things can happen. From that moment on, I've lived my life believing in limitless possibilities. I had to succeed, not only for me, but for my family, my neighborhood, my community and the world at-large. I had to arrange my life so that Mrs. Smith never talked down to another student again."

Rasberry is a faithful member of the Trinity Gardens Church of Christ in Houston, Texas where Timothy Daniels serves as minister.

Joie Rasberry

Joie Rasberry's Partial List of Speaking Engagements Include...

Experience

Abilene University	Eastside Church of Christ
Agape of Love Church	EEOC
Aldine Independent School District	Ensemble Theatre
Alief Independent School District	Essence Festival
Alzheimer Association	ExxonMobil
Angleton Independent School District	Federal Express
Anheuser Busch	Fifth Ward Church of Christ
Apollo Theatre	Fruits of Excellence Charter School
Bateaux Mouches	Full Gospel Baptist Church
Benji Charter School	Greenville Avenue Church of Christ
Bethany Baptist Church	Harris County Hospital District
Bethel Baptist Church	Headstart
Bobby Jones Gospel Show	Hester House
Brazoria County Juvenile	Hidden Valley Church of Christ
Brentwood Baptist Church	Houston City Council
Camden Arkansas School District	Houston Community College
Central Heights Church of Christ	Houston Food Bank
Channel 11 – KHOU TV	Houston Independent School District
Channel 13 – KTRK TV	Houston Police Department
Channel 26 – KRIV TV	Jacinto City Parks and Recreation
Channel 8 – KUHT TV	Jersey Village Municipal
Cherry Valley Church of Christ	Jolly Hotel Leonardo Da Vinci
Child and Adolescent Development	Julliard University
Child Protective Services	Kashmere Gardens Church of Christ
Church Without Walls	KCOH 1430 AM Radio
City Hall-Galena Park	Kingwood College
City of Houston Parks	KTSU 90.9 FM Radio
Cloverland Church of Christ	Lee College
Concord Baptist Church	MacGregor Medical Association
Continental Airlines	Marsalis Avenue Church of Christ
Czech National Symphony Orchestra	Mayor Lee Brown Youth Rally
DePelchin Children's Center	Mercy Nursing Home
Desmund Tutu Educational Trust	Minnesota State University

Joie Rasberry's Partial List of Speaking Engagements Include...

cont'd

Missouri City Church of Christ	Summer Camp Academy
Mobay Synthetic	Sunshine Missionary Baptist Church
Mountain View Church of Christ	Sweeny Independent School District
Mt Hebron Baptist Church	Sweetwater Country Club
Mt. Horem Baptist Church	Syracuse University
NAACP – ACT SO Program	Texas Children Hospital
Nabisco	Texas Drug Awareness
Nat'l Black McDonald's Operators Assoc	Texas Hospice
Northwest Preparatory Academy	Texas Southern University
New Day Deliverance Church	Texas Women University
New York University	Texas Youth Commission
North Forest Independent School Dist.	The White House
Northeast Houston Athletic Club	Third Ward Church of Christ
Northwest Preparatory Charter School	Trinity Gardens Church of Christ
NW Community Baptist Church	Toastmasters
Oklahoma Christian College	Trinity Gardens Church of Christ
Park Plaza Hospital	Tulane Medical
Paul Quinn College	United States Department of Interior
Pemberton Hills Church of Christ	United Way
Pleasant Grove Miss. Baptist Church	Unity Church
Purdue University	University of California
Rice University	University of Chicago
Richmond State School	University of Colorado - Boulder
Rosenburg Community Development	University of Houston
Shape Community Center	University of Texas
Southside Church of Christ	Wesley United Methodist Church
Southwest Seventh Day Adventist	Wheeler Avenue Baptist Church
Southwestern Christian College	Wiley College
St. Lukes Missionary Baptist Church	Williamette University
St. Petersburg Community College	Windsor Village Methodist Church
Studewood Church of Christ	Xerox
	YMCA
	Young Women of Character RTC

From Jensen Drive to Pennsylvania Avenue

Book

From JENSEN Drive 2 PENNSYLVANIA Avenue

Joie Rasberry's Story of Struggle, Strength and Survival



The story of From JENSEN Drive 2 PENNSYLVANIA Avenue began in the back of a Goodwill store on Jensen Drive in Houston, Texas. For its founder, Joie Rasberry, half-price Sundays meant shopping for 10-cent books while her mother bought \$1 shirts and \$3 jeans for the family.

In the back, near the musty dressing rooms and dusty glass candy dishes, run over shoes and purses wreaking of disinfectant became Rasberry's audience. There, more than 20 years ago among the discarded remnants, a gallery of second-hand merchandise shaped her company into the powerhouse that it is today, one that is built on the premise of hope, promise and a desire to want more and do better.

That pursuit of excellence is what prompted Rasberry to take her talents as a speaker, writer, actress, radio news personality and educator to another level. It was to be a means to an end, but has turned out to be her life's calling. Rasberry knew she wanted to go back to college, but faced with family obligations and financial limitations, she was forced to choose between the better life she sought, or maintain the one that had become so familiar, so comfortable.

Joie Rasberry

She chose to use her natural business savvy. Leaving behind lucrative jobs in Corporate America, she went back to school at Texas Southern University and turned her 20 years of speaking engagements and keynote presentations into money for tuition and books.

"It was the hardest decision I've ever made," said Rasberry. "But that is what separates the unwilling from the risk takers. Whether I sank or swam, it was up to me."

Within months of starting the company, Rasberry started receiving invitations to speak from around the country and the world. What has set Rasberry apart from the pool of other motivational speakers is her genuine testimonies of struggles, and how she rose valiantly to every occasion, surviving some of life's most painful moments. Her honest, no-nonsense approach has propelled her into the boardrooms of companies such as Halliburton, United States Department of Interior and Anheuser Busch to college classrooms at Julliard, University of California and University of Wisconsin. Rasberry's speaking engagements include international appearances in Johannesburg, South Africa, Prague, Czechoslovakia, Rome, Italy, Paris, France, London, England, Vancouver, Canada and abroad.

Rasberry donned the red carpet at the White House and performed for President George W. Bush, Condoleezza Rice, Dr. Rod Paige and Coretta Scott King, widow of slain civil rights leader Dr. Martin Luther King, Jr.

"The same people who laughed at me when I told them I was quitting Xerox to go back to school were the same ones who had to welcome me back when I was invited as the featured speaker for a board meeting," said Rasberry. "Sometimes, you have to be willing to face failure in order to make your dreams come true. You have to see yourself at the finish line even before you get there. You have to see yourself as successful, well accomplished and highly favored. Anything else just won't do."

Today, Rasberry handles not only speaking engagements that cater to women and youth issues such as Women Empowerment and The Value of Education, but also concerns over Leadership and Incorporating Spiritual Values in the Workplace.

Drawing on her experience as a Speech and Debate Educator, Rasberry coaches and trains executives, celebrities, professional athletes, aspiring politicians and pastors in the area of Professional Communication, Public Address and Presentational Effectiveness.

Her breadth of knowledge also extends to the arena of education. Rasberry recognized early that there were scores of young people in America's schools who are not able to verbally articulate their ideas and who lack the basic fundamentals necessary that promote good speaking habits. She has taken on the challenge of teaching speech and debate to students in workshops around the world, in addition to her national speaking engagements.

"It troubles me to know that there are students who have no hope for the future, or who can't think beyond the right now," she said. "That tells me that as a nation, we aren't doing all we can to make sure that the American Dream means something to the kids in urban, depressed areas," shares Rasberry.



"Success has not been instant, but rather, a gradual process. There is no magical formula for succeeding. For me, success has meant doing what others refuse to do and going where others would not go. I remember as a child, being asked to speak for all kinds of church programs, school events, civic meetings, special-interest groups, family reunions, retirement celebrations, birthday parties, and even funerals. It was these hundreds of speaking engagements that gave me not only experience, but exposure. The networking opportunities created from my speaking at the request of others as a child, has taken me from a once free speaker to an adult who is able to command lucrative speaking fees. There are no shortcuts to glory, you just have to be willing to pay your dues," said Rasberry.

Her smile is quite serene as she reflects back. "Of course, I was embarrassed like most kids my age having to shop at Goodwill, the neighborhood thrift store right in the heart of the ghetto, rather than having a chance to shop at Foleys or Macys. "It wasn't that we were poor. Both my parents made good money, they were just misers," states Rasberry. "The most amazing part of it all is, I would have never thought that those old second-hand books from Goodwill would have catapulted me on to life's top shelf. I remember filling my mother's shopping cart with the readings of Shakespeare, Robert Frost, Edgar Allen Poe, James Baldwin, Langston Hughes, Leo Buscaglia, Les Brown, Maya Angelou, Oprah Winfrey, Zig Ziglar and others. I loved reading because reading introduced me to a whole new world. I can laugh now because what appeared to be a curse, turned out to be a blessing in disguise," she interjects.

Rasberry's ability to connect with all people, regardless of environment or age, has made her one of the most sought after speakers among business, educational, social and non-profit groups. It has also enabled her to hold in high regard the sacrifices made by her family, the unpleasantness of life, those old glass candy dishes, shoes and purses that served as her audience when she was a young girl shopping with her mother at Goodwill, and the absolute beauty there is in struggle. "Struggle builds character," she said. "And every detour I had to take along the way helped me get from JENSEN Drive 2 PENNSYLVANIA Avenue."

Rasberry continues to serve as keynote speaker, speechwriter, publicist and performing artist for schools, universities, businesses, churches, foundations, companies, corporations and gala affairs. Rasberry's customized, honest, compelling, no-nonsense speeches and theatrical presentations continue to leave audiences spellbound. Rasberry's inaugural CD and book, From JENSEN Drive 2 PENNSYLVANIA Avenue, speaks to the heart of every man, woman and student. It is a compilation of speeches set to music that delve deep into the human spirit, as it deals with some of life's most pressing issues.



Joie & Les Brown



Joie & Poet Seven



*Joie & Friends at Wiley College
honoring HBCU Speech &
Debate Teams*

*"Success has not been
instant, but rather, a
gradual process. There is
no magical formula for
succeeding."*

- Joie Rasberry

Speaking Topics

**Available for Speaking Engagements at Significant Events
Sample Topics Are Provided Under Each Listing**

COLLEGE AND UNIVERSITY CAMPUSES

A. Annual Honors Day Convocations

1. You Too, Can Make It
2. Excellence in Achievement
3. The Continuous Pursuit of Excellence

B. Commencement Ceremonies

1. After the Tassel is Moved
2. Leadership in a World Gone Mad
3. Where to Now

C. Religious Emphasis

1. Your Next Experiment, Try God
2. I Know He is Able
3. If It Had Not Been For the Lord On My Side

D. Faculty and Staff Meetings

1. Getting the Most Out of Students
2. Cooperative Endeavors, Successful Ventures
3. What Students Don't Always Tell You



Speaking Topics

cont'd

PUBLIC & PRIVATE SCHOOL PROGRAMS

A. Girls Day

1. To Be Young and Gifted
2. Only a Girl Can Become a Lady
3. Diva Distinction

B. Promotion Day

1. You Made It
2. On to the Next Step
3. Success is Yours for the Asking

C. Parent/Teachers Association Meeting

1. Why You Are Desperately Needed
2. The Value of Teamwork
3. Each One, Reach One

D. Teachers In-Service Training

Workshops

1. The Making of a Good Teacher
2. The Importance of the Teaching

Function in a Democratic Society

3. Tools Now at Your Disposal

RELIGIOUS ORGANIZATIONS

A. Ladies Retreats

1. Finding a Way to Balance Yourself by Keeping It All Together
2. When You Need Encouragement
3. Just Another Days Journey

B. Men Conferences

1. Dare to Stand, When All Else is Sinking Sand
2. Point Man
3. Why Your Presence is Needed

C. Youth Gatherings

1. Stand for Something or Fall for Anything
2. There is Good, Better and Best
3. Put Your Best Foot Forward



COMMUNITY ORGANIZATIONS & CIVIC AFFAIRS

A. Public Assemblies

1. Community Responsibility
2. For Generations to Come
3. The Power of the Ballot

B. Leadership Seminars

1. No Time Like Now
2. Character, Skill and Power Concepts
3. Go Where No One Has Gone Before

BUSINESS AND PROFESSIONAL MEETINGS

A. Managerial Sessions

1. Communication Rules the Nation
2. In These Changing Times
3. Interpersonal, Intercultural and Organizational Behaviors

B. Leadership Training Sessions

1. Leadership or Follow-ship
2. The Expectations of a Good Leader
3. Principles of Leadership

C. Professional Gatherings

1. Professional Competency
2. Clientele Expectations
3. Ethics and Your Profession

BANQUET & ANNIVERSARY OCCASIONS

- A. Honors and Awards Banquets
 - 1. Honor to Whom Honor is Due
 - 2. Honor Isn't Cheap
 - 3. Accept our Applause
- B. Anniversary Banquets
 - 1. Another Milestone
 - 2. Still Making Progress
 - 3. A Look Ahead



NATIONAL CONVENTIONS

- A. Fraternal and Civic Organizations
 - 1. Opportunities to Make a Difference
 - 2. Make Your Days Count for Something
 - 3. Why Do We Gather Here
- B. Business and Professional Organizations
 - 1. Fired Up to Do the Job
 - 2. Running Interference
 - 3. Professional Update

SPEECH WORKSHOPS

- A. Business and Professional Organizations
 - 1. The Power of Effective Communication
 - 2. What All People Really Want
 - 3. Practice Under Supervision
- B. Civic, Political and Community Leaders
 - 1. Public Appeal
 - 2. The Right Word, in the Right Place, at the Right Time
 - 3. Effective Delivery Styles
- C. Executives: Business, etc...
 - 1. Commanding Stage Presence
 - 2. Reaching Audience Expectations
 - 3. Techniques of Informative & Persuasive Speaking

Motivational Speeches

1. Feed Your Faith and Doubt Will Starve to Death
2. How I Failed My Way to Success
3. From JENSEN Drive 2 PENNSYLVANIA Avenue – My Story
4. Deeply Rooted in the Principles of Success
5. Never Take “NO” for an Answer
6. No Vision, No Victory
7. Move From Your Comfort Zone
8. From Disappointment to Re-Appointment
9. As Long as There is Life There is Hope
10. How to Handle the Challenges of Life
11. Laugh All the Way to the Bank
12. Don't Just Fight, Win!
13. Decide What Deserves Your Energy
14. A Salute to Parents Whose Children Have Gone Astray
15. Dare to Stand When All Else is Seeking Sand
16. Two Sandwiches Shy of a Picnic Basket
17. The Elevator is Down, You'll Have to Take the Stairs
18. Let the Church Say Amen



"Sometimes, you have to be willing to face failure in order to make your dreams come true. You have to see yourself at the finish line even before you get there. You have to see yourself as successful, well accomplished and highly favored. Anything else just won't do."

-Joie Rasberry

"Joie Rasberry is a master at her craft. Whether she is speaking or writing, her literary prowess is always on point. She writes for us and has spoken at several of our events. We would not have it any other way."

Marcia Tillman

The Black McDonalds Operator's Association

"Rasberry's writing is powerful and impactful. It is life-changing and quintessential. Her speaking is engaging and mesmerizing. It is polished and articulate. No one and I do mean no one, can do it quite the way she can."

C. L. Mason

Faith of Deliverance Church, Pastor & Founder

"If you are looking for magic, look no further. I discovered why Joie is such an amazing speaker and writer---Because she is a keen careful listener. She has worked with me on several projects, and it never fails, I am always blown away. She is sometimes quiet and unassuming. For instance, she interviewed me once without taking notes. I did not know what to expect. Here is what I discovered. Joie somehow absorbs what you are saying in her spirit. And without missing a beat, the story she wrote compelled me into the stratosphere. I can't explain it, other than she is truly gifted."

Veronica Johnson

Aldine Independent School District

"Whether you are a budding entrepreneur, have been in business for decades, or have just graduated from college, Joie Rasberry is someone to follow. Her speaking website, www.joierasberry.com, and her writing website, www.thewritespotlight.com, are both sure to enlighten, inspire and empower. She is in a class all by herself. She is different kind of speaker and writer. You must hear her in person and read her work to understand what is meant. I've attended several of her engagements without invitation. She is just that good."

Noah McArthur

N.O.A.H. – Nothing Ordinary About Him/Her

"Joie Rasberry is a master at the podium and an expert with a pen. Her education, expertise, real world experience and care for humanity separate her from the masses. She works within her God-given gifts, asking for no praise. Yet she is lauded globally for being such a force to reckon with. She is truly a national phenomenon."

Terrell Williams

ExxonMobil, Retired Supervisor

"Few can take almost any subject matter and make it sound good. Fewer can catapult just about anyone to another level by way of compelling words fitly written and spoken. Joie can. She uses strategy, goodwill and luring content to connect others to the media and draw visibility. She coached me once in Presentational Effectiveness. She understands the added-value in being an effective well-rounded communicator. Without a doubt, she is a powerhouse."

D. Sneed

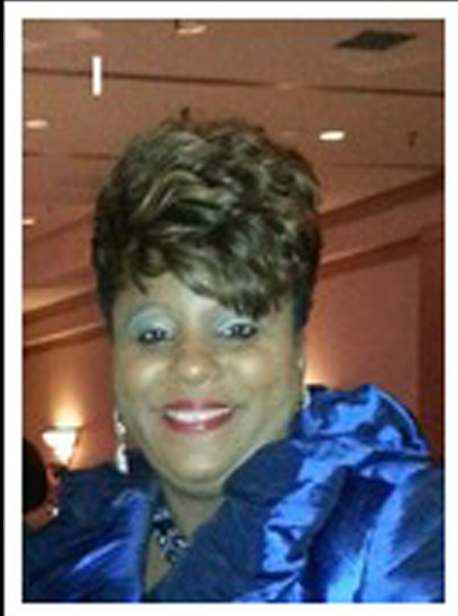
The Veterans Administration

"I've heard a lot of great speakers in my lifetime and I've read a lot of good writing. None can compare. This kid is a sensation and I don't think she even knows it. If I had it my way, Joie Rasberry would speak at all of our events and write all of our material. She is just that fascinating, yet she has a very humble and down-to-earth spirit. I am always blessed and honored to work with her."

Debbie Allen
Community Resource Specialist

"Before you can change your life, you must first change your attitude about things. Rasberry shared her personal story at an event I attended. It was heart-wrenching and tear-dropping, yet it was hopeful and meaningful. She has risen above insurmountable odds. She took her innate gifts, talents and abilities, and changed the course of her life. She fled generational curses that plagued her family and purposely avoided systematic ills in society that took over the neighborhood in which she grew up, thereby creating her own level of prominence and success. This girl's story is truly remarkable and amazing. Perhaps this is why she speaks and writes so passionately. She knows firsthand that sometimes all we need is someone to believe in us and to give us a thumbs up. She made it!"

T. Foster
Global Energy Finance



Rasberry offers Speech & Presentational Effectiveness Coaching to:

- Celebrities
- Entertainers
- Pastors & Ministry Leaders
- Business Executives
- Professional Athletes
- Rising Politicians

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