

Finding Aid to The HistoryMakers® Video Oral History with Donna Satchell

Overview of the Collection

Repository:	The HistoryMakers®1900 S. Michigan Avenue Chicago, Illinois 60616 info@thehistorymakers.com www.thehistorymakers.com
Creator:	Satchell, Donna, 1951-
Title:	The HistoryMakers® Video Oral History Interview with Donna Satchell,
Dates:	January 18, 2007
Bulk Dates:	2007
Physical Description:	5 Betacame SP videocassettes (2:21:20).
Abstract:	Business consultant and motivational speaker Donna Satchell (1951 -) founded STARR Consulting and Training, a workforce training program. Satchell-Kimbell was interviewed by The HistoryMakers® on January 18, 2007, in Stone Mountain, Georgia. This collection is comprised of the original video footage of the interview.
Identification:	A2007_014
Language:	The interview and records are in English.

Biographical Note by The HistoryMakers®

Donna Satchell was born on December 20, 1951 in Brooklyn, New York to Jennie and J.C Horton. The family moved to Mount Vernon, New York where she attended public school. After high school, Satchell worked for over ten years in various administrative positions for Booz Allen Hamilton, the American Stock Exchange, and Mutual of New York.

Satchell's career began with the Bristol Myers Squibb Company-Clairol Division in 1984. While working at Bristol Myers, Satchell was promoted from administrative assistant to category development manager in 1998. She also attended Mercy College at night to receive her B.S. degree in business administration in 1989.

Her twenty-plus years of corporate experience combined with her desire to help firms develop their employees helped her build a business based on her professional and personal business ethics and experiences. In 2001, Satchell founded STARR Consulting and Training. Her workforce training programs focus on customer service, team work, time management, principles for workplace success, and public speaking. Her clients include the Coca-Cola Company, The City Atlanta, Cox Communications, the Centers for Disease Control, and the Internal Revenue Service.

The Lessons Learned in Corporate America and *How to Make the Most of Your 9 to 5* are just two popular titles among her DVD lecture series. Satchell is also the co-author of *The Power of Motivation* and a five-part series entitled *303 Solutions*. She is one of the co-founders of Women Aspiring Together to Succeed and a member of the National Speakers Association, Les Brown Speakers Network, and the American Society for Training and Development.

Satchell currently resides in Stone Mountain, Georgia.

Scope and Content

This life oral history interview with Donna Satchell was conducted by Denise Gines on January 18, 2007, in Stone Mountain, Georgia, and was recorded on 5 Betacame SP videocassettes. Business consultant and motivational speaker Donna Satchell (1951 -) founded STARR Consulting and Training, a workforce training program.

Restrictions

Restrictions on Access

Restrictions may be applied on a case-by-case basis at the discretion of The HistoryMakers®.

Restrictions on Use

All use of materials and use credits must be pre-approved by The HistoryMakers®. Appropriate credit must be given. Copyright is held by The HistoryMakers®.

Related Material

Information about the administrative functions involved in scheduling, researching, and producing the interview, as well as correspondence with the interview subject is stored electronically both on The HistoryMakers® server and in two databases maintained by The HistoryMakers®, though this information is not included in this finding aid.

Controlled Access Terms

This interview collection is indexed under the following controlled access subject terms.

Persons:

Satchell, Donna, 1951-

Gines, Denise (Interviewer)

Stearns, Scott (Videographer)

Subjects:

African Americans--Interviews

Satchell, Donna, 1951- --Interviews

Organizations:

HistoryMakers® (Video oral history collection)

The HistoryMakers® African American Video Oral History Collection

Occupations:

Motivational Speaker

HistoryMakers® Category:

MediaMakers

Administrative Information

Custodial History

Interview footage was recorded by The HistoryMakers®. All rights to the interview have been transferred to The HistoryMakers® by the interview subject through a signed interview release form. Signed interview release forms have been deposited with Jenner & Block, LLP, Chicago.

Preferred Citation

The HistoryMakers® Video Oral History Interview with Donna Satchell, January 18, 2007. The HistoryMakers® African American Video Oral History Collection, 1900 S. Michigan Avenue, Chicago, Illinois.

Processing Information

This interview collection was processed and encoded on 5/30/2023 by The HistoryMakers® staff. The finding aid was created adhering to the following standards: DACS, AACR2, and the Oral History Cataloging Manual (Matters 1995).

Other Finding Aid

A Microsoft Access contact database and a FileMaker Pro tracking database, both maintained by The HistoryMakers®, keep track of the administrative functions involved in scheduling, researching, and producing the interview.

Detailed Description of the Collection

Series I: Original Interview Footage

Video Oral History Interview with Donna Satchell, Section A2007_014_001_001, TRT: 0:29:00 ?

Donna Satchell was born on December 20, 1951 in Brooklyn, New York to Jennie Richardson Campbell and J.C. Horton. Her maternal grandmother, Euphima Davis Richardson, was born in Spanish Town, Jamaica. As a teenager, her grandmother moved to Mount Vernon, New York, and met her husband, carpenter William Richardson. They had five children, including Satchell's mother. While Satchell knew little about her father, she developed a relationship with her paternal aunt, Georgia Morgan, who lived in Brooklyn before relocating to Huntsville, Alabama. Satchell's parents divorced when she was four years old, and Satchell moved with her mother and sister, Gale Horton Gay,

to live with her maternal grandparents in Mount Vernon. There, Satchell attended Robert Fulton Elementary School, and learned to sew from her mother, who worked as a telephone operator. With their mother, Satchell and her sister often visited New York City cultural institutions, like the Metropolitan Museum of Art and Radio City Music Hall.

Video Oral History Interview with Donna Satchell, Section A2007_014_001_002, TRT: 0:28:15 ?

Donna Satchell attended Washington Junior High School in Mount Vernon, New York. An introverted student, she enjoyed visiting the library, and listening to Motown artists like Diana Ross. After completing the ninth grade at the Mount Vernon High School Annex, she became a student at Mount Vernon High School, where she excelled in accounting. During this period, she aspired to be a secretary. As she was not motivated by financial gain, she also decided to forgo college. Upon graduating in 1969, she advanced as a secretary at the Mutual Life Insurance Company of New York in New York City. She also took classes at The Ophelia DeVore School of Self-Development and Modeling and John Robert Powers School, which enhanced her self-esteem. While working as a secretary for the American Stock Exchange, she developed new professional ambitions. Her sister, Gale Horton Gay, helped her secure a job at the Boehringer Mannheim medical supply company, and Satchell soon joined the consulting firm of Booz Allen Hamilton Inc.

Video Oral History Interview with Donna Satchell, Section A2007_014_001_003, TRT: 0:28:45 ?

Donna Satchell was working as a secretary at Booz Allen Hamilton Inc. when she decided to attend college, matriculating at Westchester Community College in Valhalla, New York. When Booz Allen Hamilton's management refused to increase her pay, Satchell left the company. She found temporary work, and was then hired as a secretary at Clairol, Inc. At the beginning of her seventeen-year tenure there, Satchell assisted in various projects, including the company's sponsorship of the U.S. Open Tennis Championships in New York City. In 1987, Satchell received her associate's degree in marketing. The sales department held a graduation party for her, where she met Gerald Beddall, the president of United States operations at Clairol, Inc. After earning her bachelor's degree in 1989 from Mercy College in Dobbs Ferry, New York, Satchell applied for corporate work in Atlanta, Georgia. To retain her at Clairol, Inc., Beddall promoted Satchell to assistant product manager, a role rarely offered to secretaries.

Video Oral History Interview with Donna Satchell, Section A2007_014_001_004, TRT: 0:28:10 ?

Donna Satchell received her bachelor's degree in marketing from Mercy College in Dobbs Ferry, New York in 1989. She was promoted to assistant product manager at Clairol, Inc., but struggled to succeed. In 1992, she moved to Atlanta, Georgia, where she joined Clairol, Inc.'s sales office as an analyst. During this time, Satchell developed a part-time business, Cultural Art Works, facilitating art transactions at private homes. To practice public speaking, she joined Toastmasters International. She also co-founded Women Aspiring Together To Succeed, a personal development group for African American women in Atlanta. When Bristol-Myers Squibb sold Clairol, Inc. to Procter and Gamble Company, Satchell left to start her own business, Success Can Be Yours, LLC. In the early 2000s, she led training programs, such as a change management program for the City of Atlanta. In collaboration with motivational speaker Les Brown, she created her own programming, including 'The Success Formula: Donna Satchell and Les Brown.'

Video Oral History Interview with Donna Satchell, Section A2007_014_001_005, TRT: 0:27:10 ?

Donna Satchell contributed to Doug Smart's motivational speaking publications,

including ‘303 Solutions for Developing the Leader in You’ and ‘The Power of Motivation.’ At the time of the interview, she planned to publish her own book about overcoming the fear of public speaking. She also remembers inviting self-help author Dennis Paul Kimbro to deliver the keynote speech for the Black Newcomers Network’s anniversary celebration. Satchell reflects upon her life and legacy, including her contributions to the Women Aspiring Together To Succeed organization; the importance of discovering one’s passion; and how she would like to be remembered. She concludes the interview by narrating her photographs.