



Sally Baskey received her Bachelor of Fine Arts from the University of Arizona in 1975. She taught briefly at the Actors Workshop in Dallas before starting a 25 year career with a major oil company. She has been "acting" like she knows what she is doing ever since. Her jobs have included human resources, telecommunications, facility management, information technology, public relations, corporate gifts and employee communications.

She has always been in an internal marketing or customer service role. Her strength has been in managing technical areas as a nontechnical person. She sees ways to keep things simple, motivate employees, understand the customer needs and she has excellent communications skills. Her creativity allows her to influence employees and management to participate in company programs, events, and training. She uses humor to diffuse difficult situations and deliver motivational messages.

During her career, her trademark character, Ida Mae, has made many appearances spoofing management and numerous reorganizations. Sally Baskey has also provided comic relief at meetings or the entertainment for other company functions and private parties.

Sally Baskey started her own company, RxHumor in 2000. She now performs Ida Mae for corporate meetings and events as well as for private parties. She also presents her new motivational speaking program entitled *Laughter, My Drug of Choice*, whose message is using humor to get through life's challenges. She has recently published her first book, also entitled *Laughter, My Drug of Choice*. She lives in Arlington, Texas and has a daughter, SarahBeth, who attends The University of Oklahoma.

Sally Baskey

Speech Topics

- Management
- Customer Service
- Change

Salley Baskey

Testimonials

"Her involvement was the best investment I have made with my sales team in 10 years. She not only re-capped every aspect of a very long three-day conference, but also discretely "roasted" the top leadership, sending us off with enthusiasm, renewed vision and warm hearts toward one another."

- National Marketing Director, National Safety Associates.

"You have a great approach that gets across that change should be expected and not feared. The auditors are still marveling at the information recall you demonstrated in mentioning surprise details about all 70 at the meeting."

- Director, Corporate Audit, EDS.