

From: laurenm@dlba.org
To: [Info](#)
Subject: New submission from Board Eligibility Form
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Name

Shawnaleah Epps

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Preferred method of contact

- Text

Please check one

- I own a business in the Downtown Parking Improvement Area (DPIA)

Years as a stakeholder in Downtown Long Beach

1 - 5 years

If you are a business owner, please provide your business license number if available.

BU22017787

If you are a business owner, please provide the name and mailing address of your business and a brief description

Shine Your Heart
324 Elm Ave
Long Beach, CA 90802
Shine Your Heart is a conscious retail business with a focus on textile design and bag making.

If you are a property owner, please provide the name and mailing address of your property and a brief description

I am not a property owner.

Have you served on the Board of Directors in the past?

No

What DLBA Committees would you be interested in serving on?

- Marketing and Communications
- Economic Development

What would you like to achieve as a director?

My business and quality of life are directly related to the health of our city. I want to thrive in Long Beach, so I want Long Beach to thrive. There are so many good people here that want to shine and I think with the right focus and strategy, we can grow Long Beach into something really special. Aside from that, I want to look back on and know I had a part in building and nurturing a city that has energy, art and

culture. A city that draws people to it because of our restaurants and the unique offerings we have that are different from other beach towns. I like it here and I want to be a part of making it better.

Tell us about yourself by providing a short bio:

- [bio.docx](#)

I love these About Me blurbs. I am multidimensional and very layered but I'll do my best to give you a synopsis of my most recent history as it applies to this application for the DLBA Board.

I moved to Long Beach in 2016 from Denver to be closer to the entertainment industry I was working in. I made a decision to leave that industry and come back to Shine Your Heart, a business I only ever saw as a side project. In 2017, I made a commitment to embrace this new journey with no holding back. Since then I have been navigating the new challenges that come with building a brand.

I have a degree and background in marketing, branding and PR and for 15 years, used my skills to build brands for clients. Now I get to build my own brand.

Additionally, I am a certified yoga instructor and hypnotherapist. Before Covid, I taught yoga and guided meditation weekly. I am a hypnotherapist and offer past life regression with nearly 100 clients I've worked with to discover the origin of their pain and have held space for them while they heal.

I enjoy all of these things equally.

I love the process of discovery and expanding internally. It's nice to feel connected to myself and my purpose and use that to make the world around me better in as many ways as I can possibly manage.

This is just a small part of who I am.

As it pertains to the Board, I am a fun and diplomatic person who asks a lot of questions. I want to understand the reasoning behind decisions that affect things on a large scale. I appreciate transparency and sharing the decision making process with other people who care enough about the topics up for discussion. I speak up and have my own opinions and ideas and have a lot to offer anyone that I share my time and energy with.

Thanks for reading :)