



2010

*“Woman with a Heart for
Bakersfield”*

Dayna Nichols

Dayna Nichols has a heart of lavish generosity. Her abundantly generous and caring spirit overflows to her family, her business, and her community. Humble and quietly consistent, Dayna skillfully combines career, volunteerism, and family. Dayna is God’s heart to Bakersfield.

As owner and CEO of Castle Print & Publication, Dayna has established a company culture of giving back to family and community. For nineteen years, Dayna has served on the executive board of Options Unlimited Bakersfield Women’s Business Conference, including as chair in 2003-04. Dayna joined the efforts of the Bakersfield City School District Education Foundation nineteen years ago. She serves as director at large of the Bakersfield Chamber of Commerce and has volunteered on and chaired multiple committees, including Business and Education, Business Expo and Summer Social. Dayna also chairs Kern County Family Week and the Creative Expression Art and Essay Contest for 1st-12th graders, “What My Family Means to Me.” Dayna is active on the Women’s & Girls Fund Vision Committee and assists many nonprofits, school districts, and individual schools.

Getting involved in her children’s schools and being an active member at her church has been Dayna’s passion for many years. Now, as a mother of seven responsible and darling children, a wife to a busy husband (her business partner), and an employer of “a lot of really great people,” Dayna truly considers her job as “helping people accomplish their task” – whether it be a printing project or a personal crisis.

“Life has developed into an educational process,” says Dayna. “I learned the business on the run; alongside my partner that believed in the challenge, my employees that knew better, my parents that taught me to work hard, my faith that values integrity, my children that patiently love me, and customers that appreciate flexibility and accountability.

An incredible mother, Dayna believes the most important thing that she can do is to encourage her children “to always do their best at whatever they are asked to do, get a good education and help others along the way. All seven kids are different, but similar in many ways. They are talented, fun loving, hardworking, great friends, and wonderful individuals. Seven are happy, healthy and well adjusted! Four were the student body president, five are married, five served missions for their church, six have graduated from college, two have masters degrees (so far), four are parents, one is a newlywed, and two are single, but love being the favorite uncle!”

Dayna and her husband, Steve, enjoy teaching their children to serve by participating as a family. Their favorite pastime is visiting their children and their families – boating at Lake Mead with all. “We are two happy parents, seven devoted children, five spouses, eleven darling grandchildren, totaling twenty-five!”

