

Former Wautoma High School Student making a difference dividing her time between Austin, TX and Kilimanjaro Region of Tanzania

Jessey Jansen, a 1993 graduate of Wautoma High School, is following her dreams and making a difference to many with her Voice of Maasai music label and her fine arts. Jessey took art in high school and really enjoyed film photography in the darkroom at WHS. She went to UW Green Bay and majored in Communication in the Arts with a minor in Graphic Design and Printmaking. She presently lives in Texas and spends considerable time in the Kilimanjaro Region of Tanzania.

When asked what type of art she did, she replied, "I am a multidisciplinary artist but much of my time is spent on developing our Voice of Maasai music label. I am the Founder/Manager/Publisher of Voice of Maasai. I am responsible for scouting talent, management, developing and designing the brand, sales, distribution and everything in between. I build the musical talent team and then allow the creativity to be unleashed. My current fine art portfolio consists of digital collage."

Jessey has received 19 awards from 2005 to 2018 including the Outstanding Achievement in Web Development from the Web Marketing Association in 2005, 2012 American Package Design Award from Graphic Design USA, 2016 Best Jazz/World AMI Music Award from Art-prize8 and most recently the 2018 Amer-

ican Package Design Winner, GD USA. She has won many best of show and designer awards.

Using her talents, Jessey mixes music with art, a match that really works and with her talents it has no end. Her favorite song of Voice of Maasai is "Embattled Land by Nema Koshuma" as it bucks music genres and has been recognized with music and design awards and has been the official selection for two film fests. "My favorite fine art piece is "American Dream" which depicts the idea that today's dream is discovered by hard-wiring (networking) as well as bootstrapping. Hard-work along with strategy that includes learning to negotiate new environments is essential to radically change one's lot in life," Jessey said.

She said her biggest professional accomplishment is the development of the Voice of Maasai label as it really required commitments from so many different individuals that have defied odds and sliced through cultural barriers. The future for VOM is multi-tiered as her goal is to get 110K music downloads so she can generate significant capital to keep building the label and generate rewarding royalties for her artists. Another goal with VOM is to get to a point to have a few performance artists that she can tour and be able to sponsor her TZ team to the USA for continued learning. Her goal is for her fine art is to have a solo show at the National Museum of Women in the Arts in Washington DC so she can have a platform to share her story as a whole.

Jessey said her biggest challenge is the same as any creative career. It is not to be hindered by rules and convention as it really takes unconventional thought to raise funding and try and sustain projects that have potential of being more.

Music by Voice of Maasai can be downloaded at <http://www.voiceofmaasai.com> and also on iTunes and Amazon. Her fine art portfolio can be found at <http://www.jesseyjansen.com>. For more information you can email Jessey at jessey@voiceofmaasai.com.

Jessey and her husband, Michael Cicchella, live in Austin, Texas, the music capital of the world.



Alex Lobulu (sound engineer), Jessey, and Nema Koshuma (lead vocalist at the Four Seasons Serentgeti as they filmed for the music video "Embattled Land."



Voice of Maasai logo created by Jessey Jansen.



The American Dream file is Jessey's favorite artwork.



GDUSA Entry is an image of Jessey's award winning marketing brochure for Voice of Maasai.



Alex Lobulu (sound engineer) and Jessey in the studio in Arusha Tanzania.