



BOBSA  
Black Owned Beauty Supply Association  
"Connecting the Black Dots"

# The BOBSA Connection

*BOBSA's Newsletter to keep us connected*

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## Special points of interest:

*Interesting AOL Survey:  
African-Americans on the  
Internet*

*Staking Our Claim in  
Cyberspace*

*BOBSA members to  
appear on the World  
Wide Web Show—Detroit*

*Black Wall Street Journal  
and BOBSA Connect the  
Dots*

*BOBSA Online Beauty  
Supply Store*

## Message from the Chairman

Dear Members,

Please allow me to express my sincere appreciation to all BOBSA members for your ongoing support of BOBSA's mission. Without you, our valued members, we cannot accomplish our goal in connecting the black dots and promoting health and wealth in our communities.

A very important component that enables BOBSA to provide top-quality member service is membership expertise. We encourage you to share your talents to enable BOBSA to create a **Skill Bank**, which we will draw from to support one another. As we strive to increase our membership, we also ask that you spread the word about BOBSA, its mission, and its benefits.

Along with a renewed membership drive, BOBSA reminds all active members to keep an eye out for reminders about membership dues. Your payment of association dues and having membership in good standing ensures that you will automatically be recognized as a member in good standing, receiving all BOBSA benefits.

We value your continued membership in the BOBSA association and look forward to working with, and supporting you this year and onward. Please contact us with any questions concerning your dues billing by calling the association office at (650) 357-0073 or email [sam@bobsa.org](mailto:sam@bobsa.org).

Finally, I hope you will find this issue of The BOBSA Connection informative and beneficial to both you and your business. We work hard to bring you information to enlighten and motivate our members. Please read about the exciting ventures that BOBSA is undertaking. In addition, please send your feedback on articles and the newsletter itself. We welcome your input.

Respectfully,

Sam Ennon  
BOBSA Chairman

## Roundtable Reports

### Active committees working to enhance your benefits

BOBSA now has eight active Roundtables:

1. Realtors
2. Manufacturers
3. Salon Owners
4. Beauty Supply Store Owners
5. Insurance/Financial Management
6. Online Beauty Supply Store Owners
7. Information Technology
8. Marketing

The primary objective of these Roundtables is to help BOBSA meet its mission to support, promote and enhance the stability and growth of African American Operators in the Beauty/Hair Industry. Roundtable members select issues that they as a group can resolve within the year. We are... **Connecting the black dots.**

Members are invited to become a part of the Roundtable that will benefit them most and that they feel comfortable in making a contribution. *Participation is restricted to BOBSA Members.*

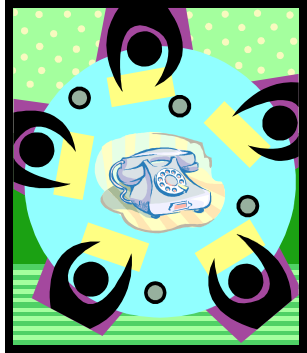
If you would like to participate in one of the national BOBSA Members RoundTables contact:

Sam Ennon at [sam@bobsa.org](mailto:sam@bobsa.org) or  
Norma Anderson at [norma@salonvoices.org](mailto:norma@salonvoices.org).

Roundtable Reports will resume in the next issue of THE BOBSA CONNECTION.

Please read about our upcoming Roundtable Appearance on the  
**WORLD WIDE WEB SHOW**  
a radio talk show in Detroit, Michigan  
(Page 5)

*“The primary objective of these Roundtables is to help BOBSA meet its mission to support, promote and enhance the stability and growth of African American Operators in the Beauty/Hair Industry.*



### *Our Heartfelt Condolences To Members and Their Families On the recent loss of their Loved Ones*

*Natasha L. Anderson/GLAMOUR DIVNE/The Unbraider...Mother*

*Nakia Hopkins/BOBSA ONLINE BEAUTY CALIFORNIA... Grandmother*

*Larry Mc Clenney/KEMI-ORGANICS, INC...Brother*

*Sam Ennon/BOBSA...Mother-in-law*

## BOBSA News

### New Services

#### Staking Our Claim in Cyberspace, BOBSA Online Black Beauty Supply Stores



It's commonplace today to walk into a black beauty supply store to be greeted by Korean storeowners who have, over the years, control the black hair care industry. Black Hair Care is a multi billion-dollar industry and it's time for that fortune to return to the hands of Black Store owners and our black communities.

BOBSA (Black Owner Beauty Supply Association) has begun a unique program to help stake our claim in this ever-growing market. BOBSA has begun a nationwide plan to launch a series of online beauty supply stores. In every state.

Until the introduction of the web, a person would have to be ready to invest between \$50,000-\$250.00 to get his or her own beauty supply store started. With BOBSA, your Online Beauty Supply Store could be developed, fully stocked and open for business with an investment of \$15,000.

The inventory will consist of a complete selection of black hair care for men and women, cosmetics, hair accessories, and appliances. The online store will also carry products only available at BOBSA retail stores.

The BOBSA Online Beauty Supply Store is a complete turnkey package designed to help you start and market your own online business and begin taking advantage of the huge market for black hair care produces.

For more information, and full details on the Bobsa Online Supply Store, please contact, Sam Ennon, Director of BOBSA at 650-357-0073, email: [shop@bobsa.us](mailto:shop@bobsa.us) or Asya Rahim, at 614-327-3662 email: [asya@blackfolkshair.com](mailto:asya@blackfolkshair.com)

Thank you,

Sam Ennon  
Director Bobsa Online Stores

*Remember...*

*Check our website  
[www.bobsa.org](http://www.bobsa.org)  
frequently for  
updates.*

### First BOBSA Online Store of CALIFORNIA

**Owned by Nakia Hopkins  
BOBSA member**

[www.bobsabeautycalifornia.com](http://www.bobsabeautycalifornia.com)

### New and Exciting News!

**A Medical and Dental program**  
for BOBSA members  
*and their families*  
is being designed.

**STAY TUNED** for updates....

I will keep you posted  
as we move forward.

Rex.

## AOL Survey Finds African Americans Spend Nearly Double the Time Online Than the General Population

### Nearly 80% of African Americans Surveyed Are on the Internet - Most on Broadband, More Likely to Use Internet for Finances, Healthcare, Entertainment and More



DULLES, VA - October 10, 2005 - African Americans are racing to the Internet in record numbers, according to the 2005 AOL African American Cyber study, conducted for AOL by IMAGES Market Research. They report spending more time on the Internet (5 hours a day vs. 2.9 hours a day for the general online population) and are closing the gap in Internet usage with nearly 80% of African Americans having access to the Internet (vs. 88% of the general population). And two-thirds of online African American households have a high-speed connection vs. 53% of the general population. Those currently not online are more likely to get connected within the next 6 to 12 months.

The study also revealed that African Americans are embracing the Internet as an indispensable lifestyle tool and a tremendous resource. They are far more likely to use the Web to access a variety of information: news (68% vs. 56%), entertainment (55% vs. 26%), health related issues (72% vs. 53%), financial questions/needs (60% vs. 40%) and sports (39% vs. 26%).

Other popular activities include: using a search engine (92%), communicating with family and friends (86%), using the Internet to get driving directions (85%), opening a bank account or online banking (62%) and listening to music online (62%). In addition, 62% of African Americans feel the Internet is helpful with individual career advancement and is a useful education tool (80%) for all ages.

"As we look to offer marketers the most relevant information about online behaviors of various demographics, we are excited to announce the findings of the first African American Cyber study," said Michael Barrett, executive vice president, AOL Media Networks. "We are committed to provide the advertising community with new data about the changing nature of online behaviors to better serve their needs."

"The study clearly demonstrates that African Americans have turned to the Internet to save time and make their lives more efficient and enjoyable," said Bret Moore, publisher of AOL Black Voices. "The Internet has truly proven to be a life enhancement tool that African Americans are using to attain their goals and realize their dreams."

However, the study also found that an overwhelming number of African Americans say there isn't enough online content that "speaks" to them as a distinct culture with its own dynamic needs and values. The survey also found that almost three-quarters (73%) of African Americans were much more receptive to culturally diverse advertising. And 68% favor companies that benefit the African American community.

#### Topline Findings

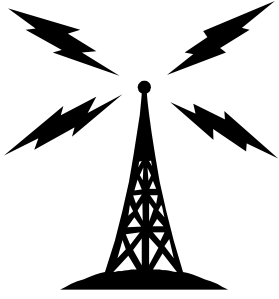
\*\* Nearly Eight in ten African Americans surveyed are currently using the Internet - the remaining 21% are more likely than the general online population to jump on the Internet within the next 6-12 months.

\*\* Already, 64% of African Americans online have broadband access - vs. 53% of the Total Online Population.

Source: AOL

*To request the entire list of findings, please send an email to [sam@bobsa.org](mailto:sam@bobsa.org) with "AOL Survey" in the subject field.*

*"... the study also found that an overwhelming number of African Americans say there isn't enough online content that "speaks" to them as a distinct culture with its own dynamic needs and values."*



*I view BOBSA's  
mission as a mission  
to question and  
motivate.*

## Upcoming Events

### WORLD WIDE WEB SHOW

DALTON WALKER, JR.

It is a pleasure to provide service to the members of BOBSA. Even though I am not a member of BOBSA as of this writing, I do expect to be a fully recognized member very soon. I am very excited about the programs of BOBSA and the potential these programs project for the future. As a future member, I plan to do my part to move these programs forward. To start, I will offer all active members of BOBSA access to my radio show for a discounted rate of \$50.00 for a full half hour of talk. The normal rate is \$65.00 for a full half hour. A \$15.00 saving. Membership must be in good standing. You may discuss any subject matter whether associated with BOBSA or not. I plan to work closely with Sam Ennon and all BOBSA members to ensure that BOBSA meet its mission object. Through my radio show I plan to endorse BOBSA and encourage membership.

Even though I view the mission of BOBSA as a mission to right an imbalance in the minority community, I firmly believe all American citizens will benefit in the end by uplifting the average business person. I do not see the mission of BOBSA as a mission to cause harm or displacement. Instead, I see BOBSA as a mission to make aware those who are idle in their thinking about business. I view BOBSA's mission as a mission to question and motivate. Failure to question or motivate, I believe, leaves one passive and vulnerable. In this particular case, to economic peril. To be exposed to one who simply blame and not reflect scares me.

Money, that is what moving forward is about. It is ok to wish and dream. However, wishing and dreaming requires no effort. To acquire money requires effort. To keep money requires effort. Therefore, it is the pursuit of money and I dare say dreams that allow one to become whole and respected. In the view of this writer, ideology alone can be dangerous economically and mentally.

Therefore, as I seek to become a cog to move BOBSA forward, I look forward to the pursuit of money and friendship to make me whole. I view BOBSA as being about business and allowing ideology to only be the impetus. I like that. That is what makes BOBSA my kind of organization.

Dalton Walker, Jr.

#### ADVERTISING OPPORTUNITY!

If you would like to advertise your business in upcoming issues of *The BOBSA Connection*, please contact:

Sam Ennon  
(650) 357-0073  
Or email  
sam@bobsa.org

***BOBSA members in good standing receive special rates***

## Industry News

### Black Wall Street Merchants Association and BOBSA Connect The Black Dots

By Glenda McComb, MBA – Executive Director, Black Wall Street Merchants Association

Black Wall Street Merchants Association (BWSMA) in Oakland, CA since 1999 and BOBSA join forces as members to co-promote the “Re-circulate Black Dollars Campaign” and to grow more black businesses nationally.

In the spirit of Black Wall Street, Tulsa, Oklahoma and Durham, North Carolina; Oakland’s Black Wall Street Merchants Association is taking a twenty-first century approach to advocating for more black businesses and re-circulating black dollars. BWSMA is partnering with black businesses, associations, and individuals nationally to promote its mission and goals. There is still power in numbers!

BWSMA and BOBSA is a great partnership since both organizations’ mission and goals are to grow more black businesses and to promote the re-circulation of black dollars through connecting the black dots. BWSMA is committed to making its resources available to BOBSA as an organization and to its members.

BWSMA has the capability to conduct national e-mail marketing campaigns through our database of several hundred thousand, opt-in participants and regional campaigns in California and other states. The Oakland Black Wall Street District’s website: [www.blackwallstreet.org](http://www.blackwallstreet.org) receives over one million hits monthly; therefore, BOBSA’s website linked to ours and our being linked to BOBSA’s website will attract more business and recognition for both organizations.

The Black Wall Street Merchants Association is a not-for-profit enterprise that serves as an advocate for commerce in the African American and culturally diverse community, that promotes ethics, and that seeks to preserve the economic growth, social and ethnic vitality of the community. Since its founding in 1999, it has served as an effective business and social networking organization.

The Black Wall Street District is comprised of churches, organizations, and businesses from 50th Avenue to 109th Avenue bound by International Boulevard in Oakland, California. The District has sixteen barbershops and eleven beauty salons located on International Boulevard.

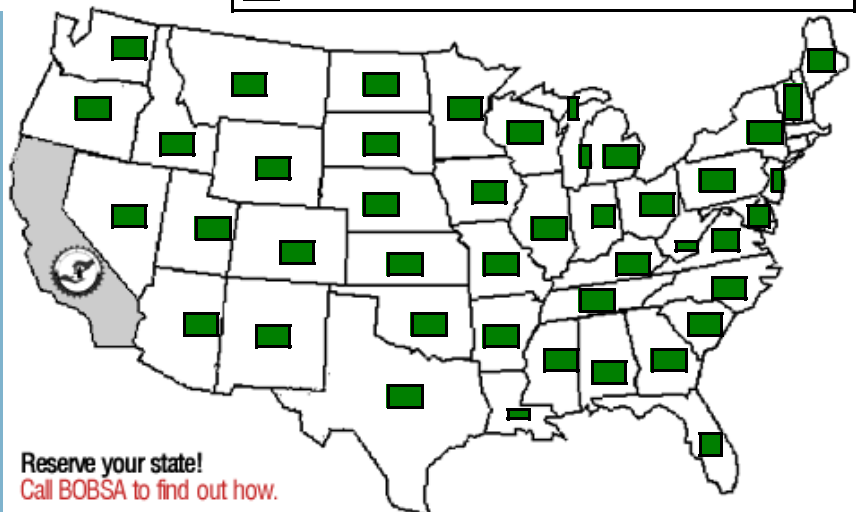
For more information on the Black Wall Street Merchants Association, please go to our websites: [www.blackwallstreet.org](http://www.blackwallstreet.org) and [www.nationalblackwallstreet.org](http://www.nationalblackwallstreet.org) or call Glenda McComb, Executive Director at (510) 472 – 3343.

“Black Wall Street Merchants Association and BOBSA Are Connecting the Black Dots.”

**Call BOBSA for information on starting your own online beauty supply store.**

**BOBSA offers the support you need to get through the start-up phase. Read Nakia Hopkins’ article on the next page where she talks about turning the impossible into the possible, using the connections within BOBSA. It’s all about “connecting the black dots!”.**

**BOBSA Online Stores Available!**



Reserve your state!  
Call BOBSA to find out how.

## From Our Member

### B.O.B.S.A Online Beauty Supply Store

By Nakia Hopkins

The concept was simple while the task was astronomical. With hard work and dedication from BOBSA members, the California BOBSA online store is well on its way to becoming a major participant in this thriving market.

I'm the proud and very excited owner of the first BOBSA Online Beauty Supply Store serving California. I spent a large part of my adult life planning and preparing myself to become a business owner. Having all the business knowledge that is required to run a company and a well-researched business plan I had no idea of the heart-breaking troubles that awaited me.

My plan was to become a player in the beauty supply industry, open a fair-sized store, and provide the customer service I was missing from my own beauty supply store.

I don't think I need to mention that having a young black face selling products to consumers of the same likeness was one of my unwritten plans; this was an issue that was dear to me personally.

Do not misunderstand me. I have no problem with doing business with people outside of my own race. It just appeared that there was an apparent imbalance in the industry. While attempting to establish vendor contacts, I became very aware that it was going to be a task much bigger than I could handle on my own. Month after month, the sad reality that this industry was not set up for me to succeed was slowly becoming a dream wrecker.

After all I had overcome in my life, this started to feel like the impossible mission. After researching every possible organization I could find, it appeared as if I needed to rethink my goals.

Finally, I found BOBSA it was a great relief to know that I was not the only person with this problem. BOBSA was a new organization with many resources. BOBSA was able to provide me with the much-needed information I was missing. BOBSA held my hand as I unloaded all my frustration. As if the chairman had heard this a million times before, he began to assure me that it was not mission impossible.

BOBSA was able to provide me with a realistic view of what I was facing and assured me that this was the best place for me.

Several months into being coached, I realized that I had not sent my membership fees. This was one of the reasons I found BOBSA to be more valuable than any other group I had researched. The goal is and will always be CONNECTING THE BLACK DOTS.....

After many months and hours on the phone with BOBSA it was clear that I was not ready to open a store just yet. However, while meeting with the members and participating in several round tables, it was clear that as a BOBSA member I would be the perfect fit for ownership of the new online beauty supply store. And just like that the impossible became possible...just by connecting a few black dots.

*It is this belief in a power larger than myself and other than myself  
which allows me to venture into the unknown and even the unknowable*

--Maya Angelou

*I have learned over the years that when one's mind is made up, this diminishes fear;  
knowing what must be done does away with fear.*

--Rosa Parks

## Special Announcement to Our Members

TO ALL MEMBERS

FROM: Sam Ennon  
BOBSA/Chairman

As you are probably aware, I have recently formed a new independent company called "**BOBSA**" **Beauty Distributor, LLC**. The company's primary objective is to supply Local, Regional and National Beauty Supply Stores with our own quality brand of human & synthetic hair, beauty products, and service. This new distribution system will allow Black Beauty Supply Stores, Barbers, Stylists, Salons and Consumers better options to purchase products. "**CONNECTING THE BLACK DOTS**"

**Warehouse Location:**

BOBSA Beauty Distributor, LLC  
Fulsource  
48900 Milmont Drive  
Fremont, CA 94538  
650-357-0073 or 510-853-4402

**Companies we are buying from as of this date**

- 1). J.M. Products, Inc
- 2). Kemi-Organics, Inc
- 3). Clear Essence Skin Cosmetics
- 4). BOBSA Unique Brand Human & Synthetic Hair and Wigs,
- 5). Black and Gold Brand Human & Synthetic Hair
- 6). Clear Essence Products
- 7). Gueye's Health Beauty
- 8). "Off Da Hook" Product
- 9). Shades Of Silky Product
- 10). Twists, Dreads & Locks Hair Product
- 11). SET By Fritz
- 12). Glamour Devine (The Unbraider)
- 13). Emily's Classic Beauty Line
- 14). Change Up Relaxer System
- 15). Carlo Di Roma Cosmetic Display

The "**BOBSA**" **Black Owned Beauty Supply Association** will receive **5% of the profit of sales** from "BOBSA" Beauty Distributor, LLC.

### HAPPY FATHERS DAY!

Best Wishes to the BOBSA Fathers

*"Fatherhood is pretending the present you love most is soap-on-a-rope."*

Bill Cosby

## World Wide Opinions

### Our Website Readers Write

Some of our past guests have signed our guest book and you can get an idea of what they thought of BOBSA.org Black Owned Beauty Supply Association and the local attractions and amenities by reading through their comments. Please visit the website and take a moment to sign our guest book.

Erinicole (Phoenix, AZ) June 13, 2006

*I agree w/ the featured video about Korean-owned supply stores. My question is what can we do about it? I know in Phoenix there are very few beauty supply stores and that they are all Korean owned/ran. Also Black women (as a whole) pride themselves with our unique and genuine hairstyles. Our crown is one of the few things that we have left that has been imitated but NEVER duplicated by other cultures. I don't think boycotts will happen in the near future because weave, wigs, and other hair extensions have become part of our culture. Don't get me wrong, it (hair) doesn't define who we are (as a people) but it does allow us to express ourselves in a way that no other woman can. I'm all for change and keeping revenue within the community. I would love to sell or be a patron of a black-owned beauty supply store. However, a lot of the distributors and manufacturers of the products are also Korean ( or of Asian descent). I would appreciate any suggestions, ideas, or avenues I can look into to contribute my part in this beauty revolution. Thank you for your time.*

Veronica Jones (atlanta) June 12, 2006

*I linked to this website from the youtube.com documentary about Korean control of African-American hair products <http://www.youtube.com/watch?v=m67P2kT7TzQ>*

Simone Williams (Toronto) June 10, 2006

*Most of the beauty supply store in Toronto are, to my knowledge Black owned. However, I could be wrong. Bravo on starting up this organization! Billions of dollars a year isn't exactly chump change. Think of the jobs within the Black communities in the States that could be created if the money stayed there! There should be more organizations for black owned businesses over in the States. One of the things that struck me was the scene in which one of the interviewees related a story about his attempt to purchase wholesale goods from one of these stores. Quote, "I will not sell to niggers" It is baffling that anyone would want to purchase goods from someone with such an outlook. If this is a prevalent 'view' among the Korean store owners, than I say a boycott is called for. Besides, Koreans are known for their rabid xenophobia. Anyhow, I will not ramble on any further. Again, Bravo and continued progress and success in your future endeavors. Simone Williams*

Reprinted verbatim from the BOBSA Website. These are strictly the views of our readers. We thank our readers for sharing their thoughts.

## Inspiration and Resources

### Rewards of Entrepreneurship:

- Profit
- Independence
- Freedom
- Personal Satisfaction—enjoy a satisfying lifestyle
- Personal Fulfillment—contribute to the community

.....  
Longenecker et al

If you don't like something, change it. If you can't change it, change your attitude. Don't complain.

Maya Angelou

### It is important to prepare a business plan!

When preparing your business plan, identify sources of assistance. Remember, you need to lay the foundation before you can build.

### Online resources for small businesses

<http://www.sba.gov/>

<http://www.entrepreneur.com/>

<http://www.irs.gov/businesses/small/index.html>

<http://www.businessweek.com/smallbiz/>

<http://www.grants.gov/>

<http://www.bizjournals.com/bizresources/>

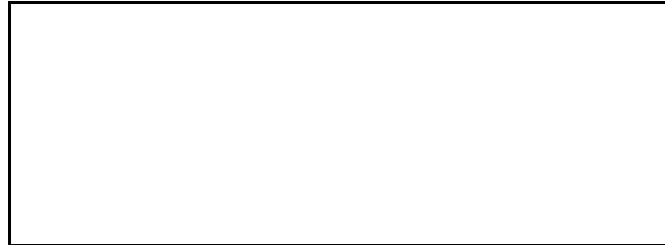
**BOBSA**

P. O. Box 281915  
San Francisco, CA 94128



Black Owned Beauty Supply  
Association

***We're on the  
World Wide Web  
at  
[www.bobsa.org](http://www.bobsa.org)***



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## **About BOBSA**

*BOBSA's mission is to assist in entrepreneurs and job training, in providing jobs and scholarships to the black community. We represent the \$8 billion dollar Black Hair Care & Cosmetic Industry, one of the few modern American industries that was founded by African-American women.*

*Our success is attributed to "BOBSA" connecting manufacturers, to black beauty supply stores, to salons, to the black Cosmetologist and ultimately to our community. We can attain our mission by networking and training both within our organization and with our partners. We will continue to always provide the best for our people, to improve and evaluate our customers' needs in order to meet the community's objectives for excellence.*

*You are now part of a large and expanding association. Thanks to many people like you, we are one of the most respected new associations in the country. "BOBSA" is proud of its short history of bringing together those who seek to "CONNECT THE BLACK DOTS" in this country and around the world.*

*Your feedback is  
very important to us.  
Please send comments  
about this newsletter to  
[sam@bobsa.org](mailto:sam@bobsa.org).  
Thank you!*