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January -
February
2006

The BOBSA Connection Black Owned Beauty Supply Association

BOBSA's Newsletter to keep us connected

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Of Special Interest:

World of Color Beauty Expo. See special press release: *"World of Color Beauty Expo Launches Contest for Beauty Entrepreneur. Winner to Receive Free Exhibition Booth."* Trade show to be held March 25, 26, 27, 2006 in Oakland, California.

A very inspiring and informative article by BOBSA member, Imara Jitahadi.

As we enter Black History Month, let us reflect upon the contributions of **Mrs. Coretta Scott King** and **Madame C.J. Walker**. (Look under our *Inspiration & Resources* section for links to information about these two great women.)

Special Message from the Chairman

Dear Members,

Welcome to the first edition of **THE BOBSA CONNECTION**, BOBSA's bi-monthly news source for our active members. This newsletter is our way of staying connected with the BOBSA community - manufacturers, black beauty supply stores, salons, and black cosmetologists. In this and other issues, you will find helpful information about the black hair industry. Additionally, members share their experiences and various BOBSA committees report on their activities. Of course, there is an upcoming events section that will definitely keep you in the loop.

BOBSA has begun discussions with BOBSA member, Rex A. Jackson of Inland Empire Investments and who will prepare comprehensive business and family insurance offerings for BOBSA members. These offerings are being designed to protect individuals, their families, employees and contractors. We look forward to receiving these offerings and will make them available to the BOBSA membership as soon as possible.

We extend opportunities to BOBSA members to make us aware of offerings provided through their organizations.

BOBSA's mission is to assist in entrepreneurial and business development, in providing jobs and scholarships to the black community. We represent the eight billion dollar Black Hair Care & Cosmetic Industry, one of the few modern American industries that was founded by African-American women.

I am confident that 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, and to improve and evaluate our customers' needs in order to meet the community's objectives for excellence.

"Yes We Can"

*If you think you're beaten-You are
If you want to Win-but think you can't
It's quite simple-You Won't
If you think you'll lose-
You've already lost
If you think you're out-classed-You are
If you think it a problem not an Opportunity-
It won't be solved
And if you think what you want is out of reach-
It is
Think big-And you've got a chance
Think small-And you'll fall behind
It all breaks down to one basic element
and that is Attitude-a positive
"Yes We Can" attitude
So whatever it is, wherever you are-
give it a shot-your best shot
For the odds are with you
And remember "Yes We Can"
Because we will "CONNECT THE BLACK DOTS"*

Thank you for your interest and membership in BOBSA. Sincere thanks to the board members, to the roundtable participants, and to all who donate their time and energy to achieving the objectives and goals that will help to accomplish BOBSA's mission.

Respectfully,

Sam Ennon
BOBSA Chairman

[Learn more about BOBSA](#)

Roundtable Reports

Active committees working to enhance your benefits

BOBSA currently has four active Roundtables:

1. Realtors
2. Manufacturers
3. Salon Owners
4. Beauty Supply Store Owners

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 that meet by teleconference monthly, please email us at (sam@bobsa.org) Below are outcomes form the January meetings organized and facilitated by Norma Anderson.

Realtors

Purpose: To provide assistance with matters relating to real estate issues.

Main Focus:

1. Sell or purchase property for salons, beauty supply stores, barbershops, spas and or other purposes related to the hair care industry.
2. Educate BOBSA members about the process of selling or purchasing property for purposes related to the hair care industry.
3. Educate BOBSA members of the advantages of selling or purchasing property for purposes related to the hair care industry.
4. Discuss and define BOBSA Realtors organizational role.

Plans are in gear for the development of quarterly workshops that will cover segments on fine tuning your credit, purchasing and leasing property, and the loan processes. Team members plan to provide tips in upcoming issues of *The BOBSA Connection*, so ***please stay connected!***

Manufacturers

Purpose: to provide assistance with matters affecting black manufacturers in the Beauty/Hair Industry.

Main Focus:

- Promoting BOBSA
- Trade show promotion, selection and participation
- Development of BOBSA Organization Briefing Card
- Communicate with the NAACP and other organizations to address concerns of black business being forced out of the industry and illegal marketing practices
- Prospect the Military and other target market to distribute products

Stay tuned to *The BOBSA Connection* for continuous updates!

Beauty Supply Store Owners

Purpose: to discuss and plan on matters that affect Beauty Supply Store Owners in the Beauty/Hair Industry.

Main Focus:

- Promote BOBSA's mission
- Locate sources for Black Beauty Store Owners to acquire quality hair brands
- Develop our own brands

- Work with labs to ascertain the appropriate labeling of hair sold by the Korean market
- Educate customers about hair and encourage them to try new hair
- Conduct survey on store owners' access to top products

Salon Owners

In keeping in line with BOBSA's mission, the salon owners are planning an education symposium. The logistics are currently being worked out. We will keep you informed.

[Read about other BOBSA benefits](#)

BOBSA News

Highlights

Membership: Our membership continues to grow!
Check your emails frequently to see who our new and pending members are.

Get Ready for A new kind of Hair Show!

Special Invitation from BOBSA and World of Color Beauty Expo

Stay tuned for information on the **World of Color Beauty Expo**.
March 25, 26, 27, 2006
Oakland Convention Center and Oakland Marriott Hotel

Don't miss out!

This Show - World of Color Beauty Expo - is about You - what you can do now to attract more clients and send your income soaring.

BOBSA in the news!

Read the article in Los Angeles WAVE Publication

Black Hair Wars: Guess Who Runs the Show By OLU ALEMORU, Staff Writer 24.JAN.06 LOS ANGELES – Toya Adams was a little stunned by the phone call.

"...According to the San Francisco-based Black Owned Beauty Supply Association, the business is worth some \$8 billion dollars and is one of the few modern American industries founded by African- American women. However, most experts acknowledge the market today is 80 percent controlled by Koreans." ...[Read more...](#)

BOBSA to Launch Beauty Supply Online Stores

Watch for the launch of **BOBSA Beauty Supply Online Stores**.

Read upcoming issues of *The BOBSA Connection* for further detail.

BOBSA has a new Website!

We have been working hard for the past few months to provide you with a more pleasing and user-friendly website. Mission accomplished!

Visit the new BOBSA website now.

Special Feature - World of Color Beauty Expo

Lee and
Ruskin
Public
Relations

Contest for New Beauty Entrepreneurs

LEE & RUSKIN PUBLIC RELATIONS
FOR: IMMEDIATE RELEASE

World of Color Beauty Expo Launches Contest for New Beauty Entrepreneurs. Winner to Receive Free Exhibit Booth

World of Color Beauty Expo celebrates opening March 25, 26, 27, 2006 in Oakland, Ca. with the launch of a Contest for New Beauty Entrepreneurs. Winner will receive free Exhibit Booth, value \$1,650 at the Oakland Marriott Convention Center, to which over 20,000 are expected.

Easy to Enter. Just tell us “What a Trade Show Can Do to Help New Entrepreneurs in the Beauty Industry.” Give your views in 200 words or less and include a brief summary of your company and your marketing strategy.

Your entry must be received by February 15th , 2006. Judges are the distinguished World of Color Beauty Expo Advisory Board who will announce the winner by February 26, 2006.

Send your entry to World of Color Beauty Expo, Inc., P.O. Box 237035, New York, NY 10023 or email bc@ypsnet.com

World of Color Beauty Expo is the new kind of trade show - for consumers the first day Saturday March 25th , who have multi-texture hair and for Beauty Professionals only March 26th, 27th , who service clients with multi-texture hair whether they be African-American, Latinos, Asians or Caucasians.

LEE & RUSKIN PUBLIC RELATIONS
FOR: IMMEDIATE RELEASE

MIKE RENZULLI TO RECEIVE FIRST “CHAMPION OF THE BEAUTY INDUSTRY” AWARD

“World of Color Beauty Expo” - the new kind of trade show - proudly announces its first “Champion of the Beauty Industry” Award goes to Michael Renzulli, Chairman of

Sally Beauty Co., for his unwavering support in growing the Ethnic Beauty industry. On his watch, he has fostered entrepreneurship, motivated high tech professionalism, especially among African-American companies and caused them to attain multi-million dollar bottom line.

Mr. Renzulli will personally accept his award at the Distributors, OTC's, Manufactures' Breakfast, Sunday Morning March 26. At that time he will give his interpretation on new growth for the industry in '06.

He will also participate in the continuous Forum at the Expo, wherein leading personalities who have helped the Ethnic Beauty Industry to take off will be interviewed by an outstanding journalist. These interviews, complete with questions from the audience, are being called "Living History" and will be video-taped for distribution to libraries and schools.

The "champion of the Industry" Award will be made each year to an outstanding person of the ethnic industry and will be presented at the World of Color Beauty Expo.

Industry News

By Dr.
Edward
Tony
Lloneau

HOW THE KOREAN FACTOR HAS INFLUENCED THE BEAUTY SUPPLY INDUSTRY

Part one of a two-part series.

Before the Korean entry into the market over twenty- five years ago, there were very few black-owned or black-oriented beauty supply stores primarily in predominantly black communities all over the United States. Today, the majority black areas in all large and smaller cities have ten (10) times as many beauty supply stores than twenty-five years ago. The number of such stores in predominantly non-black areas remain mostly unchanged in the last twenty-five years.

Why is this? The simple less complex answer is two fold. One is that the main stream of products that the Korean stores feature is hair in many forms: wigs, weaving, extensions, and many types and kinds of hair, add-on's and augmentations. Female Afro- Americans are the largest consumer of these products. Asians have a greater access to the availability of commercial hair because the majority of this hair is gathered and processed in Asian countries. Even animal hair that is processed from this market comes from animals that are native to Asian countries. So, the Koreans have greater access and availability of the product, and the Afro American female is the primary consumer.

Two. The most likely place to sell hair is in a Beauty Supply store where people go to purchase hair care products. So hair care products and commercial hair are a perfect union. Also, Afro Americans buy and use hair care products in a disproportionate number than other cultures. Afro Americans are only 11% of this country's racial makeup, yet they are responsible for over 33% of hair care products, cosmetics, and professionals services in this area of consumerism. This accounts for the reason why most Korean beauty supply and hair outlets (as well as others, but most Korean) are in the most part Afro communities.

There have been complaints from the Afro community that the Koreans have taken over and dominate the Afro beauty supply market. This is true, but is not a valid complaint, because the Korean just took advantage of a business opportunity that others including the majority community overlooked or ignored. The Koreans have also been accused of not allowing those other than Koreans access to the availability of the hair that they primarily have control of. At one time, not long ago, this was

true. But as a result of these complaints, local and federal governments through the Fair Trade Commission has stepped in to declare this unlawful and discriminatory.

(In the next issue of The BOBSA Connection, Dr. Lloneau will present further interesting discussion on the influence of the Korean factor on the Beauty Supply Industry.)

[Find out the latest news in the Black Hair & Beauty Industry. Order your DVD today.](#)

From Our Members

by Imara
Jitahadi

BOBSA and the Invitation of History

Surely, history will record that through BOBSA a group of Black women and men acted decisively in regaining control of the Black hair-care market and in restoring the dignity and pride of Black ownership. This is a tall and substantive task; yet, one of the many reasons I joined BOBSA was because of its grand vision and historical mission. BOBSA is filled with men and women of substance who are brilliant thinkers and who have accepted without hesitation the invitation of history: recapturing the Black hair-care market and forging an economic strategy and structure capable of meeting 21st Century competition, demands, and challenges.

I am confident that BOBSA can achieve its historical mission. We must all resist the temptation to downsize BOBSA's vision and mission and reach upward to "supersize" our own commitment to grow and strengthen BOBSA, accepting responsibility for its success and whatever shortcoming may emerge. At a time when we are witnessing mega mergers at every turn, we can ill afford not to have our own mega structure that advances and defends our interest in the Black hair-care business. The lessons of history, taught by our own heroes and heroines, affirm the timeliness and correctness of BOBSA. As we approach African American History Month, in the context of BOBSA, let us ponder these lessons:

Frederick Douglass reminds us that those in positions of monopoly and power never give up their positions voluntarily. *"Power concedes nothing without a demand. It never did and it never will. Find out just what any people will quietly submit to and you have found out the exact measure of injustice and wrong which will be imposed upon them until they resist."*

WEB Dubois instructs us that the task before us of restoring black dignity and pride of ownership lies with the most talented among us: *"The Black race like all races is going to be saved by its exceptional men and (women). The problem of education, then, among Blacks must first of all deal with the Talented Tenth; it is the problem of developing the Best of our race that they may guide the masses."*

Mary McLeod Bethune asked us never to compromise our dignity. *"I want Blacks to maintain their dignity at all cost. We as Blacks must recognize that we are the custodians as well as the heirs of a great civilization. We have something special to give the world as a race."*

The African proverb provides us with insight on learning from our mistakes: *"To stumble is not to fall, but to go forward faster."*

Anna Julia Cooper tells us that truth is whole and that Black women and men are different sides of the truth. *"All I claim is that there is a feminine as well as a masculine side to truth; that they are related not as inferior and superior, not as better and worse, not as weaker and stronger, but as complement- complements in*

one necessary and symmetric whole”.

Ella Baker teaches that we must help black people to know and realize their strengths: *“We cannot lead a struggle that involves the masses without getting them to understand their potential and what their strengths are.”*

Langston Hughes reminds us that life in America for Black people has always been challenging; and yet, still we rise. *“Life for me ain’t been no crystal stair; its had tacks in it, splinters, torn up boards, and places with no carpet on the floor. But all the time I’ve been climbing and going in the dark where their ain’t been no light. So I ain’t turning my back because I find it kind of hard. And life for me ain’t been no crystal stair.”*

And so we have before us the invitation of history and the lessons of our own history. Through BOBSA we can advance our own individual business interest while achieving something truly great and of value for the race. As Ida Wells Barnett and Marcus Garvey told us “We have to liberate ourselves. Up you mighty people, you can accomplish what you will”.

Another Member Story...

by
Natasha
Anderson

African American Inventions Just Keep on Coming: The Creation of the Unbraider

My creation of the Unbraider is an extension of the glorious tradition of African American Inventors and Entrepreneurs. In the context of African American resiliency and style, Lewis Latimer perfected and made possible the light bulb; George Washington Caver revolutionized farming in the South with his crop combination and new uses for peanuts and sweet potatoes; and Madam C. J. Walker revolutionized the hair-care industry for Blacks. The Unbraider, like these inventions, is one of significance because of its practical and cultural value and its market and industry implications.

The Unbraider was created to meet the need of braid wears for a much faster way and method to take down their braids. Prior to the creation of the Unbraider, those who wore braids, women and men, adults and children, dreaded taking down their braids because of the long process that could consume an entire weekend. Too, for children and even some adults taking down their braids was painful. Hence, there were a number of people who wanted to wear braids, but did not want to go through the long process of taking out their braids.

Being one of the many who enjoyed wearing braids, but dreading the long and painful unbraiding process, I begin to think of different design models for taking down braids. I first started to solicit feedback from everyday people who wore braids and from braiders. The consensus among braiders and those who wore braids was that there was a need and strong demand for a tool that would cut down on the time spent taking down braids. After further research, I began to work with a team of engineers to create an instrument that would meet the wishes of those who wore braids. I worked with the engineering team to ensure that unbraiding tool- now known as the UnBriader- was created specifically to actually do the job- take down braids quickly- and was stylishly designed to meet their standards of glamour, dignity, and beauty.

Like Madam C. J. Walker’s invention, the “Pressing Comb”, the Unbraider is a booster for Black hair-care, and provides African Americans with an opportunity to control and leverage a product that has cultural significant and market value. Those of us in BOBSHA who are conscious of this moment in history know that if we act collaboratively and cooperatively, we can create around the Unbraider economic

opportunities for African Americans across America. Many of you have unselfishly supported The UnBriader. I am lost for words to communicate my thanks and appreciation for you. I do hope that The UnBriader will serve as one of the many ways to connect the "Black Dots".

Inspiration and Resources

[Read about the contributions of these two great African-American women: Co retta Scott King and Madame C.J. Walker](#)

Thanks for reading. Stay encouraged until we meet again.

Please remember to visit us often at <http://www.bobsa.org>

Feedback

We welcome your feedback.

Please send your comments on this newsletter to:

Thank you!

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web: <http://www.bobsa.org>

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