

The American Health & Beauty Aids Institute  
Presents

# The 2008 Ethnic HBC Mid-Year “Buyers and Marketing” Conference

*“The Power of the African-American Dollar:  
Maximizing Profitability in the Ethnic HBC Category.”*



August 25–27, 2008  
The Ritz Carlton Lake Las Vegas Resort  
Las Vegas, NV



The American Health & Beauty Aids Institute (AHBAI) is pleased to present its 2008 Ethnic HBC Mid-Year "Buyers and Marketing" Conference. The theme of this event is *"The Power of the African-American Dollar: Maximizing Profitability in the Ethnic HBC Category."*



This industry event designed exclusively for the ethnic health & beauty care industry is scheduled for August 25-27, 2008 at The Beautiful Ritz-Carlton Lake Las Vegas Resort in Las Vegas, NV.

Each year, hundreds of executives including retailers, manufacturers, distributors, OTC B&B's, manufacturer representatives, the media and vendors allied with the ethnic HBC category meet at the AHBAI conference to enhance their knowledge about the ethnic HBC category.

This year's conference features an exciting new format featuring private "One-on-One" Business Sessions with all the manufacturers of ethnic HBC products in private meeting rooms. In addition, you will participate in business building sessions where vital information will be shared on how you can grow your dollars in ethnic HBC.

If you are involved in any facet of the ethnic HBC industry, you must attend the 2008 AHBAI "Buyers and Marketing" Conference.

Take a moment to look over the exciting conference program and register today!

## ABOUT THE AMERICAN HEALTH & BEAUTY AIDS INSTITUTE (AHBAI)

The American Health & Beauty Aids Institute is the official trade association for the ethnic health & beauty care category. AHBAI'S goals are to:

- Promote and enhance the industry
- Develop open lines of communication between members and allied associations, cosmetologists, suppliers, retailers, the media, OTC B&B's and the consumer market.
- Contribute to business development and economic progress in all minority communities; and
- Represent member companies and industry interests before legislative and regulatory agencies.

AHBAI is recognized as the leading authority in the ethnic health & beauty care industry. Although AHBAI members are business rivals, they have common goals and realize these goals can best be accomplished together.



# 2008 Ethnic HBC Mid-Year “Buyers & Marketing” Conference

“The Power of the African-American Dollar:  
Maximizing Profitability in the Ethnic HBC Category”

## PRELIMINARY PROGRAM

### Sunday, August 24, 2008

Conference Participant Arrivals

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### Monday, August 25, 2008

7:00 a.m. – 7:15 a.m. Golf Tournament Registration

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7:00 a.m. – 7:45 a.m. Fly Fishing Competition Registration

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7:30 a.m. – 12:30 p.m. Golf Tournament

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8:00 a.m. – 5:30 p.m. Conference Registration

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8:00 a.m. – 11:00 a.m. Fly Fishing Competition

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1:30 p.m. – 2:00 p.m. “Mix & Mingle” Social

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1:45 p.m. - 2:00 p.m. First Timers Welcome Session  
*During this time, new conference attendees will have a chance to ask questions about the conference and get any clarification needed about how the conference will flow, what to expect, etc.*

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2:00 p.m. - 2:30 p.m. Official Conference Open  
*“The Executive Director Report”*  
Geri Duncan Jones, AHBAI Executive Director

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2:30 p.m. – 3:30 p.m. *“The Power of the African American Dollar: Keys to Attracting the AA Consumer to Your Store”*

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3:45 p.m. – 6:00 p.m. One-on-One Business Sessions

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6:30 p.m. – 8:00 p.m. Welcome Reception

### Tuesday, August 26, 2008

8:00 a.m. – 9:00 a.m. Continental Breakfast

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8:30 a.m. – 6:30 p.m. Conference Registration

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8:30 a.m. – 9:20 a.m. “Hot Style Trends & Product Categories to Increase Your Profits”

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9:30 a.m. – 10:00 a.m. “Going Green: Making a Positive Impact on the Environment and Your Bottom Line”

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10:15 a.m. – 11:45 a.m. One-on-One Business Sessions

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12:00 p.m. – 1:00 p.m. Networking Lunch Hour

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1:15 p.m. – 2:30 p.m. *“The Importance of the African American Consumer in the Ethnic HBC Category”*

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2:30 p.m. – 3:15 p.m. *“How to Maximize Profitability in the Ethnic HBC Category”*

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3:15 p.m. – 3:30 p.m. Break

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3:30 p.m. – 6:15 p.m. One-on-One Business Sessions

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7:30 p.m. – 11:00 p.m. Industry Awards Banquet & Entertainment

### Wednesday, August 27, 2008

8:00 a.m. – 9:00 a.m. Continental Breakfast

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9:00 a.m. – 2:45 p.m. One-on-One Business Sessions

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3:00 p.m. Conference closes

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## Hotel and Car Rental Information

### The Ritz-Carlton Lake Las Vegas

Venture into an unexpected oasis where the desert gives way to a sparkling lake and gleaming white beach just 17 miles from the Las Vegas Strip. The Ritz-Carlton, Lake Las Vegas surprises travelers by combining the best of the desert with lush grounds and a romantic, Tuscan-inspired setting. With 349 rooms and suites, this AAA Four Diamond luxury Las Vegas resort offers the following amenities:

Resort amenities:

- Two world class golf courses
- Mobil Four-Star rated 30,000 sq. foot spa and fitness center
- Water sports and outdoor recreation
- Shopping, dining, special events and entertainment

The Ritz-Carlton, Lake Las Vegas – where relaxed elegance and breathtaking natural beauty meet.

### Fishing Competition - The Ultimate Angler's Challenge

Lake Las Vegas has some of the best Great Basin Bonefish and Largemouth Bass fishing in the West. Guides will walk each participant through the basics of fly fishing where they will learn everything from tying knots to the art of a roll cast. With the Pontevecchio Bridge as your backdrop, your day of fishing will all take place along the shores of the beautiful Lake Las Vegas. At the end of the challenge, the scores will be tallied and the Ultimate Angler will be named!

### Reflection Bay Golf Club at Lake Las Vegas

The AHBAI Golf Tournament will be held on the beautiful Reflection Bay Golf Course located on the Ritz Carlton property. Reflection Bay is truly the best of all golf worlds, combining seaside, desert and mountain course elements into one spectacular course. Personally designed by none other than Jack Nicklaus, Reflection Bay is a true masterpiece. Earning spots on USA Today's "America's Top Ten Golf Resorts," Reflection Bay is beautifully sculpted out of the rugged desert environment and follows the natural contours of the landscape.

### Car Rental Discounts- Budget Rent a Car

There is no complimentary airport shuttle to the Ritz Carlton. If you desire to rent a car, please call Budget at 1-800-722-3773 and mention code BCD#U089720. This will provide you with discount rates for the AHBAI Mid-Year Conference. You can also book on-line at [Budget.com](http://Budget.com).





American Health and Beauty Aids Institute  
**2008 Ethnic HBC Mid-Year "Buyers & Marketing"**  
**Conference Registration Form**

Return by July 16, 2008

American Health and Beauty Aids Institute, P.O. Box 19510, Chicago, Illinois 60619-0510

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: ( \_\_\_\_\_ ) \_\_\_\_\_ Fax #: ( \_\_\_\_\_ ) \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Attendee Name: \_\_\_\_\_ Spouse: \_\_\_\_\_

Additional Name: \_\_\_\_\_ Spouse: \_\_\_\_\_

Additional Name: \_\_\_\_\_ Spouse: \_\_\_\_\_

Member Bonus Attendee: \_\_\_\_\_ Spouse: \_\_\_\_\_

(List additional attendees on separate page)

**Optional Activities Sign-Up Sheet**

Please fill in the names of those from your company that wish to participate in the following activities. Please include the appropriate amount for each event with your registration.

Golf Tournament Men or Women: \_\_\_\_\_ Handicap: \_\_\_\_\_

Fly Fishing Competition: \_\_\_\_\_

Total Registration Fees: \_\_\_\_\_

Total Optional Activity Fees: \_\_\_\_\_

Total Check Amount Enclosed: \_\_\_\_\_

American Express

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

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**(For AHBAI Use Only)**

Cash: \_\_\_\_\_ Check: \_\_\_\_\_

Credit Card: \_\_\_\_\_

Total Amount: \_\_\_\_\_ Date Received: \_\_\_\_\_

## Conference and Hotel Registration Details

One form will register all attendees from your company as well as any spouses. Your check should be made payable to AHBAI.

As a special benefit to attendees, companies that register four (4) or more registrants will receive a \$50 discount on the fourth and each registrant thereafter (spouses not included).

The registration form, along with your check, must be returned to AHBAI Headquarters no later than July 16, 2008 to obtain the regular registration fee. All registrations received after the cut-off date must include late registration fees.

### Cancellation Policy

Cancellations with full refund will be granted until July 16, 2008. Cancellations made after that date will be subject to a \$150 per person service charge. Registrants with confirmed registrations that fail to attend the conference will be liable for the entire amount unless AHBAI staff is notified at least three days prior to the conference.

Transfers of confirmed registrations will be accepted until July 16, 2008.

### **Regular Registration Fees\***

(Received by July 16, 2008)

|                         |           |
|-------------------------|-----------|
| Member/Industry Partner | \$ 575.00 |
| Retailer/Distributor    | \$ 750.00 |
| Non-Member              | \$ 975.00 |
| Spouse                  | \$ 400.00 |

### **Late Registration Fees\***

(Postmarked & received after July 16, 2008)

|                         |           |
|-------------------------|-----------|
| Member/Industry Partner | \$ 650.00 |
| Retailer/Distributor    | \$ 825.00 |
| Non-Member              | \$1075.00 |
| Spouse                  | \$ 450.00 |

### **Sports Events and Activities**

|                         |           |
|-------------------------|-----------|
| Golf Tournament         | \$ 100.00 |
| Fly Fishing Competition | \$ 100.00 |

### **Guideline for Suggested Attire**

#### **Receptions/Business Sessions:**

Business Casual Attire

Men: Sports Jacket or shirt and slacks

Women: Dress/skirt, pants suit

#### **Sports Tournament:**

Sports Attire

Shirts with collars are required

Slacks; shorts or skirts; no cut-offs allowed

\* Reminder: As a special benefit to attendees, companies that register four (4) or more registrants will receive a \$50 discount on the fourth and each registrant thereafter (spouses not included).

### **Hotel Accommodations:**

Deluxe hotel accommodations await you at The Beautiful Ritz-Carlton Lake Las Vegas Resort Room reservations are available for the low rate of \$135.00 per night (plus a \$10.00 Resort fee per day). To make your reservations, please call 1-800-241-3333 **and reference the AHBAI Conference**. Attendees who stay at The Ritz Carlton Lake Las Vegas Resort will receive a 15% discount on spa services, August 24-28, 2008. All reservations must be made no later than July 21, 2008 to ensure this low room rate. Please confirm your reservations today!

## KEY DISTRIBUTORS & RETAIL EXECUTIVES FROM MAJOR COMPANIES WHO HAVE ATTENDED THE MID-YEAR BUSINESS CONFERENCE:

|                            |                          |                          |                                   |
|----------------------------|--------------------------|--------------------------|-----------------------------------|
| AAFES                      | E.F. Young Jr. Mfg. Co.  | Kroger                   | Pro-Line International            |
| Alberto Culver             | Ecoco, Inc.              | K-Mart                   | Rite-Aid                          |
| Alleghany Pharmacial Corp. | Empress Hair Care        | Luster Products, Inc.    | Sally Beauty Company              |
| American Stores            | Family Dollar            | M&M Products Co.         | Spartan Brands                    |
| Ampro Industries           | Firstline Mfg. Corp.     | Meijer, Inc.             | SoftSheen-Carson                  |
| Ben's Beauty Supply        | Global Beauty Corp.      | McLane Co., Inc.         | Strength of Nature                |
| Beauty Enterprises Inc.    | HEB                      | Mid-K Distributors, Inc. | Summit Laboratories               |
| Bronner Brothers           | Heritage Skin Care, Inc. | Moore Unique Skin Care   | Supervalu/Albertsons, Inc.        |
| Clariol                    | High Time Products, Inc. | N.A. Buffen Distributors | Target Stores                     |
| Clear Essence Cosmetics    | House of Cheatham        | Namaste' Laboratories    | TWT Distributing, Inc.            |
| Colomer                    | Jinny's Beauty Supply    | Nature's Protein         | Ty-Kenn Products                  |
| CVS Corp.                  | J.M. Products, Inc.      | NBSDA                    | Ultra/Standard Distributing, Inc. |
| Dollar Generalc.           | Johnson & Johnson        | Nioxin Research Labs.    | Walgreens                         |
| Dr. Earles, L.L.C.         | J. Strickland & Co.      | PK International, Inc.   | Wal-Mart Stores, Inc.             |

### **BOARD OF DIRECTORS**

#### **CHAIRMAN**

Clyde Hammond  
Summit Laboratories, Inc.

#### **1st VICE-CHAIRMAN**

Michael Joshua  
J.M. Products, Inc.

#### **TREASURER**

Nathaniel Bronner, Jr.  
Bronner Bros.

#### **SECRETARY**

Robert Earles  
Dr. Earles LLC

### **PARLIAMENTARIAN**

Milton D. Moore, M.D.  
Moore Unique Skin Care

### **EXECUTIVE DIRECTOR**

Gerri Duncan Jones

Bernard Bronner  
Bronner Bros.

Joe Dudley, Sr.  
Dudley Products, Inc.

David Gaynair  
JGJ Products, Ltd.

Jory Luster

Luster Products, Inc.

Dr. Iheatu Obioha  
Bluefield Associates, Inc./Clear  
Essence Cosmetics USA, Inc.  
E.F. Young, Jr. Mfg. Co.

H.R. Phillips  
High Time Products

Charles Young, Sr.  
E.F. Young, Jr. Mfg. Co

### **INDUSTRY PARTNERS**

Gary Gardner  
Namaste' Laboratories

Tiffanie Jones  
Alberto Culver Co.

Angela Guy  
SoftSheen-Carson

## 2008 MID-YEAR CONFERENCE PLANNING COMMITTEE

|   |  |  |                                   |
|---|--|--|-----------------------------------|
| Lajuan Bedford<br>J.M. Products, Inc.   | Lynn Hutchinson<br>Summit Laboratories | Mary Lee Joshua<br>J.M. Products, Inc. | Maggie Ocasio<br>Bronner Brothers |
| Connie Curry<br>Clear Essence Cosmetics | Marty Joshua<br>J.M. Products, Inc.    | Randy Lee<br>Luster Products, Inc.     |                                   |

## 2008 MID-YEAR CONFERENCE ADVISORY COMMITTEE

|   |   |  |  |
|---|---|--|--|
| Tyrone Burroughs<br>First Choice Sales  | Angela Guy<br>SoftSheen-Carson              | Germaine Leftridge<br>GBL Sales, Inc.                        | Michael Roberts<br>Namaste' Laboratories |
| Roslyn Chapman<br>The Chapman Edge      | Tiffanie Jones<br>Alberto Culver Co.        | Sheretha Lumpkins<br>International Fragrance &<br>Technology | David Yoon<br>Ben's Beauty Supply        |
| Ted Fishman<br>Ted Fishman & Associates | Philip Kim<br>Mid-K Distributors, Inc.      | Sydney Peters<br>Walgreen Co.                                |  |
| Jay Forbes<br>Drug Store News           | Bonnie Krueger<br>Sophisticate's Black Hair |  |  |