



**AHBAI 2010 Mid-Year Ethnic HBC “Buyers & Marketing”  
Conference a Huge Success  
Actor “Charles Dutton delivers Inspiring Keynote  
Address”**

The American Health & Beauty Aids Institute (AHBAI) recently held its 2010 Ethnic HBC Mid-Year Buyers & Marketing Conference July 15-17, 2010 at the beautiful New Aria Resort, in Las Vegas, NV. Key executives from the beauty industry including manufacturers, distributors, retailers, beauty & barber suppliers, vendors and media attended this event. The theme of the event was “Capitalizing on Opportunities for Growth in Ethnic HBC”. Pepper Miller of the Hunter-Miller Group gave an awesome presentation on “Black Matters in Marketing”. Jay Forbes wowed the attendees with “The Insiders Guide to Retailing Success”. Each speaker provided a wealth of information and data to help attendees enhance their profitability in the ethnic HBC category,” stated Geri Duncan Jones, Executive Director, AHBAI.

In addition, a panel of OTC Executives provided great insight into the future of the OTC Business. This panel consisted of James William, Vice President, Jinny Beauty Supply and Joe Seok, Director of Operations, K-Stone Beauty Supply.

“By all accounts, this conference was a huge success,” stated Clyde Hammond, AHBAI chairman and president, Summit Laboratories.



## **One on-One Business Appointments A Big Hit!**

Equally as important, conference attendees had scheduled appointments to meet one-on-one with manufacturers in private meeting rooms to take advantage of special show deals. “Our attendees state that these business-building sessions are vitally important to their businesses,” Jones added.

A special highlight of the conference was the “Industry Awards Luncheon where Actor & Director Charles Dutton gave an inspiring Keynote Address.

The following individuals and companies were recognized as the 2010 AHBAI Industry Award Recipients for their contributions.

- Associate Member of the Year – First Choice Sales & Marketing Group
- Communicator of the Year – Sophisticate’s Black Hair Styles & Care Guide
- Communicator of the Year – Trade Magazine – OTC Magazine
- Distributor of the Year Award – TWT Distributing, Inc.
- OTC Distributor of the Year – Jinny Beauty Supply
- Manufacturer Representative of the Year – GBL Sales, Inc.
- Retailer of the Year – Fred’s, Inc.

The distinguished AHBAI Industry Pioneer Award was presented to Willie Morrow. Since 1962, Dr. Willie L. Morrow has been the world’s expert on Afro-curly hair and Black skin-care. In a career that spans over 53 years, he has authored over 20 books and 100 research papers. Dr. Morrow was the first to:

- formulate a cream cold wave version for afro-hair textures in 1967



- commercialize the Afro Comb in the world
- create the electrical Afro-comb.
- use enzyme technology in a conditioner
- design technology to transfer from a cold wave curl to a relaxer

**“All the industry award recipients are great leaders in our industry and well deserving of this honor,” Jones stated.**

**For more information on the AHBAI Mid-Year Conference or other AHBAI programs, please contact AHBAI, P.O. Box 19510, Chicago, IL 60619, 708-633-6328 or visit our website at [www.proudlady.org](http://www.proudlady.org).**