



AHBAI 2011 Mid-Year Ethnic HBC “Buyers & Marketing” Conference a Huge Success “Celebrating 30 Years of Excellence in the Beauty Industry”

The American Health & Beauty Aids Institute (AHBAI) recently held its 2011 Ethnic HBC Mid-Year Buyers & Marketing Conference August 10-12, 2011 at the beautiful Breakers Resort, in Palm Beach, Florida. This event marked 30 years of excellence in the beauty industry. 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 “Hair Biz: Trends, Education & Profits”. Pepper Miller of the Hunter-Miller Group gave an awesome presentation on “Meeting the Needs of the Changing Consumer”. David Cooper wowed the attendees with “Trends 2011: Natural Hair Care, Color & More”. In addition there was an outstanding panel titled “Doing Business with a Retailer” featuring Kathryn Mazon, Business Development Lead – Supplier Diversity, Target and Marlon Hubbard, Director of Neighborhood Marketing-Urban for Winn-Dixie.

Another key presentation, “How to Grow Our Business in the OTC Environment” provided great insight into the future of the OTC Business. This panel consisted of James William, Vice President, Jinny Beauty Supply and Travis Johng, Editor in Chief of NBSDA Cosmobiz.

Allen Styles and Ferid Talhame of Allen Styles Professional Services provided a thought provoking presentation on “How to Maximize Utilization of Social Media to Reach the Consumer”.

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.

“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 30th Anniversary Industry Awards Luncheon where the AHBAI Founders and Past Chairmen were honored for their outstanding contributions to AHBAI.

The following individuals and companies were recognized as the 2011 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
- Distributor of the Year Award – Ultra Standard Distributing, Inc.
- OTC Distributor of the Year – Jinny Beauty Supply
- Special Industry Award – BET
- Special Industry Award – UPSCALE Magazine

AHBAI also gave Special Recognition Awards to Target and Winn-Dixie for their support of the conference. In addition, key manufacturers representatives who have supported AHBAI member companies over the years were recognized in a special PowerPoint presentation.

“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.