



- ▄ Hair Care
- ▄ Beauty Products
- ▄ Cosmetology

## **A BILLION \$ INDUSTRY:**

**HOW TO GET YOUR PERCENTAGE OF THE MARKETPLACE**

**Tickets are Just  
\$35.00**

**Don't delay.  
Get your ticket,  
Today!**

Marriott Marquis  
901 Massachusetts Avenue, NW Washington, DC.

Sunday, December 13, 2015  
2:30 p.m.-6:30 p.m.

[www.dcmadiaconnection.com/beauty](http://www.dcmadiaconnection.com/beauty)



DC Media Connection invites you to attend the 2015 Hair & Beauty Symposium:

**A BILLION \$ INDUSTRY: HOW TO GET YOUR PERCENTAGE OF THE MARKETPLACE!**

Join us in helping cosmetologist in DC, Maryland & Virginia learn the foundational “how-to’s” to economic success.

If you are a professional in the hair, beauty or health industries, you’ll obtain the essential tools needed to build economic growth and a reputable brand.

The one day symposium will aim to educate and encourage a new mental paradigm; teaching the importance of scalability, sustainability, financial management and funding accessibility. We will tackle health and beauty trends, and offer post-symposium trainings and workshops to all attendees.

If you are interested in renting a booth, please contact a member of our events team: [info@dcmconnection.com](mailto:info@dcmconnection.com) or call (202) 930-3262.

We look forward to seeing you, on Sunday, December 13th, at 2:30 p.m. at the Marriott Marquis in Washington, DC. Tickets will sell out fast...so purchase your ticket, online today: [www.dcmconnection.com/beauty](http://www.dcmconnection.com/beauty)

**FOR ALL INQUIRIES CONTACT:**

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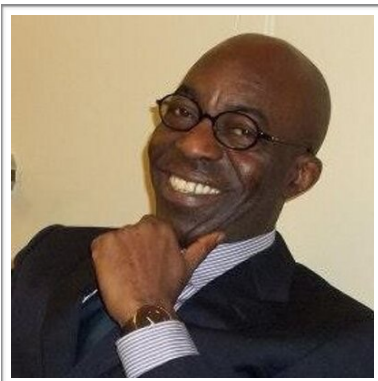
## Symposium Speakers



### **Keynote Speaker: Joe Louis Dudley, Sr.**

Through dedication, persistence, hard work, and a shrewd sense of entrepreneurship, Joe L. Dudley built his business, Dudley Products, Inc., from a modest beginning to a multimillion dollar hair care and cosmetics company. In doing so, Dudley Products gained respect worldwide and is well renowned in the beauty industry. He has shared his wealth with the North Carolina community where he lives by establishing scholarships and mentoring programs for black youth who want to enter the field of business.

**Roxan A. Kerr** is the founder of [www.thebeautylawyer.com](http://www.thebeautylawyer.com), a website portal offering form contracts and other legal forms to beauty professionals who may not be able to afford to retain a lawyer. As such, Ms. Kerr is a highly sought after speaker and lecturer teaching business formation, contracts, and trademarks at beauty conferences internationally. She published her first book in 2014 entitled, "How to Maximize Profits by Minimizing Liabilities: a Legal Manual for Beauty Professionals."



**Femi Akinbi** - Nigerian national with over 30 years of experience in business advisory and the strategic facilitation of trade delegations from Africa. Femi effectively advocates the advancement of Africa's collective economic development through infrastructural development and regional integration.

He's President of Ekababa, LLC, and helped create the U.S. - South Sudan Chamber of Commerce. He is advising the Southern Sudanese government on soft and hard

infrastructure and frequents D.C. radio stations as a syndicated speaker + panelist on Africa.

## Symposium Speakers



**Dr. Christine Martey-Ochola** is co-founder of the Sub-Saharan Africa Chamber of Commerce, an organization that facilitates trade and investment between the US and Africa. Under her direction the chamber has facilitated US business entry into multiple African countries, advised hundreds of companies on best practices in doing business in Africa, and presented at many international business forums on African trade and investment. She recently received recognition from the White House as a champion of change due to her engagement with African diaspora communities in the United States on matters of economic empowerment and investment in Africa.

**Keith L Bacon** started his business, Kaleidoscope Beauty Services (KBS) in 2013. Providing various private label products, distribution, training and customized services to industry professionals. Products such as: Newsha, Private Hair Care, Artease Colors, Basic Hair Care, Ergo Research styling tools. In addition, Bacon provides advanced educational series training for salon professionals.



**Seidah Ashshaheed** has spent almost 20 years in education as an administrator and educator. She is currently a principal in the city of Falls Church, VA. In addition, she is the founder of STEM Tot Academy in Woodbridge, VA. She has authored several works including the children's book: ABC's Stem & Me: An alphabet book on stem careers in science, technology, engineering and math. She is a doctoral candidate at Virginia Polytechnic Institute and State University.



**Don't miss this spectacular event!**

Prepare to make "2016" a prosperous year!

**Purchase your \$35 ticket, TODAY!**

**Tickets available online: [www.dcmediaconnection.com/beauty](http://www.dcmediaconnection.com/beauty)**