



NATIONAL
BLACK
HERSTORY
TASK FORCE

TABLE OF
CONTENT

- 13TH ANNUAL
CONFERENCE &
AWARDS
BANQUET
- PART II
BEFORE THE CIVIL
WAR: AFRICAN
AMERICAN,
WOMEN, SLAVE
AND FREE,
BUSINESS
ENTERPRISES
- WORDS OF
WISDOM
- BLACK HISTORY
MONTH
- MOTHER'S
TRIBUTE
- BLACK HISTORY
TRIVIA QUESTIONS
- DONATION FORM
- MEMBERSHIP
APPLICATION

Sharon Jordan, Editor

The Herstorian Newsletter

VOLUME 4, ISSUE 1

JANUARY - MARCH 2010

Thirteenth Annual Conference and Awards Banquet

Conference Theme:

“Empowering Our Communities: Self Determined, Unified, Resourceful, and Educated”

Location:

**Emory University Whitehead Biomedical Auditorium
615 Michael Street, Atlanta, GA**

Date:

Friday, March 26, 2010

Time:

2:00 pm – 8:00 pm

FREE ADMISSION

Opening Ceremony - Welcoming, Libation and Artistic Performances

Session I: “The Politics of the Black Female Body: Our Bodies, Our Voices, Ourselves”

The goal of this panel is to openly discuss mental and physical images of black women as portrayed by society, the media, as well as how black women see themselves and each other. Following the panel discussion audience members will be given an opportunity to speak. Cards will be distributed prior to the beginning of the session. All voices are welcome.

Panelists: Rasheedah Carkum, Social Services Supervisor, Emory University Hospital; Katrice Mines, Editor, Atlanta Tribune Magazine; Alysia “L. Divine “Logan, Author and Educator and; Latonya S. Peterson, Social Worker and Author.

Session 2: “The Basics of Gender Identity and Expression”

An introduction to the definitions, etiquette, issues, and legalities regarding transgender and Intersex individuals in our communities. The discussion will include personal stories of transgender men and women and their struggles to live authentic lives. Special mention will be made regarding Caster Semenya, the South African Runner and her difficulties in competing in athletic events in Africa as a woman.

Presenters: Sharon Skipper and Monica Roberts.

Session 3 & 4: “The Empowerment Experiment”

Maggie Anderson, JJD/MBA, her husband John Anderson, MBA are pioneers in supporting and promoting the vast potential in the Black business community. Their family publicly committed to live of Black business for one year. National media coverage of the Empowerment Experiment was huge.

Presented in a two part session, the Anderson and a response panel will discuss the purpose, results and future of Black business and what has now become a movement.

See information about Awards Banquet on page 4.

African American Women Business Enterprises: Since the Civil War to Civil Rights, 1865-1964

Juliet E. K. Walker, PhD

Professor, Department of History, Founder/Director Center Black Business History, Entrepreneurship, Technology
University of Texas at Austin

After the Civil War, black women in business continued in developing the same lines of enterprises and self-employment in which they had participated during the age of slavery. Just as antebellum black women developed a diversity of businesses, at the same time, the majority of self-employed black women were laundresses, hucksters, market dealers, and seamstresses. While the Thirteenth Amendment in 1865 ended slavery, freedom did not bring immediate rewards in the economic life of blacks, most of whom continued in the same occupations as black women before the war. Indeed, according to the 1900 census, 83.8 percent of African American women worked in personal services as domestics and laundresses. Yet black women used their business skills in the establishment of not-for-profit community institutions, particularly schools and social services.

Since the economic success of black women was due to the gender-based enterprises they established, which were often marginal in profits, few encountered the racial hostilities experienced by black businessmen. Ida B. Wells (1862–1931), however, provides an exception. An activist and businesswoman who owned and published the Memphis, Tennessee, newspaper *Free Speech*, ironically, Wells was forced to give up her enterprise after she published an article in 1892 that highlighted the economic basis for the lynching of many blacks.

By the turn of the century, however, there was an increased professionalization of black women's business activities, especially in three of the four major areas in which they established enterprises: financial institutions, the black hair care industry, manufacturing activities, and as small shopkeepers. With the vast majority of black women, however, their primary goal from slavery to freedom was not only to secure employment but also to find avenues of financial protection, when they were sick or unemployed, and most of all, to provide themselves with a decent funeral.* During the age of slavery, mutual aid societies established by black women were important in helping to meet these needs. Invariably, the funds pooled allowed only for the most minimal allocations for sickness, unemployment, and funeral expenses. After the Civil War, these organizations expanded in number and membership.

The most historically significant financial organization in black women's history was the Independent Order of St. Luke (IOSL), founded by former slave Mary Prout in 1867 to provide sick and death benefits to its members. The financial success of the IOSL was assured when Maggie Lena Walker,* a member of the Order since 1883, was elected executive secretary in 1899. It was from her position as an officer that Maggie Lena Walker in 1903 established the first bank founded by an American woman. Walker, in heading the bank, then, was also the first American woman to sit as a bank president in this nation. The organization of the bank had two major purposes. In 1901 Walker had organized an insurance department, and the bank provided a depository for IOSL funds. Also, the bank was capitalized by the selling of \$10.00 shares to IOSL members, and another purpose was to encourage IOSL members to open savings accounts. Recognizing the impoverished status of black women, Walker said that the St. Luke Bank would "take nickels and turn them into dollars." The Saint Luke Penny Savings Bank survived and continues in operation today as the Consolidated Bank and Trust Company.

In the early twentieth century, Mary McLeod Bethune, one of the foremost black women leaders in the first half of the twentieth century, was one of the founders of the Central Life Insurance Company of Tampa, Florida. In Mississippi, Minnie Cox (1869–1933), who is known historically as the black woman whose 1902 appointment by Theodore Roosevelt as post mistress of Indianola was defeated in 1904 in response to white racist objections, was also cofounder, with her husband, of both the Delta Penny Savings Bank and the Mississippi Life Insurance Company. She also held the positions of secretary and treasurer in the two financial institutions. The bank eventually closed, but after her husband's death, Cox served as president of the insurance company until 1917. The founding of black insurance companies,* however, was important in the employment activities of black women as insurance agents. In 1912, almost 25 percent of the agents that worked for North Carolina Mutual* were women whereas Metropolitan had only one woman agent until World War II.

In the early twentieth century, several historical forces had an impact on the enterprises of black women who owned retail sales and personal service enterprises. With the rise of Jim Crow, there was an escalation in racial tension. Changing urban racial demographics and an increase in the incomes of urban blacks, however, resulted in the

Continued on page 3

African American Women Business Enterprises: Since the Civil War to Civil Rights, 1865-1964 Continued

development of a new consumer market for black women and encouraged new increases in their business participation. In 1914, a black newspaper reporting on the expansion of black business activity provided an example of the business activities of black women in Kansas City, explaining: "Quite a number of them are engaged actively in business, conducting such establishments as bakeries, cafes, dressmaking, millinery and floral shops." In the expanding urban ghettos of the nation's leading industrial centers, while black women owners of restaurants experienced an increase in black customers, there was also a concomitant increase in competition as the numbers of black restaurant owners increased during the Great Migration* of the World War I era.

Even in the twentieth century, food services provided opportunities for black women. In Harlem, Lillian Harris, known as "Pig Foot Mary," was a street vendor who, beginning in 1901, hawked food delicacies that appealed to southern migrants whose numbers increased during the Great Migration. By World War I, Harris, who had invested her profits in real estate, was one of the wealthiest black women in Harlem. The business picture for black women shopkeepers, particularly milliners and dressmakers, was also influenced by new urban racial market demographics.

Throughout the nineteenth century, the most successful had a white customer base. By the early twentieth century, when they were abandoned by this clientele, black women dressmakers and milliners in the South, however, gained a new customer base. Simply by allowing black women to try on hats and dresses, which they were not allowed to do in the white stores, these black women shopkeepers were able to remain in business. Yet by the end of World War I, especially in northern cities, these small black women shopkeepers found that they were losing their customers not only to an increase in white-owned clothing stores in the black community but also to the large downtown department stores. Indeed, an article in a 1919 issue of the *Women's Wear [Daily]* noted: "[B]ecause of the great increase in the wages of the laborer, the Negro's trade must be taken into consideration," particularly since, as the article emphasized, "they do not buy cheap things, but the best and latest models."

The most phenomenal increase in black women business owners was in the number of beauty shops, which had "protected markets."* The growth in this new business area for black women was a response to the revolution in black hair care and the professionalization in the manufacturing and marketing of black hair products. In the black hair care business, Annie Turnbo-Malone* and Madame C. J. Walker,* with sales in the millions of dollars of black hair care products, facial creams, and cosmetics of black women, produced in the factories they established. Their market distribution was both national and international. Also, these two black women professionalized hair care by opening beauty schools, which trained thousands of black women who subsequently opened shops. Consequently, in the early twentieth century, when most black women in business were owners of dress and millinery shops or restaurants, Turnbo-Malone and Walker single-handedly opened a new area of self-employment for black women, either as door-to-door saleswomen of these hair care products or beauty shop owners. In 1922, Annie Turnbo-Malone introduced a black skin care product line, which along with her hair products, was sold in the West Indies, South America, Africa, and the Philippines. She employed nearly 75,000 black women across the world.

Still, aside from hair products, few manufacturing enterprises were established by black women. Access to credit and venture capital limited their opportunities, even when it appeared that some success could be achieved through manufacturing. In one instance, even had funds been available to New Jersey black woman inventor Alice H. Parker, who in 1918 obtained a patent for a gas "Heating-Furnace," establishing a factory for the production of furnaces would have proved an impossible venture in the rarefied world of industrial production in the 1920s. This was also the case for Sarah Goode received a patent for a folding cabinet bed in 1884.

Certainly, aside from the racism that existed in the American business community, sexism would have precluded a black woman from running a factory that manufactured furnaces. On the other hand, the Berry&Ross Doll Manufacturing Company, established in 1918 by two black women, Evelyn Berry and Victoria Ross, developed into a successful enterprise. Manufacturing dolls was extremely less capital-intensive as well as less challenging in a sexist society than manufacturing furnaces. Indeed, in their advertisements, the women indicated that mail orders should be addressed to "Messrs Berry&Ross."

The company, which manufactured "Berry's Famous Brown Skin Dolls," was capitalized at \$10,000. Attuned to the business world of corporate finance, in 1919 they offered 800 shares of stock at \$10 each to the public to generate capital for expansion. Their market was not limited to blacks, since large department stores in major cities on the East Coast and in the South also sold their dolls, primarily to whites. Business boomed, and the company purchased another building, changed its name to Berry&Ross Manufacturing Company, Incorporated, and by 1920, employed 30 women who produced 2,000 women's and children's dresses each week. Also, that same year, Berry&Ross purchased a three-story building in Norfolk, Virginia, to establish the first of a chain of Berry&Ross Department Stores.

With the depression, most black women who were able to stay in business continued operating their traditional lines of enterprises, primarily restaurants, laundries, dry cleaners, clothing stores, groceries, and supermarkets.

Continued on page 6

Thirteenth Annual Awards Banquet

Thirteenth Annual National Black Herstory Awards Banquet

When:

Saturday Evening, March 27, 2010

Where:

*The Loudermilk Center Ballroom
40 Courtland St. SE - Downtown
Atlanta, GA 30303*

Time:

*6:30 pm Cheese and Wine Reception
7:15 pm Dinner, Awards Ceremony & Dancing*

2010 Award Honorees:

*Dr. Delores P. Aldridge
Ms. Njere Alghanee
Margarita and John Anderson
Reverend Twanda Black
Gwendolyn Keyes Fleming, D.A.
Dr. John Hope Franklin (Posthumously)
Dr. M. Bahati Kiuumba
Ms. Malkia M' Buzi Moore
Queen Mother Audley E. Moore (Posthumously)
Mrs. Frances Pauley (Posthumously)
Mr. Derrius Quarles
Ms. Angela Robinson
2010 Dr. Cora Ann Presley Prize Winner
Mrs. Lucy Walker*

Mistress of Ceremonies:

Angela Harrington Rice

Entertainment:

*Music by Reginald 'The Voice' Dancil, Drop Entertainment
and Gwagan Mata All Female Drum and Dance Troupe
Featuring Ms. Black Georgia USA!*

Attire:

Black Tie, Afrocentric or Native Attire Suggested

Ticket Information:

Tickets- \$55 (Dinner)

Go to <http://www.ticketalternative.com/Events/19904.aspx>

Words of Wisdom

Verse 1

Great is Thy faithfulness, O God my father!
There is no shadow of turning with Thee;
Thou changest not, Thy compassions, they fail not:
As thou hast been Thou forever wilt be.

Chorus

Great is Thy faithfulness, great is Thy faithfulness,
Morning by morning new mercies I see:
All I have needed Thy hand hath provided
Great is Thy faithfulness, Lord unto me!

This song was written by Thomas Chisholm who was born in Kentucky and became a school teacher at the age of 16. He later served as a Methodist minister for a few years but had to resign due to poor health. Over the span of his life he wrote over 1200 poems and sent several to William Runyun who composed the music for this one in particular. His prayer was that “my tune might carry over its message in a worthy way”; and I believe we can all say that it has.

The prophet Jeremiah wrote in Lamentations 3:22-23 that ‘*It is of the Lord’s mercies that we are not consumed, because his compassions fail not. They are new every morning: great is thy faithfulness*’ (KJ).

Jeremiah had been brooding about his troubles and the troubles of his people, but he lifted his eyes to the Lord--and instantly his thinking was transformed. In the midst of his pain and anguish he remembered the mercy of the Lord. “His compassions fail not.” Although we have failed Him, He cannot and will not fail us. “Great is Your faithfulness.” As we read these verses let us be mindful, like Jeremiah of the great love our Father has for us, His children. And as we awaken each day with this great love in mind, it will afford us the opportunity to achieve greatness and victory as well as healing and salvation.

With the economy in turmoil, people are wondering what I am going to do; how am I going to make it. Be encouraged and know that God has prepared something special, something specific for you in each new day. Mercies! Not just one, but as many as you need for that day. Then He does not use the leftovers, if you should have any left, but He gives new, fresh ones for the next day. Let us all be like Jeremiah and not focus on ourselves or our problems but look unto the Lord. He waited patiently in faith trusted in God’s mercy and depended on His faithfulness. We must not give up or meddle in the workings of God. Trust like Jeremiah that His love is great towards you and you will not be consumed because....GREAT IS THY FAITHFULNESS.

Rev. Claudia Smalls
Associate Minister, Sylvester Baptist Church

Black History Month

Black History month is traditionally celebrated during the month of February. For this month, we would like to recognize and celebrate the life and legacy of Carter Godwin Woodson. For those who do not know the name. Carter Godwin Woodson originally started “Negro History Week” in 1926 which eventually became “Black History Month”. Woodson was the pioneer who opened the door to the field of black studies.

Carter Godwin Woodson was born in New Canton, Virginia on December 19, 1875 to the parents of James and Eliza Woodson. Carter did not enter high school until he was 20 years old, but graduated in less than two years. After high school, he continued his education receiving a bachelor and a masters degree from the University of Chicago. He also received his PhD from Harvard University becoming the second African American to W. E. B. DuBois to earn a degree from Harvard. He was the founder of Association for the Study of Negro Life and History, the Journal of Negro History, Associated Publisher, Negro History Bulletin and others.

Even though Carter Godwin Woodson did not live to witness “Negro History Week” becoming “Black History Month”, he was known as the Father of Black History.

We honor Carter Godwin Woodson for his dedication, his pursuit for black studies, his life and his legacy.

As we look over our lives, who has inspired us, motivated us, moved us or even helped us to accomplish things we thought was impossible? It is now time to honor and give thanks to the people who truly helped to define and mold you into the person you are today.

A Tribute to Mothers Grandmothers, Aunts, Sisters and Daughters from May to May

One day just doesn't seem enough to celebrate the legacies of special women in our lives. In honor of our loved ones the National Black Herstory Task Force (NBHTF) has designed a unique page that will showcase your loved ones for one year.

For only a \$25 contribution to the **NBHTF Conference**, you can pay tribute to one woman who deserves to be recognized all year long. Photographs will be featured on the National Black Herstory Task Force website at www.blackherstory.org. All photographs and contributions received by May 6, 2009 will be posted on the website before Mother's Day, May 10, 2009. All photographs received after that date will be posted within a week. The tribute will stay on line for one year and then moved to the National Black Herstory Task Force Archives. (Hardcopy photographs will not be returned without a self addressed stamped envelope).

You may submit an electronic photograph or send a hardcopy by mail. Take this opportunity to submit an electronic photo now of your mothers, grandmothers, aunts, sisters and daughters along with an essay saluting her legacy. The essay should be one hundred words or less and include her name and hometown. Each electronic photograph along with the written text should be sent to info@blackherstory.org Payments and can be made via PayPal by sending at treasurer@blackherstory.org or you may mail the payment separately. Photographs will be posted after payment is received.

Tributes may also be sent by mail. Please include the written text with photograph to the address below. Please enclosed a check or money order for \$25 along with the written text with photograph along with your check or money order to:

**Tribute to Mothers
National Black Herstory Task Force, Inc.
P.O. Box 55021
Atlanta GA 30308**

African American Women Business Enterprises: Since the Civil War to Civil Rights, 1865-1964 Continued

Overall, while black business expanded in the early twentieth century, comparative participation was limited. In 1930, in West Virginia, black males owned only 4.1 percent of all men-owned businesses in that state, whereas black females owned 10.5 percent of all women-owned businesses. The total number of black business owners in the state was 1,350. The leading businesses for black men were barbershops (343) and tailor shops (243), whereas the leading businesses for black women were beauty shops (109) and boardinghouses (224). Indeed, from 1890 to 1940, barber/hairdresser shops, restaurants, and retail merchants comprised the three major groups of black businesses during that period.

Moreover, during the Great Depression, there was a decline in the number of these enterprises, interesting when compared to the increase in the number of funeral* homes from 1930 to 1940. While limited incomes of blacks accounted for the decline in the hair care business, people had to eat, and there was a continuing market for specialized food products. In the late 1930s, two black women established successful bakeries. In 1937, Mrs. Minnie Lee Fellings, who established the Minnie Lee Pie Company in Chicago, was by 1939 selling 3,000 pies daily. She had three delivery trucks, which distributed her pies to some 225 stores and restaurants in that city. In Birmingham, Alabama, Mrs. Gertrude Alexander, a candy manufacturer, who established the Nanette Candy Company, had 400 wholesale customers before World War II, when wartime restrictions on sugar limited her candy production. In 1941, when her company grossed \$60,000, Anderson was considered one of the nation's leading black businesswomen.

Continued on page 7

African American Women Business Enterprises: Since the Civil War to Civil Rights, 1865-1964 Continued

During World War II, business opportunities increased for black women, especially their participation in food and personal services enterprises. Black geographical mobility increased during the war, a response to war production in the nation's heavy industries. Black migration to industrial centers provided expanded opportunities for black women property owners. Many established boardinghouses, as they let out rooms to the newcomers. The incomes of blacks also increased. With greater disposable incomes, and because of the shortages in consumers goods, black women retail shopkeepers, and also dressmakers and milliners, experienced an increase in sales.

The increased incomes of blacks resulted in an increase in the number who could afford vacations, and after the war, with the demilitarization of American industry, the number of black car owners increased. Blacks were on the road more than ever before and with transportation could get away for vacations. While black businessmen from the early twentieth century had established resort hotels, only a few black women were in the business from the ground up; although, there were exceptions in the case of . Mr. and Mrs. G. Matthews, who in 1920 opened a hotel in Akron, Ohio, with 11 rooms. Within 35 years, they had expanded to 60 rooms with a beauty and barbershop with a logo of "A Business with a Soul." Resort owner Sally Walker, however, within 12 years, from 1942 until 1954, developed a 300-acre, \$400,000 Catskill Mountain resort for blacks from her initial investment of \$2,500 in a farm with only two buildings. Walker provided her guests, both national and international, with dance casinos, a lake for swimming, fishing, and rowing, and tennis and basketball courts. In 1954, she was making plans for an 18-hole miniature golf course. A year earlier Sarah Spencer Washington,* after being denied privileges to play on the Atlantic City, New Jersey, local golf courses, transformed her farmland into a 9-hole golf course and country club. Washington also established her \$50,000 Apex Rest Tourist Retreat.

Sarah Spencer Washington, who founded the New Jersey-based Apex News and Hair Company in 1919, survived the depression and from the 1930s until her death in 1953 was the leading black businesswoman in America. During the 1930s Walker hair care products had almost disappeared, eclipsed by Apex hair products sales. A shrewd businesswoman, Washington was described as the "Genius with the Midas Touch," perhaps because she avoided credit, so her profits would not be swallowed up in interest. Simply put, Washington made all of her purchases in cash, including her manufacturing supplies, which she purchased in carload lots. She owned extensive business property, including her Apex Warehouse, Apex Auditorium, Apex Laboratory, Apex Publishing Company, and Apex Drug Store in a building with six apartments. Washington also owned the \$100,000 Brigantine Hotel, which she paid for in cash and subsequently sold for \$150,000. Her home was constructed for \$85,000, and on completion, the contractors were paid in cash. Also, as part of her philanthropy she established the Ellen Memorial Center for Girls.

Ironically, while the leaders in developing the black hair care products industry in the first half of the twentieth century were women, beginning in the 1950s the leading manufacturers of black hair care products were men. Still, black women continued to play an important role in the development of the black cosmetic industry. While Overton's* "High-Brown" face powder represented the first market success in the sale of cosmetics for black women, Turnbo-Malone, Walker, and Washington also developed a line of skin care products and cosmetics for black women, along with their hair products. Still, as a 1946 market research survey showed, most of the hair and skin care products and cosmetics purchased by black women were made by white companies. Retail stores simply refused to stock these products made by black manufacturers. Mail-order distribution, in most cases, provided the only retail outlet for the sale of these products. John H. Johnson* and his wife Eunice, also secretary-treasurer of Johnson Publications, who eventually developed the most successful black cosmetic line, Fashion Fair, got in the black health and beauty aids industry in 1946 when they introduced their line of Beauty Star Cosmetics, which were sold through their mail-order firm.

In the post-World War II era, however, a new generation of black women moved into the cosmetics industry. The most successful enterprise, also founded in 1946, was Rose Meta,* Inc., which introduced a full line of cosmetics for black women, lipstick, rouges/blushes, and creams. Responses to her products were so great that they became the first line of cosmetics for black women that were sold in a major white department store. Also, the Chicago-based Marguerita Ward Cosmetics Company, Inc., founded in 1922, resumed manufacturing after World War II. In 1959 Lena Horne established the Lena Horne Cosmetic Company, with the home office in Oakland, California.

During the 1960s, however, with its "Black Is Beautiful" emphasis, the natural look for black women in hair and skin depressed the black cosmetics market until the 1973 launching of Fashion Fair Cosmetics. Even then, it was not until 1978 that the company made a profit. By 1987 Fashion Fair was the largest manufacturer of black cosmetics. Also, it ranked in the top 10 among the companies whose line of cosmetics and skin care products were sold only in the up-market department stores.

Continued on page 8

African American Women Business Enterprises: Since the Civil War to Civil Rights, 1865-1964

The post-civil rights era, consequently, marked an expansion of black women in all areas of enterprise, including their participation in founding financial institutions. In the insurance industry, Ernesta G. Procope founded the E. G. Bowman Co. Inc. in 1954, the first minority-owned insurance brokerage firm on Wall Street. Also, beginning in the post-World War II era, black women began to increase their participation in the business side of the entertainment industry, beginning with record production. In 1946, Gladys Hampton, the wife of Lionel Hampton, became the first black woman to own a record company, when she established Hampton Records. The 1964 Civil Rights Act would have an important impact on the expansion of black women participation in various mainstream American business, including increased management responsibilities in White Corporate America. At the same time, beginning in the late 1980s, Black America would lose its monopoly on the manufacturing of black hair care products. Yet, paradoxically, the post-Civil Rights era ALSO would mark the end of the separate black economy, the basis of the black business community. Consequently, even before the end of the twentieth century, there were few small black businesses as consumer goods, previously provided by blacks in small enterprises, food and clothing, were increasing sold by national chains, while various minorities invaded black business districts.

Also, various historic black corporate icon enterprises in which black women were involved in the establishment of their businesses would be losing ground. In one instance, the enterprise was sold out to white corporate America. Before the end of the first decade of the twenty-first century, Maggie Lena Walker Richmond, Virginia-based bank, founded as the Saint Luke Penny Savings Bank in 1903 would, through mergers and acquisitions, survive for more than a century. In 1920 Walker's bank reorganized as Citizens Savings Bank and Trust and in 1929, it merged with two other black banks to become the Consolidated Bank and Trust Company. Then, in 2005, the bank was sold to a white-owned bank holding company in Washington, D.C. By 2010 its new owners would operate the formerly owned black Consolidate bank one of its own named branch bank. Then, in January, 2010 Eunice Johnson, who with her husband, had founded Johnson Publishing Company in the early 1940s and who in 1973 launched Fashion Fair Cosmetics, died. And, sadly, too, by 2009, the venerable Johnson Publishing Company was also in dire financial straits. Competition in the magazine publishing industry and the internet news distribution have marked new challenges for Black Business in the Information Technology and social viral networking age. Consequently, just as Booker T. Washington founded the National Negro Business League in 1900 to encourage black consumer support of black businesses, in 2009 the 'Buy Black' Economic Experiment (EE) project was founded by Maggie Anderson and her husband John. By the end of 2009, it was becoming a national movement.

The third installment in the History of Black Women in Business will focus on their activities in the post Civil Rights era, both as entrepreneurs and as managers and officers in Corporate America.

Black History Trivia Questions

1. Who was the first black female Astronaut? _____
2. What is President Barack Obama middle name? _____
3. Who invented the pressing/straighting comb? _____
4. Who was considered the first black female millionaire? _____
5. Who was the first black female woman senator? _____
6. What was First Lady Michelle Obama's maiden name? _____
7. Who was the first black female to win an academy award? _____

National Black Herstory Task Force Donation Form

Organization/Individual Name: _____

Address: _____

City/State/Zip: _____

Phone: _____ Fax: _____

Contact Person: _____ Email: _____

Donation Amount: _____

Mail to:

Mozella Galloway
National Black Herstory Task Force
PO Box 55021
Atlanta, GA 30308

Thank you for your support of the National Black Herstory Conference and its programs. If you have any questions, you may contact Mozella Galloway at 404-712-9674 or info@blackherstory.org.
For additional information, please visit our website at www.blackherstory.org.

National Black Herstory Task Force Membership Application

Name: _____ Title: _____

Address: _____

City/State/Zip: _____

Home Phone #: _____ Cell Phone #: _____

Email Address: _____

Avocation/Interest: _____

Membership Level: _____ (See levels below) Amount: \$ _____

Would you like to be a Volunteer? _____ Would you like to serve on a Committee/Advisory Board _____

Membership Levels

Student—\$15.00
General—\$35.00
NBHTF Affiliate—\$500.00
Life—\$2000.00

Mailing Address

National Black Herstory Task Force
PO Box 55021
Atlanta, GA 30308

Email Address:

membership@herstory.org