



**Marla Jones -
Mercury
Marketing, Inc.**

A premier marketer with over 15 years of extensive marketing, financial, and agency experience, Marla Jones is currently founder and president of Mercury Marketing Inc., based in Atlanta. Marla is a seasoned strategist in consumer product marketing, an innovator for new product concepts in the health and beauty aids industry, and an implementer of fully

integrated marketing campaigns. Jones has managed numerous brand portfolios for some of the best-known corporations in the world. She accumulated experience working with Soft Sheen, Johnson Products, Luster Products, Proline Int'l, and has served in top executive positions for Carson Products and Revlon Inc. Ethnic Hair Care.



**Beverly Coley-Morris -
AIMae Publisher's
Representative, Inc.**

President of AIMae Publisher's Representatives Inc, in Chicago, Beverly has developed an outstanding career spanning 20 years specializing in African-American advertising sales for minority-targeted publications. She came to the business with an understanding that the African-American consumer market could no longer be considered a minority when it came to consumer purchasing.

Beverly began her career developing new business accounts and increasing revenue sales for a number of magazines and publishing companies. She has been recognized with a number of awards and is frequently a public speaker and presenter for African-American media.

Beauty Supply & Distribution



**Renée Reynolds - Sally Beauty
Company**

Renée Reynolds is director of merchandising for ethnic products for the Sally Beauty Company, the world's largest distributor of professional hair, nail and skin care products. For more than 20 years Renée has excelled in the procurement and distribution of health and beauty care products for African-American, Latino and Caribbean customers. She initially became active in the beauty industry working for McCrory Stores in Pennsylvania

where she created Tropez Cosmetics, a successful line of cosmetics catering to women of African descent. She continues to assist African-American women, working on both an educational assistance fund and the SallyCares fund for domestic abuse victims.

*Amber Bouie - President, Cari Salon Service
Betty Irving - President, Betty Beauty Supply;
Tanya Trotman - President, Beyond Expectation Inc.*

Educators



**DeShawn Bullard -
Salon Finish Products**

DeShawn Bullard is the educational director for Salon Finish Products and owner/operator of AnotherPhlawless Look Salon & Cosmetic Studio in Atlanta. DeShawn has excelled in the competition arena because of her creative styling technique. Her accomplishments include winning the Bronner Brothers Day By Night Competition and receiving the Atlanta Area Technical Award

for her outstanding work and achievement. An experienced platform artist, she is called on to conduct workshops and seminars. She has developed her own product line (NouriTress Hair Growth Products) and is the owner of a Continuing Education School for hairstylists.