

# Dudley Q's + hold annual Educational and Motivational Symposium

by Jae McKrae \* Photos by JJ Jones

Where were you July 31-Aug 2? If you work in the world of cosmetology, you may have been at the Joseph Koury Convention Center and Sheraton Hotel in Greensboro for the annual Dudley's Q+ Educational and Motivational Symposium.

Not only is the annual event a great networking tool, but also a great resource to enhance your professional hair care offerings.

This year interactive hands-on classes were held. All classes were designed to boost your business. "If you're in cosmetology this is the place to come. I didn't have to spend a lot of money to get here," said a Wilson stylist. "Dudley had representatives to answer all questions; that is what I liked about the symposium," said a cosmetologist from the Kinston area. "Because it was hands-on, we got a chance to go further and directly try new techniques and styles. This is going to help me with styles I offer," said a Charlotte stylist. Whatever your interest, the seasoned yet passionate Dudley National Education Team was there to help you manage and develop your salon business and take it to the next level. There was a panel of celebrity stylist to offer advice as well.

"This was the first time Dudley offered a 2 day hands-on classes at an EMS; this was a great addition. That made a tremendous difference. A lot of stylists are already on board for next year," said Johnny Robinson a Dudley representative.

Any stylist who wanted to be on top of the latest trends, techniques and styles made their way to the Dudley's Q+ Symposium.

Drs. Joe Dudley, Sr. and Eunice Dudley started in business by making shampoo and hair-care products in their home at night and selling them during the day. Years later, Dudley Products was such a success, that Black Enterprise magazine named them as one of the top 100 black companies in America.

If anyone knows about hard work, it is Dudley Products founder Joe Dudley, Sr. As a kid, Joe Sr. overcame hardships in the classroom by remaining determined. He endured even though "stuttering" could have easily been his excuse to fail.

In 1967, Dudley Q's+ Haircare & Cosmetics grew out of Dudley's kitchen. After trial and error, and finally coming up with formulas that worked consistently, the Dudleys developed a sales team to sell the products door to door. The rest as we know it is history.

Today, after more than 40 years of running and operating a success enterprise, Dudley's eldest daughter, Ursula Dudley Oglesby runs the company. Dudley Sr. worked hard to build his company from the ground up. Instead of selling to a larger corporation, he chose to keep the family legacy going. According to Ursula, Dudley remains a vital part of the beauty business while reaching all generations of customers. "My mission is to give men and women a dose of hope by enriching their lives with exceptional products and opportunities so that when they look in the mirror, they know God didn't take time to make a 'nobody!'"

A quote Ursula took from her father that she lives by, 'In our time and in our space, with the grace of God you and I can make a difference.'



**For more information on the 2011 Dudley's Q Educational & Motivational Symposium Call (910) 1-888-573-8210**

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