

# The St. Louis Natural Hair & Black Culture Expo Newsletter

**Dr. G., STLNBCE Editor-in-Chief**  
**August 2017**

**Christopher Simpson, CEO/Founder of the**  
**St. Louis Natural Hair & Black Culture Expo**  
[www.st.louisnaturalhairexpo.com](http://www.st.louisnaturalhairexpo.com)



**THE SAINT LOUIS NATURAL HAIR & BLACK CULTURAL EXPO**

**OCTOBER 7th** (10am - 7pm)  
**OCTOBER 8th** (10am - 6pm)

**DOWNTOWN HOLIDAY INN**  
 811 N 9th St, St. Louis, MO 63101

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**#STLNHBCE2017 OCTOBER 7 & 8 WWW.STLNATURALHAIREXPO.COM**

**SPONSOR SHOUT-OUT**

## Greetings!

The St. Louis Natural Hair & Black Culture Expo family is well underway with planning for Expo 2017 (#STLNHBCE2107)!! We recently completed our Natural Hair model photo shoot and this issue of our newsletter features scenes from our model search, model training and photo shoot. Our very own, Linda Clark, Model and Creative Show Director has done some amazing work recruiting, training and staging our models. This issue is dedicated to the *My Body, My Brain, My Business* – The Linda Clark Experience, with shout-outs to our photographers, M.U.A., stylists, and photo shoot venue. I promise, you will not be disappointed!

## Sponsorship and Vending

The St. Louis Natural Hair & Black Culture Expo (#STLNHBCE2017) Family is still welcoming sponsors

and vendors for #STLNHBCE2017. Sponsorship provides opportunity for promotion of your brand on radio, TV, and Social Media every time the #STLNHBCE2017 is promoted. Vending provides opportunity for promotion of your product in an open market place for the 2000+ consumers who attend the Expo! Sponsorship and vending is the way to go! Contact Expo CEO Chris at (314) 398-1585 for your sponsorship and vending applications today!

## Advertise Your Business

Did you know you can advertise your business/service right here in the STLNBCE Newsletter? Just send your logo and /or ad to us and we will post it in each issue of the Expo newsletter. Allow the Expo family to put your business on the map! Contact Chris (314) 398-1585 for details.



## Official Expo 2017 Sponsor

The St. Louis Natural Hair & Black Culture Expo Family would like to welcome official Expo sponsor, **MEGALUX Photo Booth**! Be sure to stop by the **MEGALUX Photo Booth** during your visit to #STLNHBCE2017!



**“Kill Insecurities Empower Queens”**

Shout-out to Ebony Trust, **SLAY Queen**, for her beautiful make-up artistry on our Natural Hair Models! Be sure to visit **SLAY Queen** at #STLNHBCE2017!

# My Body, My Brain, My Business

## The Linda Clark Experience



(above) MUA Slay Queen & Expo 2017 Models

Models take a moment to pose with their makeup artist, *Slay Queen*. Photo taken in front of NAPPS Natural Hair Salon.



Figure 1 Mrs. Linda Clark, Model Director & Creative Show Director, STLNHBCE



(above/below) Expo 2017 Models strikes a pose



Upon entering the gym at Tandy Community Center, you can hear a voice giving instruction, providing direction, encouraging, pushing hard but encouraging with compliment, laughter, and happiness. One cannot help but wonder who *she* is and where is all of *that* energy coming from? As you move in closer to catch a glimpse, there they are...the St. Louis Natural Hair & Black Culture Expo (#STLNHBCE2017) Natural Hair Models busy at work, giving “Mrs. Linda” everything she commands and more! Supported with every aspect of the training by her diligent, knowledgeable, yet demure assistant, “Ms. Kia” training and practice is underway led by Mrs. Linda Clark, Model Director and Creative Show Director. Under the tutelage of Ms. Linda, Ms. Kia, and the Expo models are getting into formation for the #STLNHBCE2017!

Linda is certainly a force to be reckoned with and she is moving full steam ahead! With her *My Body, My Brain, My Business* Model Training courses, each #STLNHBCE2017 model receives personalized training in the art of modeling. With *My Body*, models learn how to take care of their body with exercise and proper diet. Models also learn how to walk and move as a

model. *My Brain* teaches each model how to think and anticipate their next pose, move, and look. Models were trained to always have three “perfected” poses! The *My Business* teaches models how to be a business woman and how to market themselves. Mrs. Linda led each model in creating an individualized business plan while providing tips on how to land modeling jobs and understanding entrepreneurship. Consistent with the goals of the St. Louis Natural Hair & Black Culture Expo, LLC, Mrs. Linda strives to ensure each model is prepared with the knowledge and skills necessary to promote themselves as models and entrepreneurs.

Mrs. Linda has a varied range of experiences in hair care and as a model and creative show director. Having been the creative show director, model director and trainer for Atlanta Model Search, Mrs. Linda has also worked as show and model director for Urban Spice Magazine and managed the careers of comedians, artists, and hair stylists, one being last years’ Expo featured stylist, April B, creator of hair elixir, *Hydrate Me, PLEASE*. Mrs. Linda has been the National Ambassador and Retail Resource Manager for the Sofn’free Product Brand. Mrs. Linda has been a marketing manager, casting



agent and image consultant while also working tirelessly to promote programming and services for ladies' ministries, children bible study and youth ministry groups. With Mrs. Linda's varied background, her knowledge and passion, and her creative direction, #STLNHBCE2017 is the only place to be on October 7<sup>th</sup> and 8<sup>th</sup>! The creative show and the STLNHBCE Models will be nothing short of FABULOUS!

for the Expo. It takes talent to highlight the natural beauty of each model, making them look and feel beautiful. It takes talent to capture the beauty of each model in the right light in each photo...It all takes talent! Walk with us as we highlight some of the work of our beautiful Expo models at work and at play, and the work of the talented stylists, M.U.A., and photographers who contributed to our model shoot!



Photo shoot photographers: Tyrone Price of Magnum Photos and Kennautis Smith



(above) MUA Nicole Primm & Expo 2017 Models  
Expo Models pose with their MUA, Nicole Primm in front of NAPPS Natural Hair Salon

### The Model Shoot

Preparing for the 3<sup>rd</sup> Annual #STLNHBCE2017, takes time, patience, and talent! It takes talent to select, train, and prepare models







M.U.A for the photo shoot: Ebony Trust-SLAY Queen and Nikole Primm of Eye'm Beautiful Brow Bar. LLC.

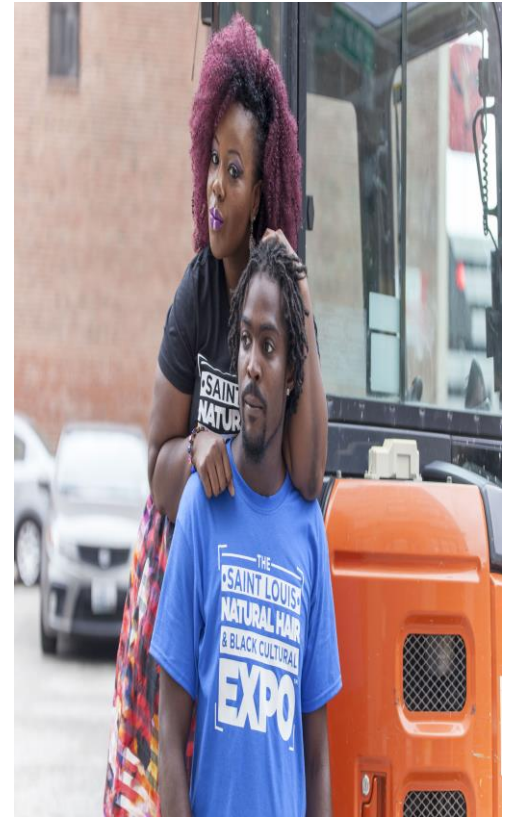


Figure 2 Phyllis at AfroDeziac Hair Gallery and Spa





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For more info, contact Chris at stlnhbce@yahoo.com

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Up Next from Expo Family:  
 \*Expo 2017 Promo at Twilight Tuesday  
 \*Look Book for Expo 2017 Models  
 \*Expo 2017 Edition of Newsletter  
 #STLNHBCE2017