

### **Joyner to speak at AHBAI conference in Las Vegas**

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DALLAS - August 6 - By Antoinette Alexander

Speaking at the American Health and Beauty Aids Institute 2007 Mid-Year Buyers and Marketing Conference later this month is industry veteran Jeffery Joyner, chief executive officer and president of the J Joyner Group and Joyner Sales Agency.

The event will also be recognizing Kathy Horton of Rite Aid and Bill Geary of Walgreens for their contributions to business tactics and strategies that address the needs of the ethnic community in their stores and within the industry.

AHBAI is an international trade association representing Black-owned companies that manufacture ethnic hair care and beauty-related products featuring the Proud Lady Symbol.

During his presentation, titled "Total Store Analytics, The Art and Science of Success," Joyner will highlight the latest thinking in category management and category reviews. He will also highlight the advantages of the use of business intelligence to dramatically increase sales and profits that will assist both retailers and manufacturers alike.

The event will be held Aug. 27 to 29 at the Red Rock Resort in Las Vegas.