

79th Annual Meeting

MARCH 18, 2021 | VIRTUAL

Joe L. Dudley, Sr. **Entrepreneur and Humanitarian**

Joe Louis Dudley, Sr., Co-Founder of the DudleyQ+ brand, is one of the world's most sought after entrepreneurial masterminds.

Born May 9, 1937, he is the fifth of 11 children born to Gilmer L. and Clara Yeates Dudley. Joe grew up in a three-room farm house in the rural community of Aurora, in eastern North Carolina.



Labeled Mentally Retarded Early

Joe was retained in the first grade, labeled mentally retarded, and suffered a speech impediment. Throughout it all one very influential person, his mother, never stopped believing in him and is responsible for his overcoming these obstacles and becoming a role model for many.

Introduced to Fuller Success Program at 20

This journey to success began in 1957 when he invested \$10.00 in a sales kit and began selling Fuller Products door-to-door while still a student at North Carolina A & T State University (Greensboro, NC). One of Mr. Fuller's goals, and one that Joe Dudley actively pursues today, is to help people to maximize their potential and achieve success.

Achieved National and International Success

From 1967 through 2008, Joe L. Dudley, Sr. & Eunice Dudley led Dudley Products Company to a significant level of sales. The company has been listed in the top 50 in Black Enterprise Magazine's Top 100 Black Owned Businesses. Throughout his tenure, Dudley Cosmetology University in Kernersville, NC and 4 strategically located schools in the Dudley Beauty School System (DBSS) were created. Through dedication, hard work and persistence, Joe L. Dudley, Sr. has indeed become the role model his mother always knew he could be. Joe L. Dudley, Sr. is much more than just a successful entrepreneur. He is known nationally and internationally as an inspirational speaker and humanitarian who spends much of his time identifying needs and giving back to the community and mankind. In 2009, Joe L. Dudley, Sr. & Eunice Dudley were featured in a national movie, Good Hair, a Chris Rock documentary about the hair care industry.

Transition to Second Generation Leadership

Over the past 40 years through dedication, hard work and persistence, she has helped take the DudleyQ+ Brand from very humble beginnings to a respected and world renowned position in the Beauty Industry.

In June 2008, Joe & Eunice Dudley restructured the Dudley conglomerate and turned over all day to day responsibilities over to their daughter, Ursula Dudley Oglesby who began Dudley Beauty Corp, LLC.

Recipient of Numerous Awards

He has been the recipient of numerous awards including the following:

- President George Bush's 467th Point of Light Award for Dudley Fellows and Ladies Program
- The Direct Selling Association (DSA) Vision For Tomorrow Award (Dudley Fellows & Ladies Program)
- Maya Angelou Tribute To Achievement Award
- Inc. Magazine's North Carolina Master Entrepreneur Award
- 2005 Trumpet Award Winner
- Inducted into The National Black College Alumni Hall of Fame (Business/Industry)
- Elected to The Horatio Alger Association of Distinguished Americans
- Inducted into the DSA Hall of Fame

Author of Walking By Faith, I AM, I CAN, & I WILL

Joe Dudley, Sr. discusses his successful principle-centered and highly effective entrepreneurial recipe. It features 10 basic principles. A few of these principles are listed below.

- Change Your Attitude to Change Your Life
- Accept Challenge in Faith
- Don't Add Loss to Loss
- Make a Difference in the World

His philosophy, actions, beliefs, successes and failures are presented to reveal his secrets to success. In straightforward, easily understood prose, Dudley uses his own life story to show you how to walk by faith and make your dreams come true.