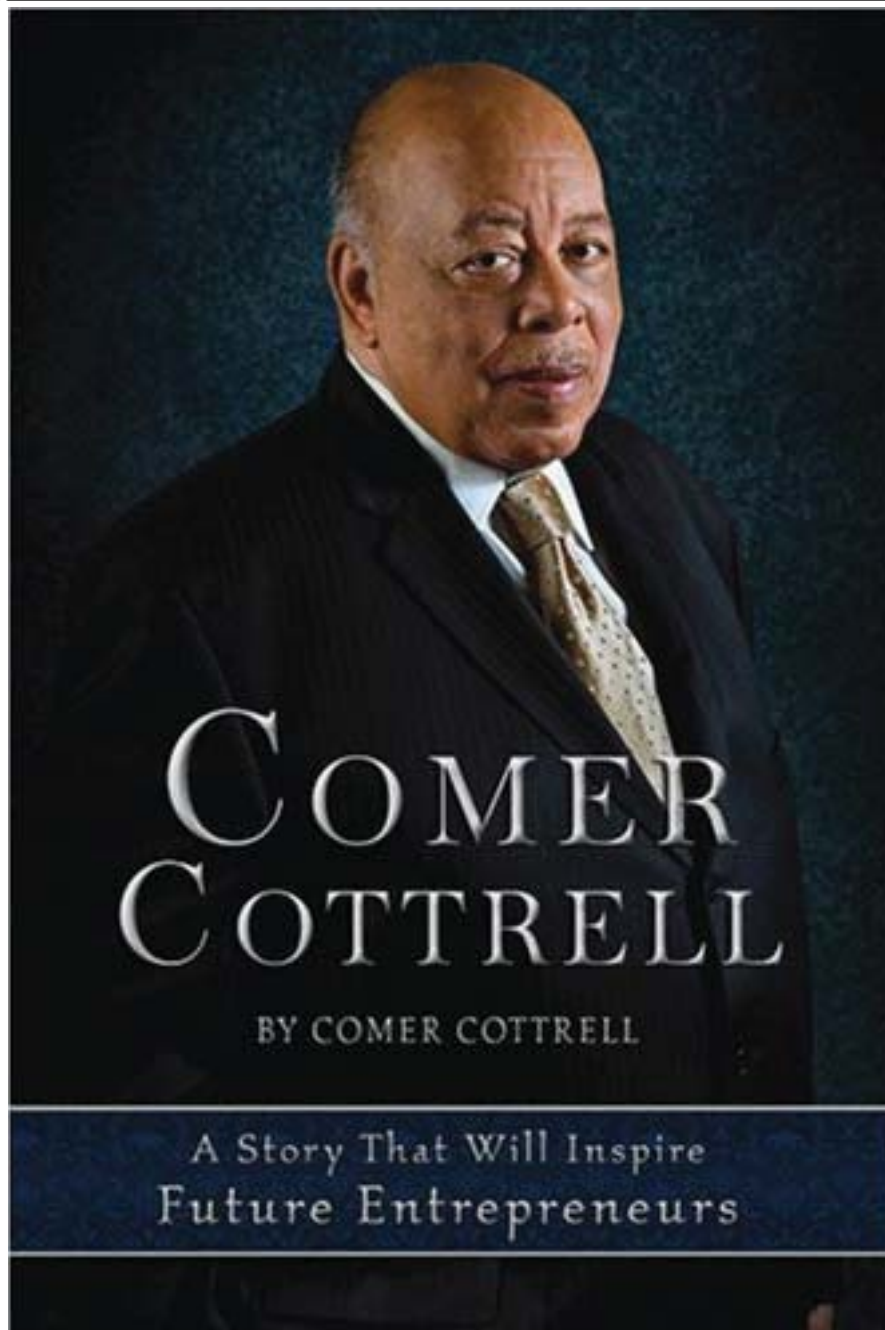


# Black Business News

YOUR LINK TO BLACK BUSINESS ENTERPRISE IN SOUTHERN CALIFORNIA

*The Official Business Journal of the Black Business Association*

U.S. Small Business Administration 2007 Award Winner "Journalist of the Year"



Former Black Business Association (BBA) Board chairman, Comer Cottrell has published his autobiography "Comer Cottrell". As the book cover declares Mr. Cottrell's is "a story that will inspire future entrepreneurs".

The press release for the new book states:

"The quintessential entrepreneur must have the ability to learn, a willingness to take risks, the strength to maintain a no-nonsense approach, and the power to be courageous. Comer Cottrell is an "entrepreneur's entrepreneur," a visionary who saw opportunity and took advantage of it. From selling rabbits in rural Mobile, Alabama, to the sale of the Pro-Line Corporation for 80 million dollars, he was a trailblazer.

A respected mentor, Mr. Cottrell penned *Comer Cottrell: A Story That Will Inspire Future Entrepreneurs* to encourage future entrepreneurs by providing them with a "core value system," some insightful and powerful practical advice, and the can-do attitude that Mr. Cottrell learned from his own entrepreneurial experience. He defines how to turn dreams into reality—one step at a time—and outlines entrepreneurial "must-haves," such as delayed gratification!

An icon among African American business leaders, bankers, politicians, entertainers, and athletes, Mr. Cottrell set high standards for himself by adhering to his mother's recipe for suc-

***Comer Cottrell,  
Consummate Businessman and Author***

cess: to abide by the "golden rule," and to "make his word his bond." Instilled with honesty and integrity, Pro-Line was built on the "learn-entrepreneurial-skills-as-you-go" principle. A witty storyteller, Mr. Cottrell traces his involvement in the evolution of African Americans in business and in many of the major events in the twentieth century.

Equally important, Mr. Cottrell emphasizes the necessity of giving back as a price of success: He rose to the top without compromising his values, and like a true humanitarian, he took pride in providing others with opportunities to achieve their own success. Young entrepreneurs will gain tremendous knowledge from the template of basics offered throughout the book. The points are simple but profound, and if followed, they will lead to ultimate triumph!

Earl "Skip" Cooper, II, President/CEO, Black Business Association commented that "Comer Cottrell represents the combination of entrepreneur success and commitment to the African American community. Comer has assisted many other African Americans to be successful entrepreneurs and has always been willing to share his expertise and experience with others.

Comer was a very strong and important force for building the Black Business Association into a strong Black business support organization in the 70's. Comer was awarded the first Life Membership of the BBA in 1979. We congratulate Comer on his new book and encourage all to read and purchase the book."

Founder of Pro-Line and philanthropist Comer Joseph Cottrell was born December 7, 1931 in Mobile, Alabama to Comer J., Sr. and Helen Smith Cottrell. As a youngster, Cottrell and his brother, Jimmy, turned a pair of bunnies into a business, including selling their progeny as Easter bunnies, meat and fur.

At age seventeen, Cottrell joined



Comer Cottrell at recent event in his honor in Dallas, Texas

*courtesy of Isidra Person-Lynn*

the United States Air Force where he attained the rank of First Sergeant and managed an Air Force PX in Okinawa. Cottrell attended the University of Detroit before leaving the service in 1954. He joined Sears Roebuck in 1964 and rose to the position of division manager in Los Angeles, California.

In 1968, with an initial investment of \$600.00, Cottrell and a friend got into the black hair care business. Then, with his brother, Jimmy, Cottrell manufactured strawberry scented oil sheen for Afro hairstyles and founded Pro-Line Corporation in 1970. By 1973, he made his first million dollars in sales.

In 1979, Cottrell took the \$200.00 "Jerry Curl" out of the beauty shop and into black homes with his \$8.00 Pro-Line "Curly Kit", which increased his sales from one million dollars a year to ten million dollars in the first six months.

Shortly thereafter Cottrell moved Pro-Line to Dallas, Texas. At the top of the ethnic hair care business, Cottrell became a part owner, with George W. Bush of the Texas Rangers professional baseball team in 1989; turning a \$3 million dollar profit on a \$500,000.00 investment. He recently founded FCC Investment Corporation.

In 1990, he purchased and restored the 131-acre, HBCU, Bishop College campus for \$1.5 million and transferred it to A.M.E. Paul Quinn College. Cottrell is a trustee of Northwood University and a member of the Dallas Chamber of Commerce, the North Texas Com-

mission, and the Dallas Citizens Council. He is the former chairman of the Texas Cosmetology Commission and vice chair of the Texas Youth Commission. He has been a board member or officer of NAACP, National Urban League, YMCA, Dallas Family Hospital, Better Business Bureau, Compton College Foundation, Paul Quinn College and Baylor University Foundation. Cottrell is former vice chair of the Dallas Black Chamber of Commerce. The recipient of scores of awards, Cottrell hosts a yearly "Taste of Cottrell" event in Dallas.

The autobiography is available at local bookstores including Eso Won Books ([www.esowonbooks.com](http://www.esowonbooks.com)) and through Amazon.com ([www.amazon.com](http://www.amazon.com)).

Meet Mr. Cottrell at his Book Signing at Eso Won Books, Saturday, January 12, 2008 from 1-3 p.m., 4331 Degnan Blvd., Los Angeles, CA 90008. 📍



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