

## **AFRICAN ART PRODUCTS GETTING EXPOSURE - Columbus Dispatch, The (OH) - August 9, 1987 - page 4D**

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The Columbus **Black Expo** was the perfect setting yesterday for Felix and Shelli Badger to promote their new business.

The husband and wife tandem are aspiring **black** entrepreneurs looking to market their line of greeting cards and posters with African art designs. The Newark, **Ohio**-based Sankofa Greetings is only 10 days old.

"This is good exposure for us," said Shelli Badger as several thousand people perused 205 business exhibits and information displays in Mt. Vernon Plaza yesterday. Last year there were 160 exhibitors.

The **Black Expo** promotes minority business and service organizations. **Expo** spokesman Tim Widman said 25,000 people were expected at the all-day exposition.

This was the seventh year for the **Black Expo**. Exhibitors came from as far as New York and Chicago.

The Badgers' business ties go all the way to Ghana, West Africa. Felix Nii Armah Badger was born there. His brother, Nii Ntwaako Badger is studying to be an architect in West Ghana. He also does watercolor prints.

"I know he is a good artist. I want people to know that," Mr. Badger said. He and his wife transferred the intricate designs to a line of cards, birth announcements, note cards and posters. He hopes to expand the products to include calendars and graduation cards - "Whatever people want," he said.

"We feel there is not enough marketing and promoting of African products," Mrs. Badger said. Thus, Sankofa Greetings. Sankofa means "go back to your roots to enrich the present and the future," Mr. Badger said.

The Badgers are hoping the **Black Expo** and similar exhibits in Indiana and Kentucky will spread the word about their venture.

Thinking positively, they have already begun marketing Christmas cards.

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