



Office of the Minnesota Secretary of State
Minnesota Public Benefit Corporation / Annual Benefit Report
Minnesota Statutes, Chapter 304A



Read the instructions before completing this form
 Must be filed by March 31
 Filing Fee: \$55 for expedited service in-person, \$35 if submitted by mail

The Annual Benefit Report covers the 12 month period ending on December 31 of the previous year.
 Notice: Failure to file this form by March 31 of this year will result in the revocation of the corporation's public benefit status without further notice from the Secretary of State, pursuant to Minnesota Statutes, Section 304A.301

1. Corporate Name: (Required) Haie, Head + Heart

2. The public benefit corporation's board of directors has reviewed and approved this report.

3. In the field below, enter the information required by section 304A.301 subd. 2 or 3 for the period covered by this report, (see instructions for further information): Note: Use additional sheets if needed. (Required)

see attached

4. I, the undersigned, certify that I am the chief executive officer of this public benefit corporation. I further certify that I have signed this document no more than 30 days before the document is delivered to the secretary of state for filing, and that this document is current when signed. I further certify that I have completed all required fields, and that the information in this document is true and correct and in compliance with the applicable chapter of Minnesota Statutes. I understand that by signing this document I am subject to the penalties of perjury as set forth in Section 609.48 as if I had signed this document under oath.

Mary Y. Reed
 Signature of Public Benefit Corporation's Chief Executive Officer

March 9, 2018
 Date (Must be dated within 30 days before the report is delivered to the Secretary of State for Filing)

Email Address for Official Notices

Enter an email address to which the Secretary of State can forward official notices required by law and other notices:
hairheadheart@gmail.com

Check here to have your email address excluded from requests for bulk data, to the extent allowed by Minnesota law.

List a name and daytime phone number of a person who can be contacted about this form:

MARY REED 612-405-9480
 Contact Name Phone Number

Entities that own, lease, or have any financial interest in agricultural land or land capable of being farmed must register with the MN Dept. of Agriculture's Corporate Farm Program.

Does this entity own, lease, or have any financial interest in agricultural land or land capable of being farmed?
 Yes No

Annual Benefit Report
of
Hair, Head + Heart
A Minnesota General Public Benefit Corporation

March 8, 2018¹

¹ Report must be received by the MN SOS by April 1, 2018 so this date should be prior to April 1, 2018. This year April 1 falls on a Sunday, so this report is due no later than March 30, 2018.

Hair, Head + Heart was incorporated on June 23, 2016 as a General Benefit Corporation under Minnesota's Public Benefit Corporation Act 302A Pursuant to Section 304A.101 of the Act, general public benefit purpose as stated in its Articles of Incorporation has:

- created awareness in the community for a variety of issues and resources
- embraced and showcased people and causes from an extremely diverse pool of interviewees
- practiced inclusive media methods, standards and stories to a traditionally conservative talk radio genre
- Moreover, we have attempted to reach a wider nationally diverse audience and utilized less limited emerging technology and methods

We have succeeded in achieving the original goals of our specific public benefit purpose. We have explored first hand several paths to more clarity and ways to strengthen our impact on the community. We have honed a format that lends itself to the needs of the individual in a more digestible manor.

- **Hair Overview:** stories and trends*ways to empower traditional (cosmetology) and non-traditional (braiders, barbers, trichologists & dermatologists) people in the beauty industry stay physically and financially healthy*ways to transition people into, out of and through the industry utilizing science, research and statistics whenever possible
***sample show:** the financial impacts of racism and sexism in hair Minnesota hair salons
- **Head overview:** stories and passions outlet* for people who have foundations, businesses, groups, part in legislation and more related to those things which build society and increase positive awareness
***sample show:** Depart Smart Travel Safety training: with founder Sheryl Hill
- **Heart overview:** stories & health standards*options*needs that cross every human condition and economic sphere in hopes of creating awareness and empowering listeners to utilize best practices for a long and healthy life
***sample show:** G6pd enzyme deficiency and potential infant testing legislation in Minnesota
- 3H presents related information to outside organizations. The Most significant this year was for the Minnesota Department of Human Services. "A more perfect union...discussed "Elephants" in the room and generated discussion that allowed people identify, emote and problem solve ways dismantle stereotypes.
- We explored the possibility of becoming B Corp certified and completed the initial assessment. It was both a learning experience and confirmation that this entity is where it should be. The assessment introduced some things worth considering as we grow. It also exposed weak and strong areas using a numbering/point system. We did exceed the number of points required for further consideration of registration and have been scheduled for the next step in the review process.
- My advisors have guided me to look at a variety of expansion and marketing options. They have encouraged me to develop partnerships with MTN studios, Kerry Hines Hair Radio Social Network, KRSM Radio and KFAI through another established show. We plan to use the primary (3H) platform to address more fringe population issues such as high unemployment in disabled communities. These other platforms can carry 3H programs and ever-green content or we can use them to expand other messages related to "Hair, Head + Heart".

Challenges:

- There was a learning curve and acceptance that the primary/lead and perhaps advisors would need to sell advertising and or find sponsors if the organization was to grow beyond being a boot strap venture.
- The entity does not yet pay for itself. At both AM 1570 & BBS radio 3H received positive responses to requests for sponsors/advertising resulting in sales and voice over work. Blog talk radio has a sales department and if we elect to utilize it, 3H will receive a percentage of the sales for the show. But we have no control over the types of advertising that would be allowed.
- Finding the right location. We explored other platforms to help us address limitation issues identified in 2016. We left Salem Communications (AM1570) in August of 2017. In September, 3H moved to BBS radio the oldest internet radio platform in the US. The producers were in California, we could connect to guests anywhere in the world via simple devices and we were linked to iHeart radio and other affiliate networks. We stayed at BBS until mid-January 2018. We were searching for a place to plant ourselves that also offered a live call -in component and better audience tracking. We have found the platform in the largest internet network on the web. It's called blog talk radio. We have been playing archived shows until our launch. Our listener numbers have suffered considerably with the lack of engagement. However, a proper launch is vital. We are creating marketing updates, content, and expanding topic research etc. Advisors have to provide input and approval of the directions we are headed. We plan to re-engage the audience and attract more listeners within the next four weeks from this internet radio location.
- My primary advisors are in radio, marketing, health and education fields. Informally, every person or group we encounter is encouraged to provide written or verbal input about stories and trends or offer a critique of on air information. Some of the more outspoken informal advisors have been asked to prepare content at least monthly related to 3H areas. Each will be encouraged to work with me and learn to use media software, prepare content and become one of the voices interviewing and presenting information. 3H continues its efforts to include blind and visually impaired and other fringe populations in this venture.

In 2017:

Our board of directors used the following process to choose our enumerated third-party standard:

- Owner initiation with established membership and participation of balancing

And determined to use this third-party standard because:

We list with juried directories (such as the Minnesota Unified Certification Program. (MNUCP) They represent the Minnesota Department of Transportation, Metro Airports Commission, Met Council and more. They certified this entity February 29, 2017 after a vigorous review, visitation from a MNUCP representative and panel reviews and recommendations.

- We are embracing an emerging platform (internet radio) and are in process of adding to our reach by teaming up with Minnesota based: MTN studios KRSM Radio and KFAI Radio in addition to national and international affiliates. Already in place in an advisory role at 3H is Kerry Hines of Brooklyn New York and the Hair Radio & Hair Radio Social Network. We hope to add at least 6 other appropriate networks this year. Each will have its own set of rules and standards and we will work in harmony of our mission though we will not be able to control affiliate advertisers and content.

CERTIFICATION BY THE GENERAL PUBLIC BENEFITS BOARD OF DIRECTORS

The undersigned, being all the directors of Hair, Head + Heart hereby acknowledge and certify: (1) we have chosen the third-party standard designated in this Annual Report; (2) we have determined that the organization that promulgated this third-party standard is independent; and (3) we have reviewed and approved the enclosed Annual Benefit Report.

Mary Y. Reed

[Name of Director]

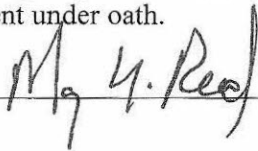
[Name of Director]

[Name of Director]

SUBMISSION]:

I, the undersigned, certify that I am the Chief Executive Officer of this public benefit corporation. I further certify that I have signed this document no more than 30 days before the document is delivered to the secretary of state for filing, and that this document is current when signed. I further certify that I have provided all required information and that the information in this document is true and correct and in compliance with the applicable chapter of Minnesota Statutes. I understand that by signing this document I am subject to the penalties of perjury as set forth in Section 609.48 as if I had signed this document under oath.

Mary Reed, CEO





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Original File Number 893177800035

STATE OF MINNESOTA
OFFICE OF THE SECRETARY OF STATE
FILED
03/15/2018 11:59 PM

Steve Simon

Steve Simon
Secretary of State