

Sheron Campbell – *Owner of World of Braids, Oakland, CA*

Sheron Campbell is the Business Owner of *World of Braids*. She has two children, Irvin and Daniel, and currently owns a home in Oakland, CA. She migrated from Costa Rica to the United States in 1990 in search of better professional opportunities.

Later, she moved to Oakland, California in 1993. As a child, Sheron always had a passion for doing hair. In 1995, she pursued her dream of becoming a salon owner by seeking assistance from Women's Initiative (a non-profit organization that builds entrepreneurial capacity of women to overcome social and economic barriers and achieve self-sufficiency). She took courses in business development and self sufficiency.

One year later, she launched her business, *World of Braids*, with the help of a close friend. Being in business for the last 11 years, her loyal clients come from all over California to Nevada. *World of Braids* specializes in braids and, most importantly, in the care of natural hair. Her services include: start, groom, and extend locks; comb twists; straw sets; and a variety of braid and weave styles.

Her success has inspired her to give back to her community by volunteering as a member of the American Cancer Society in the Look Good/Feel Better Department. Additionally, she was the recipient of the 2005 Women's Initiative Local Entrepreneur of the Year.

When she is not putting in long hours to sustain her business, she enjoys traveling and spending time with her two sons.