



SEMMA'S SUNFLOWER ORGANICS

As a tall black woman with “hair that grows towards the sun”, Semma McCrary spent the majority of her life straightening her hair. It was not until her daughter, Chloe was born that she said, “No more.” Semma made a promise to herself: she would not let her daughter grow up believing that her own hair, just as it naturally grows, wasn’t good enough. Semma decided to model the life she wanted her daughter to live and cut off all her hair so that it would grow back the way God intended. But how? She began her research. She looked to the oils of India and Africa, experimenting here and there. With time, she found the perfect concoction and Semma’s Sunflower Organics was born.

It is the healing properties of sunflowers that sets Semma’s oils apart. These cross-cultural oils provide grounding and help reduce anxiety. They are made with love and the intention to help those who use them tap into who they are. Without WWBIC and Black Business Boost, Semma’s Sunflower Organics would not be where it is today. It was through the credit training and coaching that Semma was able to drastically improve her credit and develop a business plan. She also received a laptop scholarship, participated in Scale-Up, was selected as a Brew City Match recipient, and more.

“Black Business Boost enrolled me in classes and started coaching me. I got a huge confidence boost. The things that happened with WWBIC amazed me and kept me interested. They are big on closing the gap, and as a result my FICA score is now in the 700s.”

Semma’s Sunflower Organics continues to grow and offer new products such as candles and a lovely re-branded lavender oil, but the heart of the business is and will always be Semma’s daughter, Chloe, and the sunflower.

Owner:
Semma McCrary

Business Location:
Milwaukee

Employees at Business:
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WWBIC Support:
Black Business Boost,
Trainings



Black Business Boost

*Training and Lending Program
to Strengthen and Expand
Black Business Ventures*

“My FICA score is in the 700s because of WWBIC and Black Business Boost – they are big on closing the gap!”

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