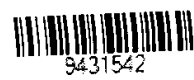
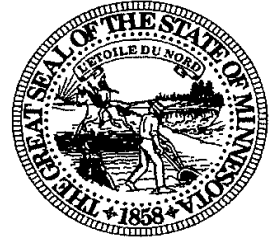


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Office of the Minnesota Secretary of State  
Minnesota Public Benefit Corporation / Annual Benefit Report  
Minnesota Statutes, Chapter 304A



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) Hair, 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 G. Reed  
Signature of Public Benefit Corporation's Chief Executive Officer

March 24, 2017  
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 dr 651-274-0452  
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 24, 2017<sup>1</sup>

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<sup>1</sup> Report must be received by the MN SOS by April 1, 2017 so this date should be prior to April 1, 2017

**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

**The startup: The following is a description of how we believe we succeeded in achieving the goals of our specific public benefit purpose.**

- We have presented over 35 shows inside and outside of the studio. At no cost, listeners can download the wellness radio app, request podcasts on demand and tune in to our Saturday, 3pm weekly time slot.

Some of the presenters & topics on Hair, Head + Heart included: A West African woman who survived human trafficking and now owns a non-profit, a Black gentleman who patented exercise equipment, a Chinese blind female who is an international traveler, a few Caucasians from the Twin Cities Dads group, an African American female who is presenting legislation for Minnesota infants to receive screening for the G6pd enzyme deficiency, a 50<sup>th</sup> year commemoration of the Black Panther Party, trends, politics and more to help people know better, do better and be better.

- We share an abundance of community information and sources with listeners like: business funding for veterans, earth/sustainability workshops, resources for the blind, miscellaneous U of M studies, political action and encouragement beyond the basics.
- I have participated in a variety of trainings to become a better radio journalist, one was in Murfreesboro Tennessee. The entity was reviewed by and accepted into the MNUCP and other directories.

#### **Challenges:**

- Nothing really prevented us from achieving our specific public benefit purpose. There was a learning curve and acceptance that the primary/lead would need to sell advertising and or find sponsors if the organization was to grow beyond being a boot strap venture.
- There has been positive response to requests for sponsors/advertising resulting in sales and voice over work, however, the entity does not yet pay for itself.
- Demographics, ratings and numbers have not been calculated and this creates a hurdle with putting together an appropriate marketing plan.
- The time commitment needed to become a subject matter expert every seven days creates situations that may be better served by creating an internship or bring in a part time worker of some type

In 2016:

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 partner with Salem Media Group which has 2,700 media affiliates and 112 radio stations across the country. They help set perimeters with which to operate. They have 73 stations in the nation's top 25 markets and 25 in the top 10. Beyond the contracted hour, the popularity of the show has gained more time slots each week at no additional cost to the entity.

#### 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 Mary Y. Reed Name of Officer]  
[Title]

## Hair, Head + Heart - 03/11/17 Women's Awareness Month

Hair, Head + Heart - 03/04/17 Twin Cities Dad's Group with Chris, John and Keith	View track	15
Hair, Head + Heart - 02/25/17 Love & the Visually Impaired with James Almen & Kathy Nevills		7
Hair, Head + Heart - 02/18/17-Blind Travel - Jesse Wang		40
Hair, Head + Heart - 02/11/17 Clean Air and Water		13
Hair, Head + Heart - 02/04/17 Cracked But Not Broken - Care, Health & Healing		10
Hair, Head + Heart - 01/28/17 G6pd Enzyme		10
Hair, Head + Heart - Health, Supplements and Stress		15
Hair, Head + Heart - 01/14/17 Spring Thinking		12
Hair, Head + Heart - 01/07/17 Postpartum Depression with Crystal Clancy and Lisa Cross		12
Hair, Head + Heart - 12/31/16		12
Hair, Head + Heart - 12/24/16 - Good Look Ink and options for bald scalps (replay)		7
Hair, Head + Heart - 12/17/16 - G6pd enzyme immune deficiency: Discussion with Brenda Bell - Brown		22
Hair, Head + Heart - 12/10/16 - Civil Rights & Human Rights Advocacy		13
Hair, Head + Heart - 12/03/16 - U-Quake Fitness Tools and Patents - Herman Gilbert & Eric Sommers		64
Hair, Head + Heart - 11/26/16 - Bukola Oriola - Up From Imprisonment (on Human Trafficking) Replay of 8...		13
Hair, Head + Heart - 11/19/16 - Winter Hair Care Tips		13
Hair, Head + Heart - 11/12/16 - Change and Growth (thoughts on 2016 election and beyond)		12
Hair, Head + Heart - 11/05/16 - National Chiropractic Health Month: The Habit of Good Health		14
Hair, Head + Heart - 10/29/16 - Debut interview of Ms. Girtha Perkins		14
Hair, Head + Heart - 10/22/16 - Black Panther Commemoration & other survival observations		21
Hair, Head + Heart - 10/15/16 Interview with Jason Crowley- Full Life Without Vision		22
Hair, Head + Heart - 10/08/16 - Passion & Survival: Joyce Iyawe-Pampered Hair Haven, LLC		17
Hair, Head + Heart - 10/01/16 - Weight Loss Perspectives-Char Ellioff, Social Worker		15
Hair, Head + Heart - 09/24/16 - Pretty Ugly: Rules, Rental Suites & Harvesting		11
Hair, Head + Heart - 9/17/16 - GoodLookInk and options for bald scalps		44
Hair, Head + Heart - 9/10/16 - Sheltering through Head & Heart		14
Hair, Head + Heart - 9/3/16 - Ladibugs*Boots to Business & Disparity Study		13
Hair, Head + Heart - 08/27/16 - Options for Professional Hair Braiders		13
Hair, Head + Heart - 08/20/16 - Q & A + Enjoy Your Summer		10
Hair, Head + Heart - 8/13/16 - Bukola Oriola - Up From Imprisonment (on Human Trafficking)		29

Hair, Head + Heart - 8/6/16 - Myths vs. Reality; Texture, gender, race, heat free choices and options	13
Hair, Head + Heart - 07/30/16 - Dr. Carolyn Kraskey- Change Happens-Development & Longevity in the wo...	9
Hair, Head + Heart - 07/23/16 - Betty Boley- Brainerd State Board Meeting & Happenings Beyond USDA	14
Hair, Head + Heart - 07/16/16 - Dr. Carolyn Kraskey-Change Happens- Development & Longevity in the w...	10
Hair, Head + Heart - 07/09/16 - Debut of H3 (Hair, Head & Heart)- Intro of Unique offerings by host Mary ...	28



**Work Item 943154200037**  
**Original File Number 893177800035**

STATE OF MINNESOTA  
OFFICE OF THE SECRETARY OF STATE  
FILED  
**03/30/2017 11:59 PM**

*Steve Simon*

Steve Simon  
Secretary of State