

Return To Black Wall Street Cooperative Incubator Training

Wholistically Black Cohort 2023



Meet the Cohort

Antonio Jones

A native of San Francisco Bayview Hunters Point, Antonio (GoodBrutha) Jones is one of twelve siblings. As a child, Antonio had a love for music and helping people. You could always catch him dancing, singing, rapping and playing outside with his friends. As a teenager, Antonio worked with elementary kids and ran his own studio as an artist and engineer at the Excelsior Boys and Girls Club. He always kept a job working in the community - the Boys and Girls Club, Bayview YMCA, Bernal Heights Neighborhood Center, CHALK, and many other community-based organizations.



Mr. Jones loves people and loves helping out. It's something you would notice right away if you ever met him. "I LOVE TO SEE MY PEOPLE DOING GOOD" is a brand he started but also a mantra he lives by. He wrote a children's book titled, "I DREAM" as well as created superHeroes called Greater Beings. As of today, GoodBrutha is still very active in the community and the lives of his family, while pursuing a thriving life of goodness and positivity.

Beatrice Alexander

My name is Beatrice Alexander. I am Bay Area Native! I am a filmmaker and photographer. I also am a wellness advocate. I study and practice yoga, meditation and pranayama (breath work).



I've been working on Mocha Light Studios Co-op. We film and do promo videos only for people that are delivering a message/product that keeps the copper indigenous people informed and helps to raise consciousness for peace. We also host wellness centered workshops with the same intention. I've been learning about co-ops going on two years now.

Lashanecie Boyd

I was born in Los Angeles and raised in Oakland, CA. I am a mother of three children: Lorraine, Kingdom and Wisdom. Currently I am attending National Holistic Institution for Massage Therapy. I am also attending Cal State East Bay to obtain a B.A. in Social Science.

My goal is to experience Financial freedom by building a foundation to leave an inheritance. Proverbs 13:22 says, "A good man leaves an inheritance to his children's children." I am currently building two social support and healing groups by the name of W.E girls and W.E woman. My life guidance quotes states, "Free your mind before your body becomes a slave."

Lea Murray

Lea believes in speaking to the soul. All people have value and deserve to be acknowledged as human beings. As an advocate for the misrepresented and misunderstood; Lea seeks to create understanding between groups that might otherwise be in conflict. Using mindfulness practice and principles of social and restorative justice Lea seeks reconciliation and restitution for those that have been by the toxicity of hatred and division.

Lea is currently the Executive Director of Collaborising, Inc. a non-profit organization that is dedicated to exploring humanity through social and cultural exchange. We currently advocate with and on behalf of unhoused residence in Richmond, CA. We center Blackness in all our work.



Loba Yates

Loba Yates is a multidimensional artist who is self taught in many areas and mediums of creation. She is a mother to three beautiful souls aged 27, 22 & 15 as well as a full time artist, entrepreneur, owner & founder of Kreative Righteous Gifts. Loba has 8 years of consistent cooperative experience and over 30 years of community service work.

Loba teaches sewing, tie dye, heat transfer & permanent vinyl art with Cricut software, resin art, jewelry making, gardening, bath and body products, meditation and journaling. She is also a healer and holds space for the community to work on their healing and restoration practices. Loba has had a love for art, design and color since she was a little girl.

Loba has a plethora of professional and personal goals. One of her immediate professional goals is to relaunch her body butter and introduce a new soap line of products. She is also striving towards having her products being offered in hotels and spas worldwide. Loba is also striving daily to practice an attitude of gratitude, by always being present and thankful for her existence.



Nekia Wright

Nekia Wright is owner of Ujamaa LLC and provides education & wellness services. She was a member of the 13 person Baker's Dozen Housing Cooperative, 2017-2021 there she served on the maintenance committee 2017-2018 and as CFO 2018-2021.

Nekia healed herself with sound 11 years ago and since recovering, has introduced sound healing and meditation to hundreds of BOPIC folk in the Bay Area and abroad. Her partnerships with dozens of organizations allowed her sound healing practice to be accessible to low income Black communities and she developed a unique approach honoring the African influences of sound medicine alongside jazz, soul, & hip-hop.

She's also served more than 100 children with disabilities over her 16 year career in special education. Nekia would like to develop a worker's cooperative for Black and Indigenous healers, artisans, and farmers who identify as: women, LGBTQIA, returnees, and those with disabilities. Nekia is currently developing the African Education, Wellness, & Marketplace app to promote the cross-continental healing of Black communities through authentic connections to African culture, traditional healing, and ecology serviced by the African women who are members of the cooperative.

She has vetted 20 Zimbabwean women who are ready to participate pending funds for equipment and materials. Learn more about Ujamaa @ www.ujamaa-inc.com.



Nikia Durgin

My name is Nikia Durgin, artistically known in the community as Qing Qi (pronounced King Key), you can address me by either. Currently, I am a worker-owner at Mandela Grocery Cooperative in West Oakland, a black owned community grocery store. In addition to this work, I do a long list of activities within the surrounding Bay Area community in Event Production, Music and Film.

I have three years of formal cooperative experience, but in 2018 I founded a femme rap collective producing underground music shows and fundraisers highlighting local artists. A Bay Area native, raised in San Francisco, the Peninsula and Oakland, I began my community service work in the Mission District as a youth worker at Horizons Unlimited, a non-profit organization serving inner city youth and their families.

While my primary professional goals are within the creative and entertainment industries, it has long been my dream to bring community and art together under the same purpose. That is where my work with cooperatives comes in! Working at Mandela Grocery I have been building my cooperative knowledge and experience to transition my LLC and femme collective "Pu Tang" into an Event Production Cooperative that will ultimately provide long lasting financial stability for myself and my peers and serve as my primary source of income.

My current goal is to transition and recruit for this cooperative, securing funding and community support to build our production team, purchase equipment and eventually a venue.



Yero Massamba

My name is Yero Massamba, I am an East Oakland Native, AFRO-Indigenous American, who is an Internationally known full-time musician and community service worker, for the past twenty years. Owner of StarShooter Music Group and Co-Founder of StarShooter Productions, Co-Founder of Oakland's Non-Profit, KIDZ N' CHARGE, Worker/Owner of the DEEP GROCERY COOP, and proud member of the Bay Area's Black and Brown Self-determination community based organization, Community Ready Corps (CRC).

My personal as well as professional goals are to bring unity to the Bay Area through Bay Area artist cooperation led to educate and heal our current communities state of mind and being through using "Art As A Tool" as we say at CRC and by liberating the underground and or independent artist's voice and pockets. For years underground and or indie artists have been pushed aside to barely survive in the societies they passionately supply moments in life, where the audience could detach and disconnect from their troubled worlds through the acts of complied human expression, shared throughout the forms of entertainment.

While these artist so called entertainers, entertain the masses, they are left with unfair wages with little to no respect, no retirement plans, no health care plans nor any affordable workshops or learning programs where artist can learn better ways to monetize their crafts, promote and market their crafts, and pitch the artistic product to the mass majority that is outside of their internal network as and underground or Indie Artist to compete with mainstream record labels and talent.

My name is Yero Massamba and I am from East Oakland, California and I'm here for "THE PEOPLE". STAY GODLY!



Niyah Spivey

My name is Niyah Spivey. I recently graduated from ArchBishop Riordan High School. I've lived in the Bay Area my whole life and I will be continuing my journey here for college. Next year I will be attending the University of San Francisco. I'm dual enrolling to receive my Bachelors as well as my Masters.

I'm the Co-President of my school's BSU and the Financial Adviser of SF CityWide BSU. I'm in the process of studying for my real estate license which I plan to acquire in the summer. As for the future I'm interested in a degree and career in finance and real estate. I would like to learn more about cooperatives and in my coming years I would like to be part of one, and I thank Village-Connect for teaching me and giving me the opportunity to learn.



Zarinah Sami

My name is Z I am the founder of A.I.M Afrikan Imports Mafia my goals for and towards A.I.M and building it up. I am a professional barber I have been cutting hair for 7 years I have my own, Hair Care products called Z Hair Care Product.

I have been apart of this collective for about 5 years now.. I am an outlet and a leader soon I will have my own - Co op in the teachings of cutting hair and encouraging others to become their own brand of their own makings As'e.. Peace and blessings.. Peace Love Power and abundance I would also like to encourage folks to go with the dream and goals that they manifest and as far as setting up .. a business plan and go for it execute it and get it done.



WHOLISTICALLY BLACK CO-OP

Our Identity

- We are authentic
- Moving from heart-centered perspective
- Clear intention
- Sincere one-stop-shop
- Consolidating services
- Promoting/Outreach
- In the street w/people – Identify addresses/Zip codes/Door knocking/High Schools
- Throw events/Give-a-ways

WHOLISTICALLY BLACK CO-OP

Wholistically Black is an app that serves as a search engine for black creators to provide one-stop shopping, offering services and events in the Bay Area for us by us!

Pitch: [Pitch Video by Yero Massamba](#)

[Pitch Video by Beatrice Alexander](#)

[Pitch Video by Nekia Wright](#)

Budget: [Wholistically Black](#)

Board and Committees Members: [Roles and Responsibilities](#)

Slogan: [Wholistically Black Slogan](#)