

Finding Aid to The HistoryMakers® Video Oral History with Terri Gardner

Overview of the Collection

Repository:	The HistoryMakers®1900 S. Michigan Avenue Chicago, Illinois 60616 info@thehistorymakers.com www.thehistorymakers.com
Creator:	Gardner, Terri, 1956-
Title:	The HistoryMakers® Video Oral History Interview with Terri Gardner,
Dates:	July 8, 2019
Bulk Dates:	2019
Physical Description:	10 uncompressed MOV digital video files (4:32:30).
Abstract:	Hair care manufacturer and advertising executive Terri Gardner (1957-) founded her own advertising firm, Brainstorm Communications, which was the in-house advertising and publishing agency for her family's hair care company, Soft Sheen Products, Inc., where she later served as president. Gardner was interviewed by The HistoryMakers® on July 8, 2019, in Chicago, Illinois. This collection is comprised of the original video footage of the interview.
Identification:	A2019_058
Language:	The interview and records are in English.

Biographical Note by The HistoryMakers®

Hair care manufacturer and advertising executive Terri Gardner was born on February 21, 1956 in Chicago, Illinois, to Edward and Bettianne Gardner. She attended and graduated from the University of Illinois, Chicago where she received her B.A. degree in photography and film in 1979. She later earned her M.S.W. degree in social work from Loyola University of Chicago in 2007.

Gardner started working with the family business, Soft Sheen Products, Inc., in 1965, packaging hair care products in her family's Chicago home. She continued working at the company through college, and after graduating, she launched an advertising firm called Brainstorm Communications in 1981, which served as Soft Sheen Products, Inc.'s in-house advertising and publishing company. Brainstorm Communications' clients also included the American Health and Beauty Aids Institute, Advance Parking Technologies, Inc., Chicago's 1992 "Project Vote!", and Chicago's New Regal Theatre Foundation. Brainstorm was also the lead agency that created "Come Alive Oct. 5" campaign that registered hundreds of thousands of voters in Chicago. In 1996, Gardner stepped down from her position as president of Brainstorm Communications when she was appointed president of Soft Sheen Products, Inc., succeeding her older brother, Gary E. Gardner, who resigned to start his own ethnic hair care company, Namaste Laboratories. L'Oreal bought Soft Sheen Products, Inc. two years later in 1998, and Gardner remained there as its president. In 2000, she was hired to work with U.S. Representative Bobby Rush on his "Cease Fire" campaign, aimed at addressing violence and crimes against women on Chicago's South Side. That same year, L'Oreal acquired hair care company, Carson Products, out of Georgia, which had previously acquired Chicago's Johnson Products. Gardner led L'Oreal's merger of Carson Products with Soft Sheen Products, Inc., creating a single brand, Soft Sheen-Carson, which she remained to serve as president of for one year. In 2001, after thirty-six years with the company, she retired from Soft Sheen-Carson.

Gardner has served on the board of directors for the Social Venture Network, the Jazz Institute of Chicago, Trinity

Hospital Community Board, and was also part of the leadership at a spiritual center in Chicago.

In 1987, Soft Sheen Products, Inc. ranked number six in *Black Enterprise* magazine's industrial/service sector top 100 companies; and, in 1989, they were named the Company of the Year. They were selected for the top 100 again, ranking number eleven in 1995.

Terri Gardner was interviewed by *The HistoryMakers* on July 8, 2019.

Scope and Content

This life oral history interview with Terri Gardner was conducted by Harriette Cole on July 8, 2019, in Chicago, Illinois, and was recorded on 10 uncompressed MOV digital video files. Hair care manufacturer and advertising executive Terri Gardner (1957-) founded her own advertising firm, Brainstorm Communications, which was the in-house advertising and publishing agency for her family's hair care company, Soft Sheen Products, Inc., where she later served as president.

Restrictions

Restrictions on Access

Restrictions may be applied on a case-by-case basis at the discretion of The HistoryMakers®.

Restrictions on Use

All use of materials and use credits must be pre-approved by The HistoryMakers®. Appropriate credit must be given. Copyright is held by The HistoryMakers®.

Related Material

Information about the administrative functions involved in scheduling, researching, and producing the interview, as well as correspondence with the interview subject is stored electronically both on The HistoryMakers® server and in two databases maintained by The HistoryMakers®, though this information is not included in this finding aid.

Controlled Access Terms

This interview collection is indexed under the following controlled access subject terms.

Persons:

Gardner, Terri, 1956-

Cole, Harriette (Interviewer)

Stearns, Scott (Videographer)

Subjects:

African Americans--Interviews
Gardner, Terri, 1956---Interviews

Organizations:

HistoryMakers® (Video oral history collection)

The HistoryMakers® African American Video Oral History Collection

Occupations:

Hair Care Manufacturer

HistoryMakers® Category:

BusinessMakers|StyleMakers

Administrative Information

Custodial History

Interview footage was recorded by The HistoryMakers®. All rights to the interview have been transferred to The HistoryMakers® by the interview subject through a signed interview release form. Signed interview release forms have been deposited with Jenner & Block, LLP, Chicago.

Preferred Citation

The HistoryMakers® Video Oral History Interview with Terri Gardner, July 8, 2019. The HistoryMakers® African American Video Oral History Collection, 1900 S. Michigan Avenue, Chicago, Illinois.

Processing Information

This interview collection was processed and encoded on 5/30/2023 by The HistoryMakers® staff. The finding aid was created adhering to the following standards: DACS, AACR2, and the Oral History Cataloging Manual (Matters 1995).

Other Finding Aid

A Microsoft Access contact database and a FileMaker Pro tracking database, both maintained by The HistoryMakers®, keep track of the administrative functions involved in scheduling, researching, and producing the interview.

Detailed Description of the Collection

Series I: Original Interview Footage

Video Oral History Interview with Terri Gardner, Section A2019_058_001_001, TRT: 1:20:59 ?
Video Oral History Interview with Terri Gardner, Section A2019_058_001_002, TRT: 2:31:53 ?
Video Oral History Interview with Terri Gardner, Section A2019_058_001_003, TRT: 3:28:37 ?
Video Oral History Interview with Terri Gardner, Section A2019_058_001_004, TRT: 4:29:33 ?
Video Oral History Interview with Terri Gardner, Section A2019_058_001_005, TRT: 5:31:09 ?
Video Oral History Interview with Terri Gardner, Section A2019_058_001_006, TRT: 6:29:15 ?
Video Oral History Interview with Terri Gardner, Section A2019_058_001_007, TRT: 7:29:29 ?
Video Oral History Interview with Terri Gardner, Section A2019_058_001_008, TRT: 8:28:17 ?
Video Oral History Interview with Terri Gardner, Section A2019_058_001_009, TRT: 9:29:26 ?
Video Oral History Interview with Terri Gardner, Section A2019_058_001_010, TRT: 10:13:52 ?