

# TUBA is Ready to Make Some Noise

TUBA, which stands for The Urban Barber Association, is a network of barbershops and beauty salons in the Cleveland area that have collectively decided to unite to use their businesses as a vehicle to render solutions to issues that affect the minority community. Health, re-entry, voter education and registration are some of the problems The Urban Barber Association will address. TUBA's founder and executive director, Waverly Willis, thought up The Urban Barber Association while going through a drug and alcohol treatment program and living in a homeless shelter. He has a great life story full of countless defeats and a few great triumphs. Horizon magazine decided to sit down with Waverly to shed some light on this worthy organization.

**HORIZON:** What made you come up with the concept of The Urban Barber Association?

**WAVERLY:** As we all know there is strength in numbers. Together we can negatively or positively have a huge impact on each other and society as a whole. It's no secret that the neighborhood barbershop and beauty salon have been and remain to be pillars in their community. They are a place of comfort and a trusted environment. No entity has a closer ear to the streets than the barbershop or beauty salon. They know our secrets and share pain. You go see your barber or stylist for the death of a loved one as well as preparation for your wedding. Everyday people from all walks of life, all genders, races and ages frequent these establishments sharing with their barber or stylist the most intimate details of their world; things that often a husband or wife doesn't know. Inside of those walls are the real people that make the world go forward, so that is where The Urban Barber Association chooses to be, to implement programs to increase public awareness about the disparities that affect under-served communities.

**HORIZON:** What is the process of joining The Urban Barber Association?

**WAVERLY:** Joining is very simple and it's free. The business owner has to contact us via our website at [www.theurbanbarberassociation.org](http://www.theurbanbarberassociation.org) or

email us at [tubahelp@email.com](mailto:tubahelp@email.com). We need your name, phone number and email address, business name, address and phone number, and your commitment to open your doors for one-day programs that will inform, educate and refer the people as well as set out informative literature that we provide that will help your clients with real solutions for housing, job/career training, GED classes, child support, substance abuse, employment openings, up-to-date lists of companies that hire felons etc.

**HORIZON:** What's on the horizon for The Urban Barber Association?

**WAVERLY:** We are preparing for a toy drive for the holiday season. TUBA will be asking everyone to drop off as many NEW toys as they can to one of our businesses.

**HORIZON:** What's going on currently with The Urban Barber Association?

**WAVERLY:** Currently we are active with voter education and registration. We are educating the people on what they need to vote, where they need to vote as well as turning in new voter registration paper work on a weekly basis. On October 1 we launch our CANS OF CARE program. Please drop off as many canned goods as possible to any of the following locations:

ANY CUTS BARBERSHOP  
924 EAST 222, EUCLID OHIO

SECOND ROUND KNOCKOUTS BARBERSHOP  
9611 LORAIN

DEDICATIONS BARBERSHOP  
12602 LORAIN

URBAN KUTZ BARBERSHOP  
11106 DETROIT

If you are a business owner and you want to get off the sidelines and into the game contact The Urban Barber Association. There is absolutely nothing for you to lose. Benefits include the self satisfaction of giving back to the people and neighborhood that support you, admiration and praise from the community, more clientele because of your neighborhood engagement and FREE ADVERTISEMENT FOR YOUR BUSINESS.

