

## Research Assignment 1: Local Business and Its Owners

BodyTruth Soap Apothecary

Aliou Jagne, George Diepenbrock

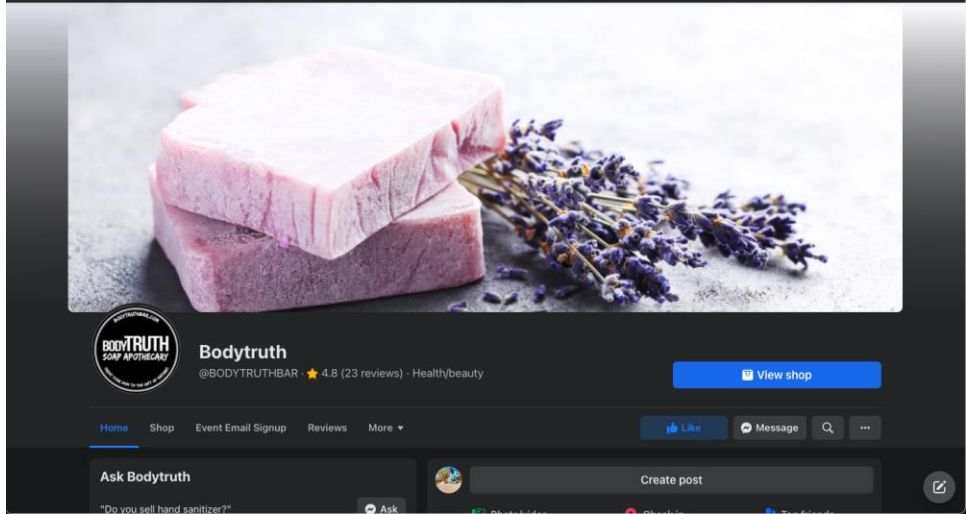
Fall 2021

### Section 1: Keep Track of the Research Process

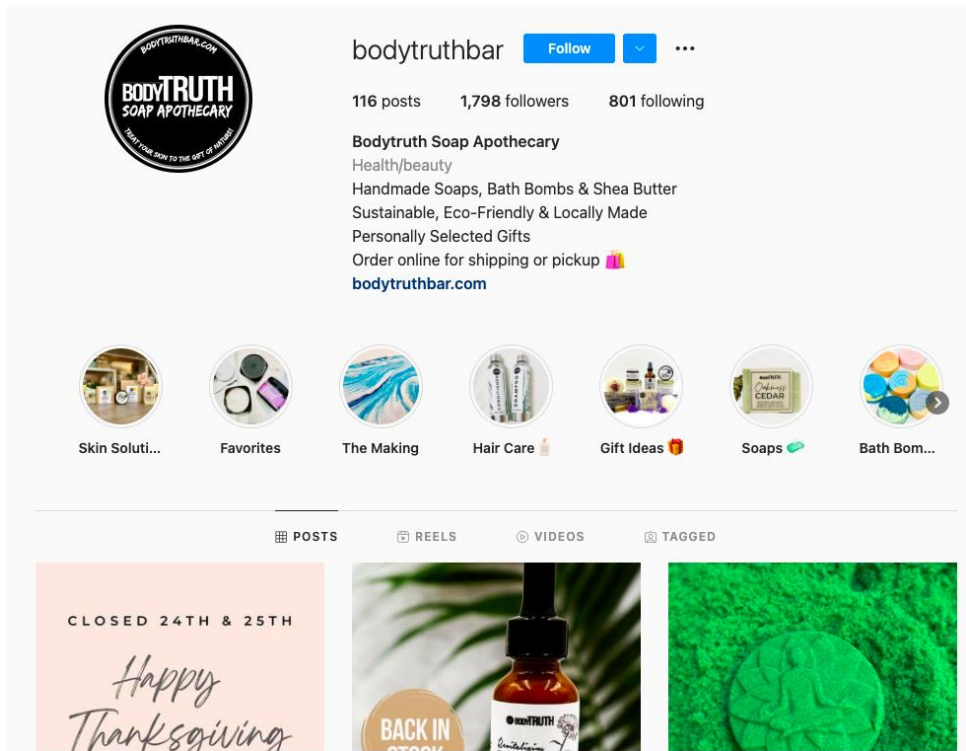
#### 1. Search term: "BodyTruth Soap Apothecary"

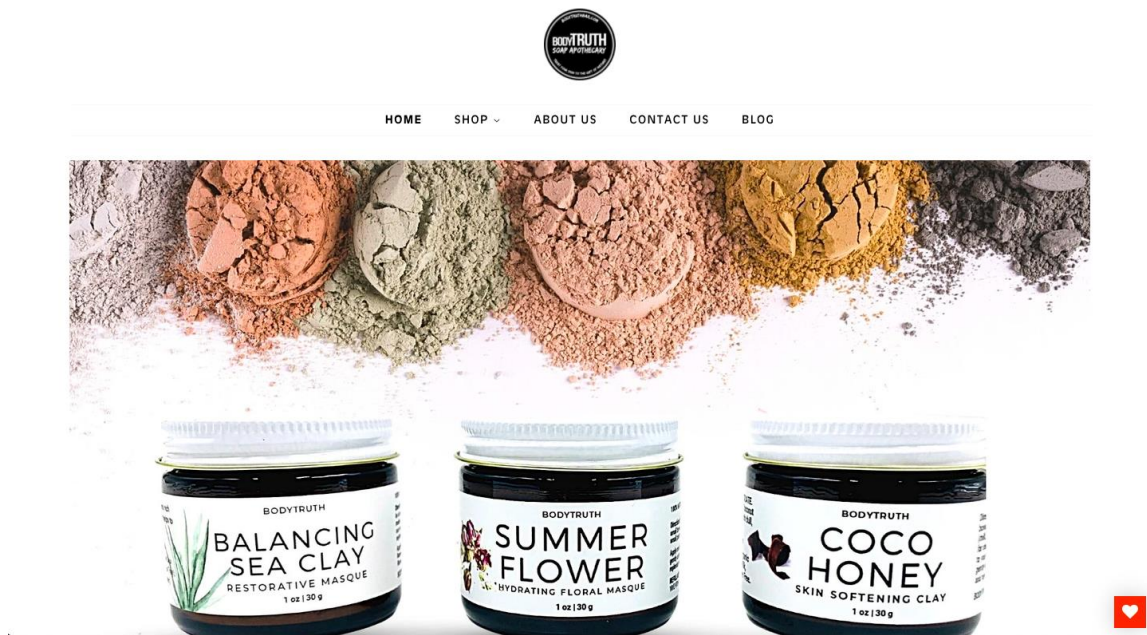
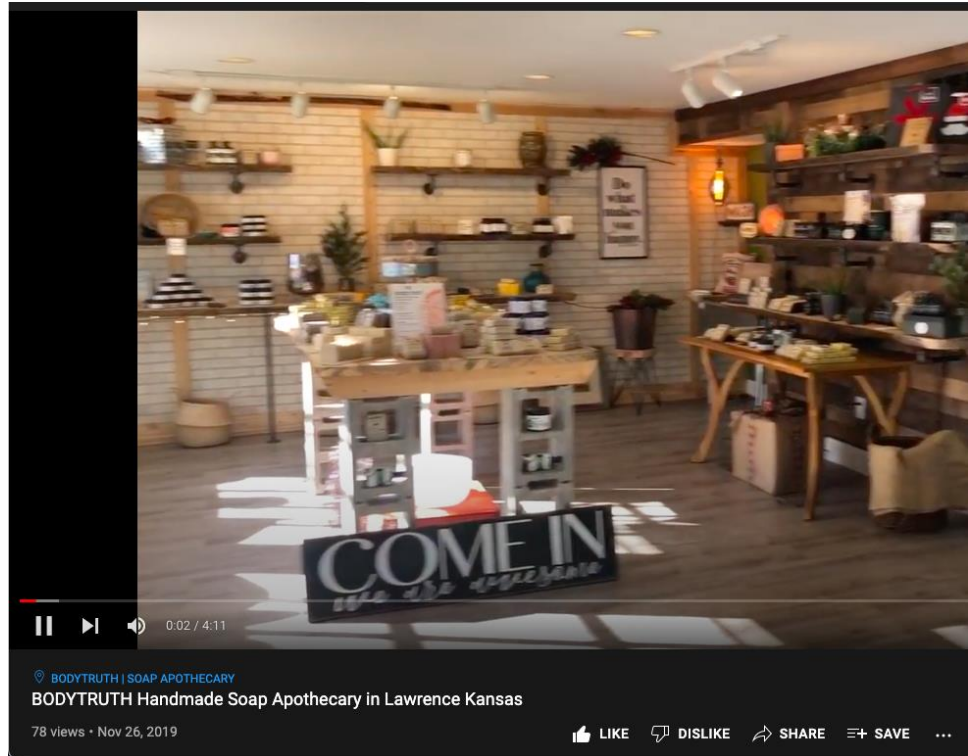
- a. **Collection:** Google
- b. **Why I searched this:** I wanted to begin my search with Google as it is the largest search engine and would result in the most information. Especially for a small business using Google would be the most effective for the search at hand.
- c. **Results:** When searching the full name of the business in Google with quotation marks there are only 919 search results that were pulled up. The top search result is the official website for the business. Next to it is the Google reviews section with photos, directions, and a phone number to call. Additionally, the rest of the google search pulls up their social media accounts ([Facebook](#) and [Instagram](#)) where they appear to do most of their marketing and advertising for their products. The front page of the website features some of their best-selling products along with the categories of products they carry in their store. Further down the page are reviews of the business and a [YouTube](#) video embedded that gives an in-depth look at the store and what it's about. There is a listing for The Chamber – Lawrence, which is an organization for small businesses to connect

with one another and grow their brand through advertising and marketing. At the bottom of the page is a photo of the creator and a link to the about us section. The section provides information about what the brand is and what they stand for as well as who they are. BodyTruth Soap Apothecary is originally from Detroit but their other store is located in downtown Lawrence. There is a brief overview of how the company was founded and by whom. Stephanie Willis is credited as the head manager of BodyTruth in Lawrence.



i.





d. **Pursue further:** After getting a general idea of what the company is about and what kind of products they sell, I wanted to find more information about the owner who was mentioned on the website.

**2. Search term:** “Stephanie Willis”

- a. **Collection:** Google
- b. **Why I searched this:** I wanted to find some more information regarding the owner, Stephanie Willis. Once again, I feel like Google would be the best search engine to use as it will result in the most information regarding Willis. I included the quotation marks to refine the search even further.
- c. **Results:** The search pulls up a couple different links. The first one being a link to audible, with audiobooks narrated by a woman with the same name. Following that search is a LinkedIn page for the head manager of BodyTruth Stephanie Willis.
- d. **Pursue further:** Specify the location that I’m looking for in the search with Stephanie Willis using search operators.

**3. Search term:** “Stephanie Willis AND Lawrence, KS”

- a. **Collection:** Google
- b. **Why I searched this:** Since there wasn’t a lot of specific information about the Stephanie Willis that owns BodyTruth I decided to search for her again this time using AND as a search operator to inform Google that I’m looking for a specific Stephanie Willis, that lives in Lawrence, Kansas.
- c. **Results:** Once again, the [LinkedIn](#) webpage is shown, but there are fewer results than previously. Her LinkedIn profile shows that she has been with BodyTruth since 2014 where she held the position as Brand Project Manager. Prior to this she

held several management jobs that are very similar to her position now. She received a BA in Management and Operations from Baker College in 2005 and studied Project Management at Johnson County Community College in 2019. After the LinkedIn page, a blocked website is second which appears to have personal information for Willis like her birthday and address. The third website is titled [LawrenceChamber.com](http://LawrenceChamber.com) and features podcasts and radio shows about Chamber members and things related to the Lawrence business scene. Willis was featured on August 17, 2020 episode.

- d. **Pursue further:** There were no other websites that had information about Willis or BodyTruth, so I will continue to search for information, but using a different database.

#### 4. Search term: 'BODYTRUTH'

- a. **Collection:** [Business Entity Search](#)
- b. **Why I searched this:** I decided to change where I was looking for information regarding the business. In class, we talked about the Business Entity Search and how to find information there, so I used that as my next step.
- c. **Results:** The results of this verified that Willis is the owner however, their status is 'fortified' as they failed to file a document in time. Within the summary there is a lot of information regarding the logistics of the business. Listed in the report is the current mailing address as well as the name associated with it (in this case it is under Willis' name and the address is located in Lawrence). Below that is the type of business entity; BodyTruth is listed as a Kansas LTD Liability Company. The final piece of information worth mentioning in the general information section is

the date that the business was formed in Kansas (November 12, 2018). There is another section below that titled annual reports, which states that the most recent report they have on file is from December 2019.

### Business Entity Search

Date: 12/01/2021

Be advised the business information on this page is for summary informational purposes only. It is not an official filing with the Secretary of State's office and should not be relied on as such. Please view actual documents filed by customers with the secretary of State's office to ensure accurate information. When filing a Uniform Commercial Code statement on an entity, consult with your attorney to ensure the correct debtor name.

#### Business Summary

Current Entity Name	Business Entity ID Number
BODYTRUTH, LLC <a href="#">File Name Change Online</a>	9216680 <a href="#">View History and Documents</a>
Current Mailing Address: Stephanie A Willis - 5400 Overland Drive Apt C7, Lawrence, KS 66049 <a href="#">Update</a>	
Business Entity Type: KANSAS LTD LIABILITY COMPANY	
Date of Formation in Kansas: 11/12/2018	
State of Organization: KS	
Current Status: FORFEITED - FAILED TO TIMELY FILE A/R <a href="#">Certificate of Good Standing</a>	
<b>Resident Agent and Registered Office</b>	
<b>Resident Agent:</b> BODYTRUTH, LLC	
<b>Registered Office:</b> 5400 OVERLAND DRIVE C7, LAWRENCE, KS 66049 <a href="#">Update Resident Agent/Office</a>	
<b>Annual Reports</b>	
The following annual report information is valid for active and delinquent status entities only.	
Tax Closing Month: 12	

i.

d. **Pursue further:** This database had more information that was helpful to the search, yet there are still some things that I would like to explore about the business for the memo.

## 5. Search term: "BODYTRUTH AND Detroit"

a. **Collection:** Google

b. **Why I searched this:** I returned my search back to Google. I remember seeing something about Willis originally living in Detroit, which was where she came up with the idea for BodyTruth. I used Google to find the most information about her past and included the search operator AND in hopes that by refining the search I could get more specific information.

- c. **Results:** There wasn't a lot of new information regarding the business or Willis' background. The BodyTruth about page was the top searched followed by their Twitter, and Instagram as well as a Facebook video celebrating their one-year anniversary. Further down on the search list was a website titled [Michigan Made](#), which features products from Michigan-based businesses. This search makes sense with the terms used as BodyTruth originated in Michigan. Additionally, there was another website that mentions BodyTruth and another company name [G.H. Soaps](#). It appears as though they work together to create a lot of the products that BodyTruth sells. On the website they have their mission statement, stating that "G.H. Soaps brings you naturally organic products for healthy, happy skin. We've blended aromatherapy with skin therapy to create products that support whole body health and wellness. Under our BodyTruth brand, you'll find a variety of natural bar soaps, shea butters, moisturizers and skin care solutions."
- d. **Pursue further:** I was beginning to see the same information repeated over and over again, with little variety in the websites as well. I think since the business is so small and relatively new to the Lawrence area, there hasn't been a lot of information released about it. However, I will continue my search to look for any mention of BodyTruth in local news.

**6. Search term:** BODYTRUTH and 'site:ljworld.com'

- a. **Collection:** Google
- b. **Why I searched this:** Since the business is local, I figured that there may have been some news coverage on the store when it first opened. I wanted to include



the search operator 'site:' to only look for articles that may have been published to the Lawrence Journal World.

c. **Results:** There were three results were found from the Lawrence Journal World.

The first article on the page is from December 13, 2019 and is a profile over Willis and the opening of the new store. In the article, the author explains the process of how her products are made. A majority of products are made locally, with the exception of their shampoo and conditioner. A second article references the business and how they managed the holiday season during the pandemic. They also go in depth about how COVID-19 has impacted small businesses and ways to help them. The final link goes to Town Talk, a feature style article that mentions BodyTruth and some upcoming events that the business is planning on hosting.

d. **Pursue further:** At this point in the search, I feel like I have gathered enough information necessary to write a thorough memo report to the donors. I think that across all of the searches I've found the most important information that they would need to know in order to make an informed decision.

## **Section 2: Donor Memo**

To: Leslie Boss, Executive Director

From: Alieu Jagne, Communications Intern

Date: Dec. 1, 2021

Subject: BodyTruth Soap Apothecary as a potential community partner

*The business:*

Founded in 2014, [BodyTruth Soap Apothecary](#) seeks to create body care products that are not only locally sourced, but created with eco-friendly ingredients as well. Stephanie Willis originally came up with the idea as she noticed a surplus in vegetables and fruits in her garden.

While the business first began in Detroit, MI, Willis decided to relocate to Lawrence after her son attended the University of Kansas. BodyTruth is located at 10 E 9th, Lawrence, KS 66044, and celebrated its one-year anniversary last November.

BodyTruth is:

- Open Wednesday through Sunday 11:00 a.m. to 7:00 p.m. during the week, 11:00 a.m. to 4 p.m. Sunday, and 9:00 a.m. to 4 p.m. on Saturday.
- Women and Black owned
- A member of The Chamber for Lawrence
- Locally sourced, environmentally friendly, and plant based

A big part of their philosophy is to create products that utilize the natural properties found in sustainably grown plants. BodyTruth believes in creating products that are environmentally friendly as well as beneficial for the body.

Among their long list of products are bath bombs, shampoo and conditioners which are refillable, face masks, moisturizers, and a variety of handmade soap.

*The Owner:*

After receiving her degree in Management and Operations from Baker University in 2005, Willis held several management positions at various businesses that are similar in style to the role she has now.

Willis is an active member in the Lawrence community. Making appearances on local radio stations and having multiple features written about her and the business in the Lawrence Journal World. Because of her familiarity with the city of Lawrence, Willis is able to have a better understanding of what customers want.



**Merging Passions**

Hello, I am Stephanie, the creator and developer of the Bodytruth brand. I apply a holistic approach in my craft to create products that promote healthy, happy skin. Here, you will find an abundance of wonderful options to support your skin care needs.

[MORE...](#)

*Why choose BodyTruth Soap Apothecary:*

BodyTruth would be a great donor for KU Endowment to have. While they are a relatively new company, they have made a good name for themselves as well as generating a lot of positive reviews from customers.

- Willis is heavily involved in the KU community as her son attended KU. After her son moved to school, she fell in love with the atmosphere and environment of Lawrence. As someone who is already aware of the Lawrence community,

BodyTruth will be able to connect with KUE in ways that another business could not. Additionally, as a small business owner, Willis would be able to benefit from the promotion if KUE were to choose her business. As a Black Woman, this would be a step in the right direction for the university to choose as they claim to support people of minority groups. Willis also has plenty of experience handling business affairs and she would be very helpful when it comes to creating new ideas for KUE

- Their Google and Facebook reviews show that they are an up-and-coming business who value customers and the ability to create a good product. With the support of a growing business KUE will be able to attract new members and potential donors. There are certain groups of people who exclusively shop at locations similar to BodyTruth that KUE may not be able to reach in its' current state. With the help of Willis and her company, KUE would be able to tap into a market of people that was previously unavailable.
- The values that Willis and the entire BodyTruth team hold align with the views that KU wants to have. In their about us section, they mention how passionate they are about creating environmentally friendly products that promote the wellbeing of customers. This is similar to how KU wants to promote the growth and wellbeing of their students. With comparable goals in mind, BodyTruth is definitely a business worth looking at.