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City Council Document Tracking Sheet

Meeting Date:	5/9/2012
Sponsor(s):	Harris, Michelle A. (8)
Type:	Resolution
Title:	Designation of 1000 East 87th street as Honorary "Ed And Betty Garder Street "
Committee(s) Assignment:	

RESOLUTION FOR HONORARY STREET NAME DESIGNATION
OF "ED AND BETTY GARDNER STREET"
FOR SPECIFIED PORTION OF EAST 87TH STREET

WHEREAS, It is with great pleasure that the members of the Chicago City Council are hereby informed of the Honorary Street Nomenclature Ceremony, for Ed and Betty Gardner; and

WHEREAS, The residents and elected officials have deemed appropriate the renaming of the north and south street corners of East 87th Street as "Ed and Betty Gardner Street"; and

WHEREAS, Ed Gardner, the creator and founder of Soft Sheen hair care products is known across the nation. Mr. Gardner who is 85 years old, has lived a healthy, long and productive life. He is an outstanding and revered businessman, community leader and activist; and

WHEREAS, In 1964, Ed Gardner, a school teacher and an assistant principal became a successful entrepreneur. Mr. Gardner began selling hair products for a beauty supply company and realized he could create his own formula for a hair and scalp conditioner. It was a family business. Ed and his wife Betty, along with their children worked together doing various jobs for the business. Betty did the bookkeeping, accounts receivable and payable while the children, who were teenagers at the time, help screw the caps on the product jars. After a huge success in selling the hair products to beauticians, the Gardners eventually received a contract to sell their hair line product in Walgreens; and


WHEREAS, The Gardner's manufacturing company, located on 87th Street within Chicago's great 8th Ward community provided employment for hundreds of people. Mr. Gardner once said "We've had some of the finest people you could find and they are out to build the company"; and

WHEREAS, Mr. Gardner's product line included shampoos, conditioners, hair relaxers and gels like Care Free Curl, Let's Jam, Frizz Free, Sportin' Waves, Wave Nouveau and Optimum Care. Soft Sheen quickly became a staple in African American hair care. Soft Sheen was sold to L'Oreal USA, but the brand now known as SoftSheen-Carson remains one of the most recognizable hair care line nationwide; and

WHEREAS, This honorary designation is but a small manner in which to recognize the contributions of an individual so great that the impact of his dedication to the citizens of Chicago are impassioned; now therefore,

Be It Resolved, That we, the Mayor and members of the City Council of the City of Chicago, assembled here this eighteenth day of April, 2012, A.D., do hereby find it a fitting and proper tribute to designate 1000 East 87th Street with Ed and Betty Gardner's honorable name.

Be It Further Resolved, That a suitable copy of this resolution be prepared and presented to Mr. Ed Gardner and his family.


MICHELLE HARRIS
Alderman – 8th Ward