German Historical Institute
1607 New Hampshire Ave. NW, Washington DC

Workshop
The Globalization of African American Business and Consumer Culture

February 24 - 25, 2012
Convener: Joshua Clark Davis (GHI)

Program

Friday, February 24

9:00 – 11:00 am  Opening Remarks
Hartmut Berghoff (GHI)
Juliet E.K. Walker (University of Texas)
Joshua Clark Davis (GHI)

African American Businesses and Africa
Chair: Nemata Blyden (George Washington University)
Juliet E.K. Walker (University of Texas)
Black Business, Africa, and Global Capitalism: The African American Entrepreneurial One Percent
Oluwafemi Alexander Ladapo (University of Ibadan, Nigeria)
Getting High on Pirated African American Cultural Products: The Nigerian Experience

11:00 – 11:30 am  Coffee Break
11:30 am – 1:00 pm  
**African American Entrepreneurs in the World Market**
Chair: Nathan Connolly (Johns Hopkins University)

Suzanne Smith (George Mason University)  
*The Global Mission of Elder Lightfoot Solomon Michaux’s Radio Church of God*

Tiffany Gill (University of Texas)  
*Africa Must be Seen to be Believed”: The Henderson Travel Agency and the Making of Black Global Citizens*

Donna Murch (Rutgers)  
*Toward a Social History of Crack: Drugs, Informal Economy, and Youth Culture in an Era of Neoliberalism*

1:00 – 2:30 pm  
Lunch Break

2:30 – 4:00 pm  
**The Global Jazz Business at Midcentury**
Chair: David Suisman (University of Delaware)

Celeste Day Moore (University of Chicago)  
*Spinning Race: The Production and Promotion of African American Music in France, 1947-59*

Fritz Schenker (University of Wisconsin)  
*Music, Race, Consumption, and Empire: African American Musicians in Asia’s Jazz Age*

7:30 pm  
Workshop Dinner  
Jojo Restaurant and Bar  
1518 U Street, NW  
Washington, DC 20009  
Tel: (202)319-9350
Saturday, February 25

10:00 – 11:30 am  The Transnational Hip Hop Economy
Chair: Kip Lornell (George Washington University)

Seth Markle (Trinity College)
Youth Subversive Consumption: Preliminary Thoughts on the Politics of Travel, Appropriation, and Aesthetics of Golden Era Hip Hop in Tanzania, 1985-1994

Ansgar Buschmann (University of Münster)
When Hip-Hop Blew Up Tommy Hilfiger: Globalization with the Help of African American Consumer Culture as Illustrated by the Case of the Tommy Hilfiger Corporation

J. Griffith Rollefson (University of California, Berkeley)
Le Cauchemar de la France: Blackara’s Postcolonial Hip Hop Critique in the City of Light

11:30 am – 1:00 pm  Lunch

1:00 – 2:30 pm  African American Consumers and Empire
Chair: Donna Murch (Rutgers)

Douglas Bristol (University of Southern Mississippi)
“Exported Racism”: African American Consumerism, Black Sailors and the Cold War in Greece, 1972-74

Davarian Baldwin (Trinity College)
“How Ya Gonna Keep Em Down on the Farm, After They’ve Seen Paree?”: Thoughts on Black Consumer Culture and the Transnational Turn

Joshua Clark Davis (GHI)
The Musical Economy of African American Soldiers in Cold-War West Germany

2:30 – 3:00 pm  Coffee break
3:00 – 4:30 pm

**The Politics of Black Global Business**

Chair: Britta Waldschmidt-Nelson (GHI)

Enrico Beltramini (Notre Dame de Namur University)
*The Globalization of African American Business: The Role of Jesse Jackson*

Brenna Wynn Greer (Wellesley College)
*Selling Liberia: Moss H. Kendrix, the Liberian Centennial Commission, and the Post-World War II Trade in Black Progress*

4:30-4:45

**Closing Remarks**

Joshua Clark Davis (GHI)

**End of Workshop**