



Portage Youth Commission

"Inspiring Our Youth"

January 3, 2023

The Portage Youth Commission has played a huge part in representing the heart of its community. The group disbanded a few years ago but is now making a comeback. One of our goals as the new Portage Youth Commission, is to engage the people of Portage in their community and hopefully create a sense of pride and togetherness. Part of that goal is to spotlight people from our community that we feel should be recognized for their many contributions to the City of Portage. This article is the first in a series highlighting those individuals.

Influential Women of Portage-Meet Ameenah Abdulla By Makenlie Hamlin

I had the amazing opportunity to meet with a Portage business owner this past March regarding Women's History Month. Ameenah Abdulla is the owner of NuU Beauty Supply on Willowcreek and is quite a woman. Her personality and energy radiated throughout the entire interview and her laughter was contagious. Abdulla shared that her main inspiration for starting a business was to care for her children and create something for them. Of course, I had the curiosity of Why a beauty supply? and she responded with "One we needed one in Portage, two there aren't many African Americans who own one, and three there aren't many African American women who own one." Ameenah accomplished many things when opening her beauty supply. Not only did she inspire diversity, but she broke down the barriers for women in business, especially in Portage. She noted that she wants all of her customers to "walk in and feel welcomed and like their part of her family", she agrees that the customers are the heart of her store. For those of you who are not familiar with NuU Beauty Supply, when you walk in you are greeted by exuberant smiles. I asked Ameenah what she thought made her stand out from the rest of the businesses in Portage and she responded with her personability, she stated: "I've never met a stranger." She said, "I have a genuine love for people." to account for it, she is being one hundred percent honest, you walk in and genuinely feel like you belong. The conversations that you can have with this woman, oh my goodness, are amazing. This story is only the beginning of the Portage Youth Commission recognizing greatness in our very own home, but one that truly will inspire many. Ameenah Abdulla is a motivating figure, and we are so lucky that she is a part of our Portage pride, changing people one product or smile at a time.