



## **Meet Nachand Hyde Trabue, Founder and CEO of MELANnaire!**

Nachand Hyde Trabue comes from a family that always encouraged her to give back to the community and to stand up for people that may not be able to stand up for themselves. Born in Smoketown, a community just southeast of downtown Louisville, she watched her mother, Ruby Hyde (director of Smoketown Pride), fight for the preservation and growth of the Smoketown community.



After graduating from Presentation Academy, Nachand attended Western Kentucky University for her undergraduate degree, followed by a master's degree in Business Communications from Spalding University. She made a career at LG&E / KU for the next 20 years, organizing corporate events, working in Operation Services, as well as Customer Service. These experiences would serve her well when she decided to follow her dream of creating event spaces for Black business owners. And, MELANnaire was born!

The name MELANnaire comes from “melan” (as in melatonin in skin color) added to “naire” – to create a term indicating Black millionaire! Nachand’s goal is to assist as many Black business owners as she can to help them successfully launch their businesses. This includes creating pop-up event spaces for vendors to sell their goods and services. In a recent conversation she said, “These business owners face so many barriers all the time; and access to capital is the biggest problem. Banks and lending companies often deny funding to these new businesses.”

MELANnaire not only provides spaces for businesses to sell their goods, but they also provide coaching on customer service, merchandising, quality control, networking, and how to transition to a bigger business model. They have also offered workshops led by

experts from the Better Business Bureau and Small Business Association. Nachand has assisted over 500 Black small businesses both locally and nationally.

Nachand's goal is clear with MELANnaire Marketplace -

- Build community
- Maintain the Black community's rich history
- Create generational wealth

As a 2022 Bingham Fellow, Leadership Louisville worked with Nachand to bring MELANnaire to the St. Matthews mall during this past holiday season. They temporarily moved into the previous Sonoma Williams store (now vacant) and set up a vendor mall with Black-owned businesses. Each week, the vendors would rotate out and new ones would set up shop. The result was a resounding success! In fact, the mall management has recently asked them to return.

Nachand's dream is to ultimately have an online marketplace in addition to a brick and mortar mall for Black-owned businesses. But, until then, watch for pop-up events around the city! The next one is scheduled for March 18th in honor of Women's History Month. You'll find the event at 4th Street Live – put it on your calendar to go out and support these Black-owned businesses and MELANnaire!

To learn more or become an ambassador  
[www.melannaire.com](http://www.melannaire.com)

Follow them on Facebook, Instagram and Twitter  
[@melannairemarketplace](https://www.instagram.com/melannairemarketplace)

Watch this video of the MELANnaire St. Matthews holiday season pop-up:  
<https://spectrumnews1.com/ky/louisville/news/2022/12/08/melannaire-marketplace-emp-hasizes-shopping-local#>

\*\*\*\*\*

Historically, Black people have struggled to build wealth and financial stability through businesses, and this is an excellent creative approach for overcoming the obstacles. To dive deeper into financial equity and empowerment for the Black community, please join our Listen Learn Act Class, starting on February 14. The class is free and offered both online and in-person at the Earth and Spirit Center. Learn more and register here:

<https://www.earthandspiritcenter.org/class/listen-learn-act-finding-a-path-forward-in-west-louisville/>