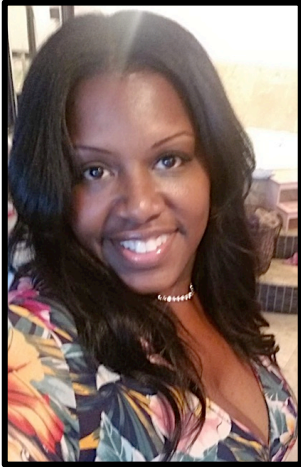


HOW TO MAKE A MILLION IN COMPTON

INEZ TOOTIE ADKINS

“The 3rd Generation Entrepreneur”



Name: Inez Tootie Adkins (44)

Archetype: The 3rd Generation Entrepreneur

The Hustle(s): Urban Lady Transportation Trucking Company/ Mortuary Consultant/ Credit Cleaner

IG: [@tootieadkins](https://www.instagram.com/tootieadkins)

Superpower(s): Can see potential in the most unassuming of hustles. Where people see nothing, Tootie sees dollar signs. It's something she's inherited from her entrepreneurial parents.

Her Hustle: Tootie is the founder and owner of Urban Lady Transportation, a trucking company that delivers freight and grosses \$15K per week. She also has a background in funeral services and graduated with a degree in Mortuary Science. She's a third generation mortician, a practice that started with her maternal grandfather, Grover Johnson Sr. Her mother Iris Jean Johnson continued the legacy and operated Angelus-Abbey Memorial Park, one of the first and largest female African-American owned cemetery companies in the United States. Tootie is the President of the business networking organization, The 100 Black Women of Funeral Services and continues to work as a Mortuary Consultant, specializing in cremation. She mentors youth through her organization Urban Lady Foundation, which helps others to explore and develop entrepreneurial endeavors. In her spare time, she works as Compton Mayor Aja Brown's Executive Assistant. She also produces an annual jazz festival at her home, which is situated on 2.5 acres in Compton.

The Backstory: Tootie proudly says she was born with two silver spoons, not just one. Her father served as Compton's City Treasurer for 17 years and her mother taught her how to be a “boss” at an early age. Though she grew up in one of the few Compton homes with a pool in the backyard, she was still haunted by the sound of gunshots, gang warfare and hovering police helicopters. She vividly recalls regularly seeing dead bodies at the end of her driveway. Her parents were pillars of the community, which kept the family rooted in Compton. Now a widow of two years, she has two biological and two adopted children. Her late husband was also a Funeral Director. His family fought her for ownership of his funeral home, but she decided to use her energy more positively and focus on her own businesses and her children. She's actively dating, but hasn't found anything more serious than a situation-ship. Tootie has become Compton's bonafide socialite and throws the best pool parties and events at her home. She's even considering running for public office.

Connections: She knows Armani and Trap Kitchen has filmed at her house. Mieka has attended her parties, and everyone else would love to be on the guest list of her backyard barbeques and events.