



The National Black MBA Association

# 2012

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## ANNUAL REPORT

## Empowering Visionaries

Impacting Time, Technology and Tomorrow...  
One MBA at a Time

The National Black MBA Association

# 2012 ANNUAL REPORT

The National Black MBA Association remains committed to a systematic and unwavering focus at all levels to being the pre-eminent organization dedicated for creating intellectual and economic wealth in the African-American community through education and access.



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## THE NATIONAL BLACK MBA ASSOCIATION IS DEDICATED TO EMPOWERING VISIONARIES, BY HELPING OUR MEMBERS SEE THEIR POTENTIAL, BY GIVING THEM THE TOOLS TO MEET THE CHALLENGES AND BY PROVIDING THE ACCESS TO EDUCATION, CAREERS, NETWORKS AND OPPORTUNITIES THAT ENABLE THEM TO MEET THEIR GOALS AND CREATE A BRIGHT FUTURE FOR BUSINESS.

As our economy has struggled to recover, our organization and our members have faced a world of uncertainty and near continual change. But, as MBAs and business professionals, we are well equipped to handle the shifting tides. We have never wavered from our commitment to education, to networking, to opportunities – to you. As we leave 2012, our passion and resolve shine through, illuminating the path to growth and driving us to new heights.

### **In 2012, the National Black MBA Association:**

- Mentored more than 8,000 students through the Leaders of Tomorrow® program, beginning the pipeline that enables underachieving students to realize their potential and continue their education.
- Provided more than \$30,000 in scholarships to high school students through the Leaders of Tomorrow® National Business Case Competition, while also offering the opportunity to experience a graduate level business school study experience.
- Awarded more than \$80,000 in scholarships on a national level, which continues to empower and enable the next generation of business professionals.
- Added a direct donation portal at **[www.nbmbaa.org/donations](http://www.nbmbaa.org/donations)** to engage members, partners and sponsors in growing and supporting key education programs, such as Leaders of Tomorrow.
- Connected nearly 9,000 attendees at the National Conference in Indianapolis with unparalleled educational, career and networking opportunities, creating inroads for Black professionals with top level companies and enabling those corporations to access the best talent to power their businesses.

As you will read in these pages, NBMBA empowers visionaries – through our strong network of local chapters, through our annual and local events and through our commitment to building economic and intellectual wealth for the Black community.

And after 40 years, we never lose sight of the fact that education is the key to success and advancement for Black families across the world. Our pipeline mentors and uplifts from the classroom to the boardroom, as we provide the resources and relationships to identify and nurture new generations of great business minds.

In 2012, we continued to solidify our chapter presence, adding collegiate representation at Allen University, professional chapters in Seattle and San Antonio and a new interest group in Northern Virginia, all of which help to support and encourage more young people and professionals to choose an advanced degree in business. At the national headquarters, and our 45 professional chapters, our members, staff and volunteers provide hundreds of thousands of dollars in direct scholarship support, as well as countless hours in mentoring and advising young students at every level.

We realize that access to knowledge and information is critical. NBMBA is dedicated to making the MBA degree an attainable dream for everyone.

In addition to education, access to careers is also key. In 2012, we continued grow opportunities for professionals in corporate America, with nearly 300 companies attending our annual Conference to hire from our membership. Corporations continue to recognize the value of our constituents as they recruit and retain the top talent that will power future business innovation.

Again in 2012, we were reminded that if we want a future where Black families have access to intellectual and financial wealth, we must build it. We thank you for your support and ask that if you can, you consider a donation to support our high school and collegiate scholarship and educational programs. We look forward to serving you in 2013.



# EMPOWERING VISIONARIES



Stepping outside our daily boxes to see a holistic world requires creativity, drive and an innovative spirit. At the National Black MBA Association, we create the connections, nurture the relationships and open the doors that enable our members to find and pursue visions for themselves, their businesses and our world.

## OUR PROGRAMS EMPOWER VISIONARIES



### Professional and Collegiate Chapters

NBMBAA chapters are at the forefront in meeting the needs of business professionals and their communities and providing opportunities for members to really make a difference where it counts – at home.



### Annual Conference & Exposition

This unique annual event moves career, business and personal brands to the next level through intensive workshops, learning institutes, plenary sessions and networking with 8,000+ African American business professionals, corporate executives and students. High level programs, such as the Leadership Institute® and Entrepreneurial Institute® offer even more focused executive-level education.



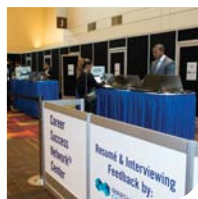
### Career Expo

NBMBAA Career Expo connects Black professionals and students to companies seeking top-level diverse talent. This two-day event includes on-site exhibit and interviewing facilities that allow our Corporate Partners to actively recruit and source the premier personnel to staff their entry, mid-level and C-suite jobs.



### Employment Network®

NBMBAA Employment Network® links corporations with NBMBAA members, diverse MBA holders and job seeking candidates through the NBMBAA job database. Post a job! Find a job!



### Career Success Network Center®

CSN is an integrated suite of career development, coaching and employment resources to help you achieve success.

### Conference Job Match

CJM is a targeted recruitment service providing job matching between our partners and exceptional diverse MBA's who will be attending the NBMBAA Annual Conference & Exposition.



### Leaders of Tomorrow®

NBMBAA members mentor high school students and prepare them for leadership.



### NBMBAA/Chrysler Case Competition

Students compete for scholarship dollars and interact with hiring executives, outside the normal recruiting setting, while tackling a professional business case.

### Ntential® Coaching

Coaching is the secret weapon of today's market leaders. Ntential® features executive coaching with experienced, certified and credible coaches.



### Scholarship Programs

NBMBAA provides financial support to students pursuing careers in business, academia and related professions. Since inception more than \$5 million has been awarded.

A man in a grey suit is shown from the side, looking out at a sky filled with white contrails from airplanes. The background is a gradient of blue and white. In the top right corner, there are five small colored circles: green, blue, red, yellow, and orange.

# OUR MISSION

Established in 1970, the National Black MBA Association is dedicated to developing partnerships that result in the creation of intellectual and economic wealth in the Black community. In partnership with more than 400 top business organizations, the association has inroads into a wide range of industries as well as the public and private sector. Yet all of NBMBA's partners have one thing in common: They are all committed to the organization's goals and values.

**THE NATIONAL BLACK MBA ASSOCIATION  
LEADS IN THE CREATION OF EDUCATIONAL  
OPPORTUNITIES AND ECONOMIC GROWTH  
FOR AFRICAN AMERICANS.**

#### **We serve to:**

- Provide innovative programs to stimulate their intellectual and economic growth
- Build partnerships with key stakeholders who help facilitate this growth
- Increase awareness and facilitate access to graduate management education programs and career opportunities in management fields

### **The National Black MBA Association:**

**Builds a pipeline** to future generations by mentoring and engaging high school students.

Commits to **educating the next generation** of Black business professionals by providing scholarships to undergraduate and graduate business students.

Provides Black professionals with **access to employment** with pre-eminent business organizations.

Enables **top-level networking** for professionals through 45 local chapters.

**Fosters diversity** in leading U.S. corporations by connecting recruiters to first-rate talent.



# 2012: KEY HIGHLIGHTS

**This year we continued to grow member access to opportunities, to grow educational access for Black youth and to empower professionals to grow and thrive.**

**New Professional Chapters: San Antonio, Seattle and Northern Virginia Interest Group**

**New Collegiate Chapter: Allen University**

**11<sup>th</sup> Annual LOT Case Competition Awarded more than \$30,000 in scholarships**

**280 companies attended the 2012 Career Expo in Indianapolis**

**Awarded more than \$500,000 in undergraduate and graduate level scholarships**

**8,861 attendees at the 34<sup>th</sup> Annual Conference & Exposition**

**778 jobs posted through Conference Job Match**

**7,832 résumés posted through Conference Job Match database**

**Solidified partnerships with key educational assets including, The Consortium for Graduate Management in Education and HBCU Connect**

**Continued improvement of positive financial status**

# 2012 NBMBA NATIONAL AWARD WINNERS



2012 NBMBA Award Winners, with their awards:  
(from left to right) Gale V. King (Nationwide), Matthew Thornton III (FedEx), Donald Comer (FedEx).

## CHAIRMAN'S AWARD

**Donald Comer,**  
*Director, Digital Access  
Marketing, FedEx*

SILVER TORCH  
AWARD  
**Nationwide**

HELPING HANDS  
AWARD  
**FedEx**

## ENTREPRENEUR OF THE YEAR

**Dan Jenkins,**  
*President/CEO,  
Jinton Enterprises,  
LLC d/b/a SUBWAY*



# EMPOWERING BLACK PROFESSIONALS: NBMBA<sup>A</sup>® MEMBERS

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NBMBA<sup>A</sup>'s chapters are powered by our members, who share the empowerment from their own lives and careers gained both from themselves and their work with NBMBA<sup>A</sup>.



## LOREN MCCRAY

*Cincinnati Chapter – Member of the Year*

- Director, Marketing and Programming for the Cincinnati Chapter
- Lead the programming for the following Chapter events:
  - + “Celebrating Black History Month” partnering with the National Underground Railroad Museum
  - + “The Art of Self-Branding”
  - + “The Power of Negotiation” with guest speaker, Sidney Warren, Black Enterprise renowned negotiator consultant
  - + LOT Mentor



## AMY HILLIARD-JONES

*Chicago Chapter*

*Founder, President & CEO, Comfort Cake Company*

- Serves on the Ethnic Advisory Board of PepsiCo; the Clinton Foundation Economic Initiative/ Entrepreneurship Mentor Program; Chicago Urban League; Chicago Chamber of Commerce; and Rainbow Push Coalition.
- Community activist, volunteer, and former adjunct professor of Marketing at the DePaul University, she was appointed by former Mayor Richard M. Daley as a Commissioner of the Chicago 21<sup>st</sup> Century Planning Commission and the Chicago Business Economic Roundtable.
- Established the H.U.G.S. Foundation to further develop the entrepreneurial spirit in others through mentorship and scholarship programs. H.U.G.S. (to inspire Humble, Unbelievable, Greatness and Success)





LOT was “a pivotal program for me becoming the person I am today. The high school I started in, at times it didn’t feel like there were a lot of people to look up to or opportunities out there, but we met with mentors who were candid about how greatness is achieved and what it would mean to be an accountable leader.”

– **Nicole Dickelson**, *Special Advisor to the Acting Deputy Assistant Secretary for Minority Health, U.S. Department of Health & Human Services*



## DEANNA HAMILTON

### *Atlanta Chapter*

*Immediate Past President of the Atlanta Chapter*

- President & CEO of Circle One, Inc., a consumer product marketing & multi format printing company, and Circle One Consulting, a management consulting company specializing in private sector growth for entertainment and sport properties.
- Has been honored with the Community Service Award and MBA of the Year in the past.
- Recognized in *Diversity Magazine's* Top 50 under 50 Corporate Executives and the *Atlanta Business Journal's* Top 24 Influential Women in Atlanta.



## DERRICK BRYANT

### *New York Chapter*

*Current President, Metro New York Chapter*

- President and founder of DBFS Inc., a company that provides project management expertise, forecasting and tax support for corporations, small businesses and individuals.
- Under his leadership the New York Chapter has increased its membership by more than 70 percent and has grown access to leading corporations by more than 50 percent.
- Honors include Outstanding MBA of the Year from the New York Chapter in 2000 and the 2011 Man of the Year Award from the New York Jack and Jill Association.

# EMPOWERING OUR COMMUNITIES: NBMBA<sup>®</sup> CHAPTERS



NBMBA's 45 professional and 27 collegiate chapters are the **lifeblood of our organization**. On the ground in local communities, chapters provide service and outreach, while creating unique networking opportunities for students and professionals. Chapters also raise money for local projects, perform volunteer works and provide mentoring to high school students through the Leaders of Tomorrow<sup>®</sup> program. Some chapter highlights from 2012 include:

## Atlanta Chapter

After playing host to the 2011 Conference, Atlanta hit the ground running, hosting more than 75 business leaders, entrepreneurs, MBAs and student s attended the "Gear Up" Entrepreneur Institute, offering workshops and panel discussions to help assist budding entrepreneurs to grow their businesses. Atlanta also awarded \$25,000 in scholarships in 2012.



## Greater Harrisburg Chapter

Hosted "Build Your Business Bootcamp – Profit from Your Passion" attended by nearly 100 people.

## Pittsburgh Chapter

Awarded \$131,000 in scholarships and hosted 350 attendees at their Annual Scholarship Gala.

## Columbus Chapter

Annual African-American Male Wellness Walk addressed men's health crisis and need for health education.



### Los Angeles Chapter

Held "Lessons from the C-Suite" session with GE, attended by William W. Wells, Jr., Immediate Past Chairman of the Board

### Charlotte Chapter

Held annual Golf Tournament to benefit the LOT® program



### Western New York

Hosted Soul Bowl Fundraiser to benefit the LOT® and was featured in local newspaper coverage.

**Ford Black History Month Program, Detroit Chapter**

**3<sup>rd</sup> Annual Scholarship Brunch, Greater Harrisburg Chapter**

**LOT Closing Ceremony, Houston Chapter**

**Capital One Networking Event, Richmond Chapter**

**Carolinas Conference hosted by Raleigh Durham Chapter**

**17<sup>th</sup> Annual Corporate Appreciation and Scholarship  
Banquet, Kansas City Chapter**

**Lessons from the C-Suite, Los Angeles Chapter**



# NBMBAA® PROFESSIONAL CHAPTERS



## CANADA

### ONTARIO

Toronto

## UNITED STATES

### ARIZONA

Phoenix

### CALIFORNIA

Los Angeles  
San Diego  
San Francisco

### COLORADO

Denver

### CONNECTICUT

Hartford  
Westchester/Greater  
Connecticut

### DISTRICT OF COLUMBIA

Washington, D.C.

### FLORIDA

Central Florida  
South Florida  
Tampa

### GEORGIA

Atlanta

### ILLINOIS

Chicago

### INDIANA

Indianapolis

### KENTUCKY

Louisville

### LOUISIANA

New Orleans

### MASSACHUSETTS

Boston

### MICHIGAN

Detroit

### MISSOURI

Kansas City  
St. Louis

### MINNESOTA

Twin Cities

### NORTH CAROLINA

Charlotte  
Piedmont-Triad  
Raleigh-Durham

### NEW JERSEY

New Jersey

### NEW YORK

New York  
Western New York

### OHIO

Cincinnati  
Cleveland/Northeast  
Ohio  
Columbus  
Dayton

### OREGON

Portland

### PENNSYLVANIA

Greater Harrisburg  
Philadelphia  
Pittsburgh

### TENNESSEE

Memphis  
Nashville

### TEXAS

Austin  
Dallas-Fort Worth  
Houston  
San Antonio

### VIRGINIA

Northern Virginia  
(Interest Group)  
Richmond

### WASHINGTON

Seattle

### WISCONSIN

Milwaukee

## NBMBAA® COLLEGIATE CHAPTERS

Allen University (Interim Chapter)  
Atlanta University Center (Clark-Atlanta  
University, Morehouse College and  
Spelman College)  
Bentley University  
Bethune-Cookman University  
Case Western Reserve University  
Elizabeth City State University  
Georgia State University  
Hampton University  
Huston-Tillotson University  
Indiana University  
Jarvis Christian College  
Johnson & Wales University – Charlotte  
Kennesaw State University  
Massachusetts Institute of Technology  
(MIT)  
The Ohio State University  
Prairie View A&M University  
Sam Houston State University  
Southern University at New Orleans  
Tennessee State University  
Texas Southern University  
University of Illinois at Urbana-  
Champaign  
University of Maryland  
University of New Orleans  
University of Texas at Austin  
Vanderbilt University  
Washington University of St. Louis  
Winston-Salem State University

# NBMBAA<sup>®</sup> CHAPTERS OF THE YEAR

The Chapter of the Year Awards were presented during the 34<sup>th</sup> Annual Conference & Exposition in Indianapolis.

Chapters of the Year are evaluated on the following: Membership growth, programs, corporate and educational partner relationships, scholarship programs, LOT programming, collaborative relationships with other organizations, chapter/NHQ collaboration, and positive revenue generation. They must meet all minimum standards and competitive pool requirements and have an active 501(c)3 status.



## Indianapolis Chapter

- 24% Membership growth
- More than 20% annual revenue growth
- Collaborations with multiple corporate, educational, and organizational partners
- Impactful community presence



## Raleigh-Durham Chapter

- 44% Membership growth
- More than 20% annual revenue growth
- Won Leaders of Tomorrow<sup>®</sup> Program of the Year (1 to 1 ratio of LOT mentors and students)
- Scholarship program perpetuates active chapter involvement and an ensures membership pipeline



## Washington, D.C. Chapter

- 33% Membership growth
- More than 20% annual revenue growth
- Won Career and Lifestyle Channel Awards
- Awarded more than \$100,000 in scholarships in 2011



## RETIRING CHAPTER PRESIDENTS

Charmaine Ward – Atlanta Chapter

Delores Lenzy-Jones – Austin Chapter

Renee Malbranche – Boston Chapter

Joe Randolph – Charlotte Chapter

Spencer Palmer – Chicago Chapter

Carl McGowan – Houston Chapter

Kathy Valentine – New Jersey Chapter

Garland Thompson – Philadelphia Chapter

Tanya Mahan – Westchester/Greater  
Connecticut Chapter

Stephanie Hale – Central Florida Chapter



## 2012 NBMBAA CHAPTER AWARDS Chapter Member of the Year

Loren McCray, Director of Marketing and Programming,  
Cincinnati Chapter

## LOT<sup>®</sup> Program of the Year

Raleigh-Durham Chapter – Jacqueline Lee Smith, Chapter President

## Newcomer President

Brandy Williams, President, Cincinnati Chapter

## Five Channel Awards

### Career Channel Award

Washington, DC Chapter – John James, Chapter President

### Education Channel Award

Pittsburgh Chapter – Jerrilynn Freelon, Chapter President

### Entrepreneur Channel Award

Atlanta Chapter – Charmaine Ward, Chapter President

### Leadership Channel Award

Greater Harrisburg Chapter – Angela Mitchell, Chapter President

### Lifestyle Channel Award

Washington, D.C. Chapter – John James, Chapter President

# EMPOWERING THE NEXT GENERATION: LEADERS OF TOMORROW®



In 2012, the Leaders of Tomorrow (LOT) program continued its rebooting process, moving towards integrated, comprehensive, year-round programming distinguished from other programs by its intensity.



In all, more than 8,000 graduates from LOT programs across the country—more than 95% of whom enroll in college—have been the recipients of more than \$2 million in scholarships and programming support.

Today, approximately 300 mentors in Leaders of Tomorrow programs run by more than 30 chapters are working with more than 800 students—helping them set new standards for themselves in the areas critical to success.

**All over the world, NMBAA members continue to mentor high school students as they prepare for leadership and academic excellence.**



## S U C C E S S   B O O T   C A M P

The Annual LOT National Conference completed a rebranding into “Success Boot Camp”, which featured hours of intensive programming over six days. Programming included 52 hours of workshops or other activities related to scholarship search, study skills, public speaking and small talk, networking, entrepreneurship, professional development, and health and fitness. Conference highlights included:

- Participation of 108 students from 22 chapters in the United States and United Kingdom.
- Introduction of the first “Blue Blazer” induction ceremony featuring chapter presidents and the national chairman
- The second President and CEO officer elections
- Students participated in a private golf clinic, a closing ceremony and a community event
- Keynote speakers including George Fraser, Chairman and CEO of FraserNet, Shundrawn Thomas, Global Head, Northern Trust Corporation Exchange Traded Funds Group and Mitzi Miller, Editor-in-chief of Jet Magazine
- Winners of the first SAT S.T.A.R.S. SAT preparation tournament won Dell laptop computers







“LOT really laid the foundation for me to continue the work I do now because it gave me critical thinking skills that I had not previously learned.”

– **Jamira Burley**, Executive Director,  
City of Philadelphia Youth Commission



## LOT CASE COMPETITION

The Leaders of Tomorrow National Business Case Competition celebrated its 11th year with a competition at Emory University in Atlanta, GA. Teams from **New Jersey** (1st Place), **Atlanta** (2nd Place) and **South Florida** (3rd Place) won a total of \$30,000 in scholarship funds. In all, approximately 120 students participated from 24 chapters in the United States and Canada. More than \$320,000 has been provided in scholarships and programming support through the LOT National Business Case Competition over its history.

The Leaders of Tomorrow National Business Case Competition is a challenge like no other competition in the world. High school students analyze an MBA-level graduate school business case and present recommendations before panels of senior corporate executives and business school faculty. In the process, students must master advanced math, critical thinking, analytical, writing, research, and public speaking skills, and then present detailed financial projections and implementation plans.

## LOT GLOBAL COMMUNITY SERVICE PROJECT

Chapters across the country participated in the first LOT Global Community Service Project. Using a theme determined by the students themselves- supporting the development of younger students- chapters engineered unique projects that worked to improve the personal, academic, and professional growth of students in grades K-7.



# 2012 NBMBA SCHOLARSHIP RECIPIENTS

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## NBMBA® / CONSORTIUM FELLOWSHIP POST GRADUATE SCHOLARSHIP AWARD

**Dante Cunningham**

*Consortium Fellowship*

## KAISER PERMANENTE SCHOLARSHIP

**DePaul Vaughn**

*Yale School of Management*

**Rahshiene Taha**

*Northwestern University*

## UNIVERSITY OF PHOENIX SCHOLARSHIP

**Thomas Lore**

*University of Phoenix*

**Rory Thomas**

*University of Phoenix*

## GE SCHOLARSHIP & INTERNSHIP

**Patrick Mathias**

*Northwestern University*

**Morris Cox**

*Columbia Business School*

**Jeffrey A. Coles Jr.**

*New York University Stern School*

**Rene'e Rufen-Blanchette**

*George Washington University*

## FORD SCHOLARSHIP

**Donovan Wright**

*Howard University*

**James Pipkins**

*University of Illinois*

**David Montongo**

*Clark Atlanta University*

**Allegra Jerman**

*Clark Atlanta University*

**Paris Proctor**

*Florida A&M University*

**Terrance Wallace**

*University of Alabama*

**Julian Nicks**

*Washington University*

**Terrell Hunt**

*Northeastern University*

**Jerry Johnson**

*University of Phoenix*

**Brittany Baird**

*University of Phoenix*

## CORLOGIC SCHOLARSHIP

**Carolyn Griffin**

*Vanderbilt University*

**Justin Gilstrap**

*Harvard University*



# NBMBAA/CHRYSLER CASE COMPETITION



Since 1995, Chrysler Group LLC has partnered with NBMBAA as the exclusive sponsor of the National Graduate Student Case Competition.

*Georgette Dulworth, Director - Talent Acquisition and Global Diversity, Chrysler Group LLC*

Over the years, Chrysler's sponsorship has enabled more than 1,300 students to present their analyses and recommendations to real-world problems during this very unique competition. The National Graduate Student Case Competition has evolved into the showcase event for student achievement at the annual National Black MBA Association Conference.

The Chrysler partnership is a unique one, but one that truly reflects NBMBAA's mission and vision. As companies strive to be more diverse, the question becomes this: How do you improve innovation if your culture is not unleashing the fresh ideas and differing perspectives that can transform your business and your products? How do you truly understand how culture drives tastes and preferences among customers if you are not tapping into people in your corporation who understand the dynamics of those cultures first-hand. Chrysler understands the need to realize the full value of its diversity in order for it to have relevance and tangible value for the company, its customers and stakeholders. The partnership with NBMBAA helps Chrysler to realize its goals.

The NBMBAA welcomes graduate business students from the nation's leading business schools as they compete for top ranking scholarship dollars. Students have the opportunity to analyze actual business cases and present their findings to judges ranging from senior level executives to representatives from top business schools from across the nation. In 2012, 24 teams competed in the Case Competition, taking on a graduate level case about the launch of the Fiat BEV.

## 2012 NATIONAL BUSINESS CASE COMPETITION WINNERS



### First Place

University of Southern California,  
Marshall School of Business



### Second Place

Clark-Atlanta University



### Third Place

Howard University





# NBMBAA 34<sup>TH</sup> ANNUAL CONFERENCE & EXPOSITION

The 34<sup>th</sup> Annual Conference & Exposition brought thousands of professionals and students into Indianapolis, the crossroads of America, for five days of high level educational sessions, unique networking opportunities and access to hundreds of companies interviewing and hiring on the spot.





**NATIONAL  
BLACK  
mba<sup>®</sup>  
ASSOCIATION, INC.**  
Empowering Visionaries

"The networking opportunities and access to a body of people in similar industries has been very helpful. They also allowed me to meet so many diverse people from different backgrounds and learning about the experiences they've gone through being a minority in corporate American was helpful. It demystified a lot of things that come up day to day. I knew I wasn't alone or what I'm feeling I is a normal thing."

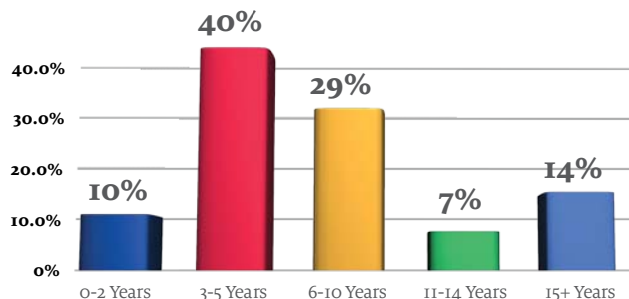
– **Yvette Hollingsworth**, Chief Compliance Officer,  
Wells Fargo, former board member, NBMBAA New York Chapter

# NBMBAA 34<sup>TH</sup> ANNUAL CONFERENCE & EXPOSITION STATISTICS

Conference Demographics as of September 30, 2012

The National Black MBA Association® (NBMBAA) provides innovative programs to stimulate intellectual and economic growth in the Black professional community while building partnerships with key stakeholders who assist in generating this growth. The NBMBAA also serves to increase awareness and grant access to institutional facilities for graduate management programs and career opportunities in the management fields.

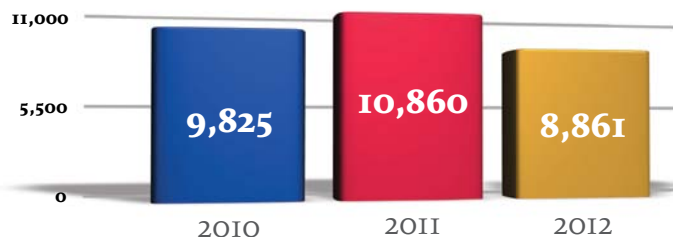
## WORK EXPERIENCE



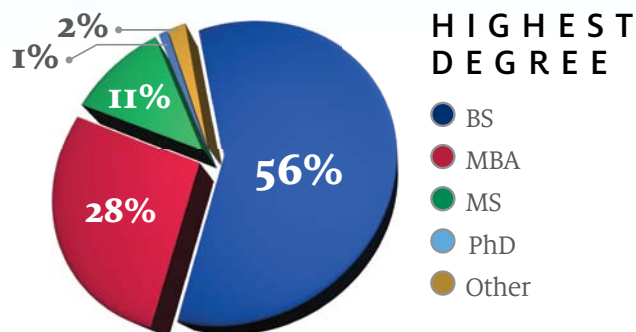
## 2012 CONFERENCE INDIANAPOLIS, IN



## TOTAL ATTENDEES \*

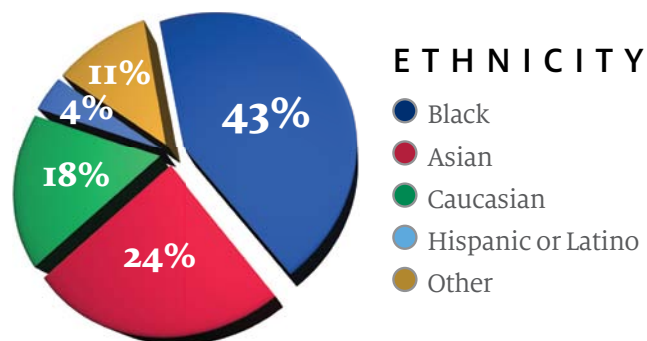


\*Total attendance includes professionals, students, exhibitors, vendors, speakers, volunteers and guests.



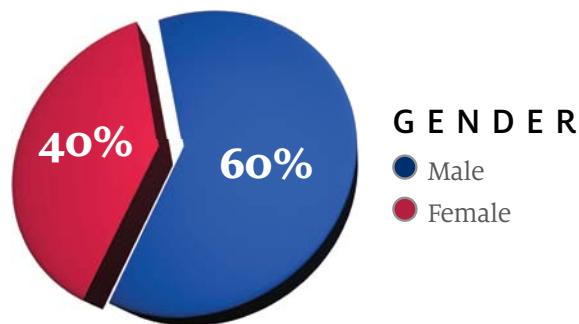
## HIGHEST DEGREE

- BS
- MBA
- MS
- PhD
- Other



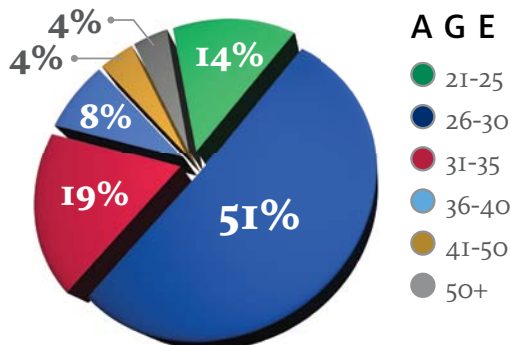
## ETHNICITY

- Black
- Asian
- Caucasian
- Hispanic or Latino
- Other



## GENDER

- Male
- Female



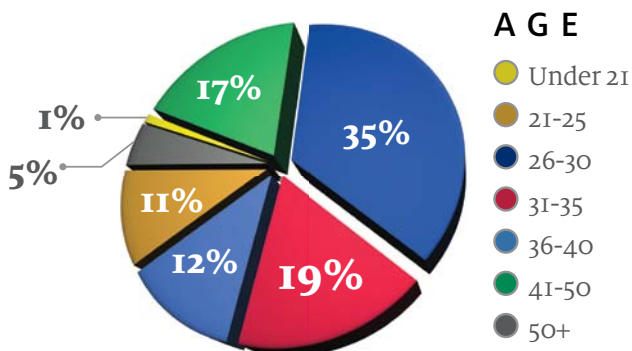
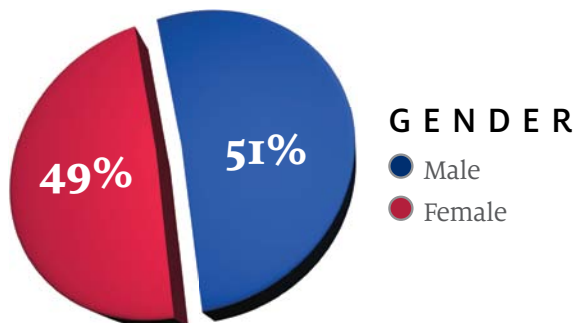
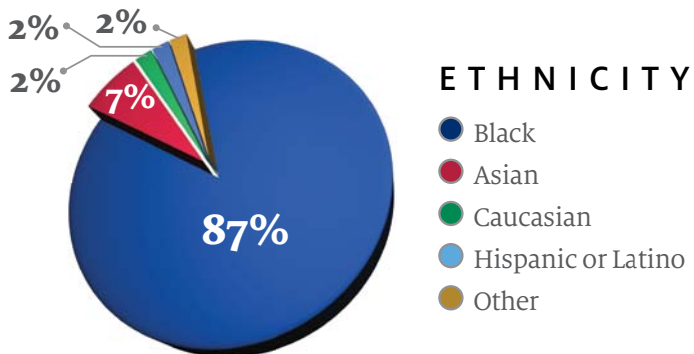
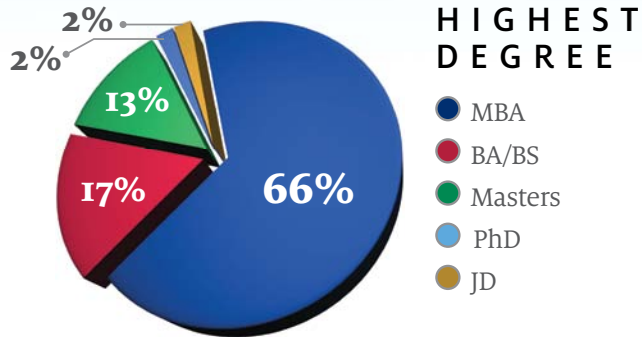
## AGE

- 21-25
- 26-30
- 31-35
- 36-40
- 41-50
- 50+

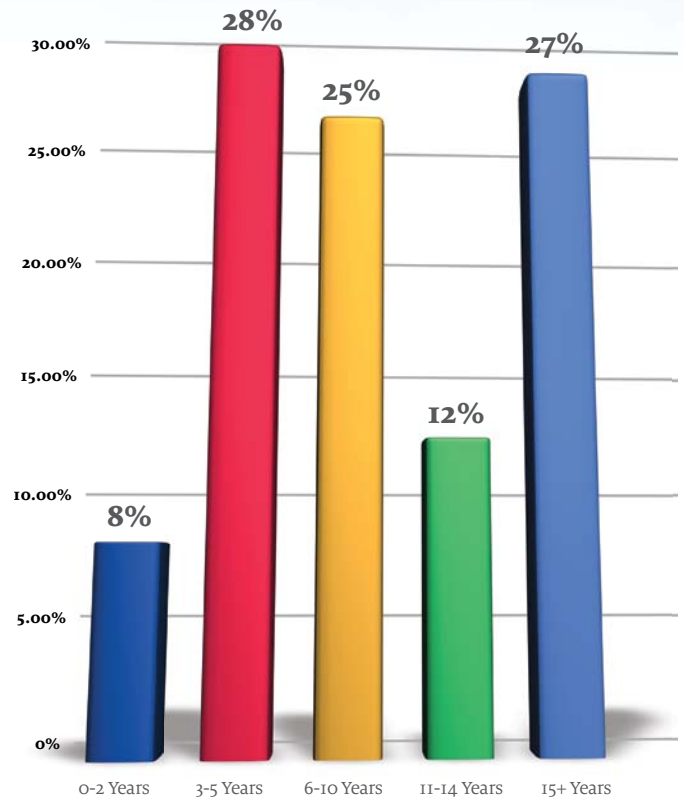


# 2012 MEMBER DEMOGRAPHICS

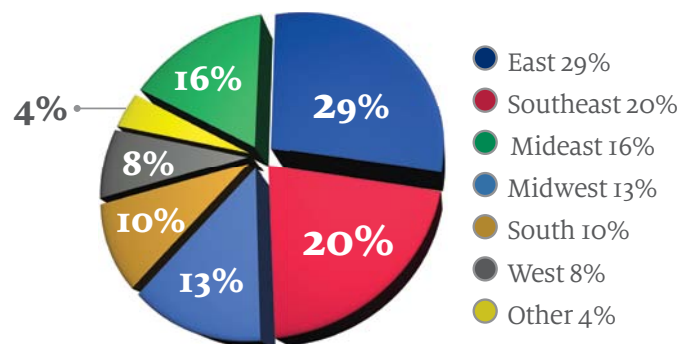
Membership Demographics  
as of September 30, 2012



## WORK EXPERIENCE



## CHAPTER REGIONAL ALIGNMENT



# NBMBAA CORPORATE PARTNERSHIP



Partnering with NBMBAA provides corporations with access – access to a talented international network of Black professionals – and avenues for outreach, support and interaction that allow them to achieve their goals. More than 300 companies partner with NBMBAA every year.

## THE VALUE OF A NBMBAA PARTNERSHIP:

### Strategic Alignment and Efficiency

- Integrated support of strategic and corporate goals/initiatives
- Multiple avenues and offerings to reach targets

### Brand Building

- Ability to leverage resources through a national platform
- Opportunities for exposure, messaging and sampling through the National Conference and local chapter events
- Ability to sponsor sessions or place reps as panelists during National Conference sessions
- Extend mindshare with potential hires and consumers through Black MBA Media
- Build awareness and loyalty among younger consumers through NBMBAA Education programs
- Direct opportunity for product placement, testing and promotions
- Associate the brand with innovation in business practice and education

### Talent Acquisition

- Direct access to top tier talent at all levels of experience
- Pre-screening through Conference Job Match
- Retention Initiatives

### Training & Development

- Conference sessions provide superior career development opportunities to help retain and develop current employees
- Conference sessions allow attendees to discover new and innovative ways of thinking through expert subject matter

### Corporate Social Investment

- Venues for education and messaging
- Connect with and support community of talented Black professionals
- Opportunities to connect with the community on a national or local level
- Connect with the community in the development of their youth through NBMBAA Education programs

Today, corporate America needs more brilliant-diverse minds than ever before. Yet, as the need for brainpower grows, the number of our nation's young, talented minorities pursuing advanced degrees is decreasing – limiting the talent pool. Our long-term engagement efforts continue to address corporate America's diverse-talent pipeline needs.

Integrity, in every sense of the word, is how we retain our commitment to creating intellectual and economic wealth for the African-American community. With your help we will ensure that education will not skip a generation.

# 2012 NBMBA CORPORATE PARTNERS

In partnership with more than 300 of the country's top business organizations, NBMBA has inroads into a wide range of industries as well as the public and private sector. Yet all of NBMBA's partners have one thing in common: they are all **committed to our core goals and values.**

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Adobe  
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University of Dayton, R.I.S.E. Forum  
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Economics  
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Business  
The University of Texas at Austin –  
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**\*2012 NBMBA Sponsors**



# STATEMENT OF ACTIVITIES AND CHANGES IN NET ASSETS

	2011 (Draft Audit) <b>Totals</b>	2012 (Forecasted) <b>Totals</b>
<b>SUPPORT AND REVENUE</b>		
Corporate Partner Revenue	\$8,424,021	\$7,418,326
Membership Revenue	\$540,822	\$511,485
Contributions	\$120,019	\$99,339
In-kind Contributions	\$202,480	\$200,000
Investment Income	\$16,524	\$12,000
Other Revenue	\$121,787	\$175,890
<b>Total Revenue and Other Support</b>	<b>\$9,425,653</b>	<b>\$8,417,040</b>
<b>EXPENSES</b>		
<i>Program Service</i>		
Conference and Other Programs	\$4,914,267	\$3,889,208
Membership	\$629,171	\$760,132
<b>Total Program Services</b>	<b>\$5,543,438</b>	<b>\$4,649,340</b>
<i>Supporting Services</i>		
Management and General	\$3,715,506	\$3,082,608
<b>Total Supporting Services</b>	<b>\$3,715,506</b>	<b>\$3,082,608</b>
<b>Total Expenses</b>	<b>\$9,258,944</b>	<b>\$7,731,948</b>
<b>Change in Net Assets</b>	<b>\$166,709</b>	<b>\$707,806</b>

# 2012 NBMBAA® PROFESSIONAL CHAPTER PRESIDENTS



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## ANNUAL

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## REPORT



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