

2018 ANNUAL REPORT

National Black MBA Association®

2018

MISSION

The mission of the National Black MBA Association® is to lead in the creation of educational, wealth building, and growth opportunities for those historically under-represented throughout their careers as students, entrepreneurs and professionals.

VALUES

INTEGRITY

We lead with integrity – demonstrating honesty, transparency and moral courage with our stakeholders at all times.

DIVERSITY & INCLUSION

We serve as a champion for both diversity and inclusion, preparing future leaders and providing thought leadership to help our stakeholders recognize, develop and engage their talent.

ECONOMIC EMPOWERMENT

We support the economic empowerment of our stakeholders – providing access to networks of resources and information about access to capital, entrepreneurship and wealth building.

STRATEGIC PRIORITIES

- Enhanced Value Proposition and Compelling Member Benefits
- Diverse Funding Sources
- Enhanced Chapter Model & Support
- Dynamic Thought Leadership & Community Engagement
- Expanded Member Base, Competitive Membership Rates

VISION

Empowering visionaries intellectually and economically to create a world where diversity and inclusion are universal.

EDUCATION

We promote education as the primary vehicle to economic mobility for our community – our programming serves to enhance the preparation and competitiveness of our stakeholders during every phase of their careers.

EXCELLENCE

All aspects of organization are managed with excellence – we expect and deliver the very best whenever the NBMBA® brand is involved.

SERVICE

We demonstrate servant leadership – we listen to the needs of our stakeholders and actively serve our communities while preparing our members to do so for life.





MESSAGE FROM PRESIDENT AND CEO JESSE TYSON

2019 marks the 49th year of operation for the National Black MBA Association®. As we celebrate nearly a half century of our important work, I am very proud of the accomplishments and strategic initiatives we achieved in 2018 as we begin what we believe will be a transformational year of increasing the value we provide to our members.

Through the strength of our collaborative efforts we achieved the following:

- Launched a new Leaders of Tomorrow® curriculum
- Awarded \$1M in scholarships in alignment with our corporate and collegiate partners, with \$7.3M available through 2020
- Executed the “BlackThink” tank at Morgan State University and released the “State of the Black Professionals in the C-suite” report
- Refined our learning Webinar Academy series
- Strengthened the collegiate partnership program by adding 15 new partners, ending the year with 30 total colleges and universities supporting our efforts
- Successful 40th Anniversary Conference and Exhibition that attracted 9,000 attendees and 300 exhibitors who collectively filled several hundred job opportunities from attendee interviews

2018: A Year of Firsts

Our first ever Trade and Education mission trip to Ghana. Members learned about the richness of Ghanaian culture and the many business opportunities there. The trip was so successful that we will return in 2019, and we look forward to conducting additional international trade missions in the future.

Our first Academic Advisory Council symposium hosted by the University of Miami School of Business. Platinum-level members of the Collegiate Partnership program met to address the future of work for African American graduate students, including what NMBBAA® should do to prepare their members.

Preparing for 2019: important staffing changes

We have strengthened our ability to prepare our members for the future with the addition of Kimberly Alexander, VP of Development, and Paula Fontana, VP of Strategic Programming and Initiatives. With nearly 20 years of successful fundraising experience, Kimberly’s skills will serve us well as we seek the support needed to expand and enrich programming for our members. Paula’s commitment to creating programming that reflects an everchanging business environment will have a notable impact on our ability to serve National Black MBA Association® members and partners. We are fortunate to have them join our team.

Our successes in 2018 give me great comfort as I enter my last year as President and CEO of the National Black MBA Association®. Our incredibly talented staff and our 40 chapters have big plans to make this organization even better and to serve its members with excellence. I count it a great honor to have worked alongside them, and they and I will continue to execute our mission, chart new paths to ensure member development and growth, and prepare the way for the incoming President & CEO.

Thank you for your support of the NMBBAA® in 2018. We could not have accomplished all that we did without our incredible chapters, members and partners. 2019 will be transformational as we intentionally pivot to redefining our value proposition at each member level and to developing tools and resources that align to where our members are in their career trajectory. 49 years? This organization is just getting started!

Sincerely,

Jesse Tyson
President & CEO

2019 will be transformational, as we intentionally pivot to redefining our value proposition at each member level and to developing tools and resources that align to where our members are in their career trajectory.



MESSAGE FROM BOARD CHAIRMAN DONALD COMER

As I reflect on 2018, I do so with a sense of pride and admiration. It was a banner year for the organization. With the collective genius of a stellar operations team, a talented board of directors, more than 40 empowered chapters and 14,000 plus enthusiastic members, we blazed new paths. It makes me “plumb proud” and instills confidence that we are poised for continued greatness. As we celebrated our 48th year of existence and commemorated our 40th Conference and Exposition, I could not help but admire those stalwart soldiers who had the foresight to imagine and fashion this great organization and build the foundation on which we now stand.

Since its inception, the National Black MBA Association® has aspired to **empower visionaries**. Within each of our members lives a visionary spirit. Through our Leaders of Tomorrow® program, we seek to kindle that spirit. Our undergraduate and graduate chapters are where we nurture that visionary spirit. We see our members in our professional chapters walk into the vision and live the dream.

In 2018 we experienced many firsts, not the least of which was our international trade mission to Ghana. That’s right, our brand went global. Members and leadership took our vision of empowerment to the continent of Africa. Aligned to our mission to foster an entrepreneurial spirit, we visited local businesses and even integrated the products from those businesses into our 40th conference experience. And who would have guessed that on the other side of the world we would chance upon a member who joined during his collegiate experience in the U.S.

In addition, we amped up our focus on educational empowerment. We grew our base of collegiate partners to 30. You might ask, *Why is that important?* That is because each partner commits scholarship opportunities that are made available to our members. Indeed, membership does have its privileges. Today, those scholarship opportunities at partner institutions amount to \$7.3M available through 2020.

Lastly, the leadership brainpower of the organization increased exponentially with the creation of the NMBBAA® Advisory Council. This newly formed Council is comprised of NMBBAA® members and thought leaders from several different industries and enterprise types, who will lend their resources, skills, and talent in support of the NMBBAA’s® mission to lead in the creation of educational, wealth building, and growth opportunities for its members. Thanks to our departing board member Gena Ashe for her vision to create the Advisory Council and her willingness to provide ongoing leadership to this group even as her tenure on the board came to an end.

It’s an old cliché, but I believe it rings true for the National Black MBA Association®: “The Best is Yet to Come.”

Sincerely,

Donald Comer
Board Chairman

In 2018 we experienced many firsts, not the least of which was our international trade mission to Ghana. That’s right, our brand went global.

2 0 1 8 YEAR IN REVIEW

Annual Conference Career Expo Ribbon Cutting Ceremony with Honorary Co-Chair David J. Bronczek, FedEx Corporation, President & Chief Operating Officer



Career Expo Floor in action with over 230 companies including sponsors FCA, FedEx, Marriott International and Nationwide



Fitting in Fitness Sponsored by Johnson & Johnson with Q Parker



NBMBAA® Legacy Leaders and Founding Members with Board Chair Donald Comer, Staff Vice President, Operations Analysis, FedEx Corporation



Leaders of Tomorrow® Blue Blazer Ceremony honoring 50 of our rising high school stars

MBA LIVE® FRIDAY featuring performance by award-winning MCA artist Bell Biv DeVoe



NBMBAA® Volunteers at work at the 40th Annual Conference & Exposition

Jesse Tyson, President & CEO, NBMBAA® with members of Mercedes-Benz USA



NBMBAA® Impact Awards sponsored by BMW with host Lamann Rucker



NBMBAA® Leadership Team with The Honorable Alfred Oko Vanderpuije during the Education & Trade Mission to Ghana



2018 Annual Conference Welcome Reception at the Detroit Opera House

NBMBAA® Members Visiting Parliament in Ghana



2 0 1 8 YEAR IN REVIEW

In February 2018, members traveled to Accra, Ghana for our first-ever trade and education mission. The delegation, consisting of 65 NMBBAA® members, spent an exciting week learning about potential business and investment opportunities as well as Ghanaian culture and tradition. The event was co-hosted by NMBBAA® President and CEO Jesse Tyson and The Honorable Alfred Okoe Vanderpuije, member of Parliament. Among the trip's highlights:

- Presentations from the Ghana Investment Promotion Centre (GIPC), the Jospong Group of Companies and The Ghana Free Zones Board, among others
- Visit to the House of Parliament and meeting with head of Parliament to discuss business opportunities
- Business presentation at Subah, Ghana's leading IT and telecommunications solutions provider
- Roundtable at University of Ghana to explore the possibility of alliances with NMBBAA®
- Black history program at the U.S. Embassy hosted by Ambassador Robert Jackson Durbar and wreath laying ceremony honoring the birthday of Dr. W.E.B. DuBois, first African American to earn a Ph.D. from Harvard University and co-founder of the National Association for the Advancement of Colored People (NAACP)



Behind-the-scenes tour of the Niche Cocoa factory, hosted by Niche CEO and NMBBAA® member Edmund Poku

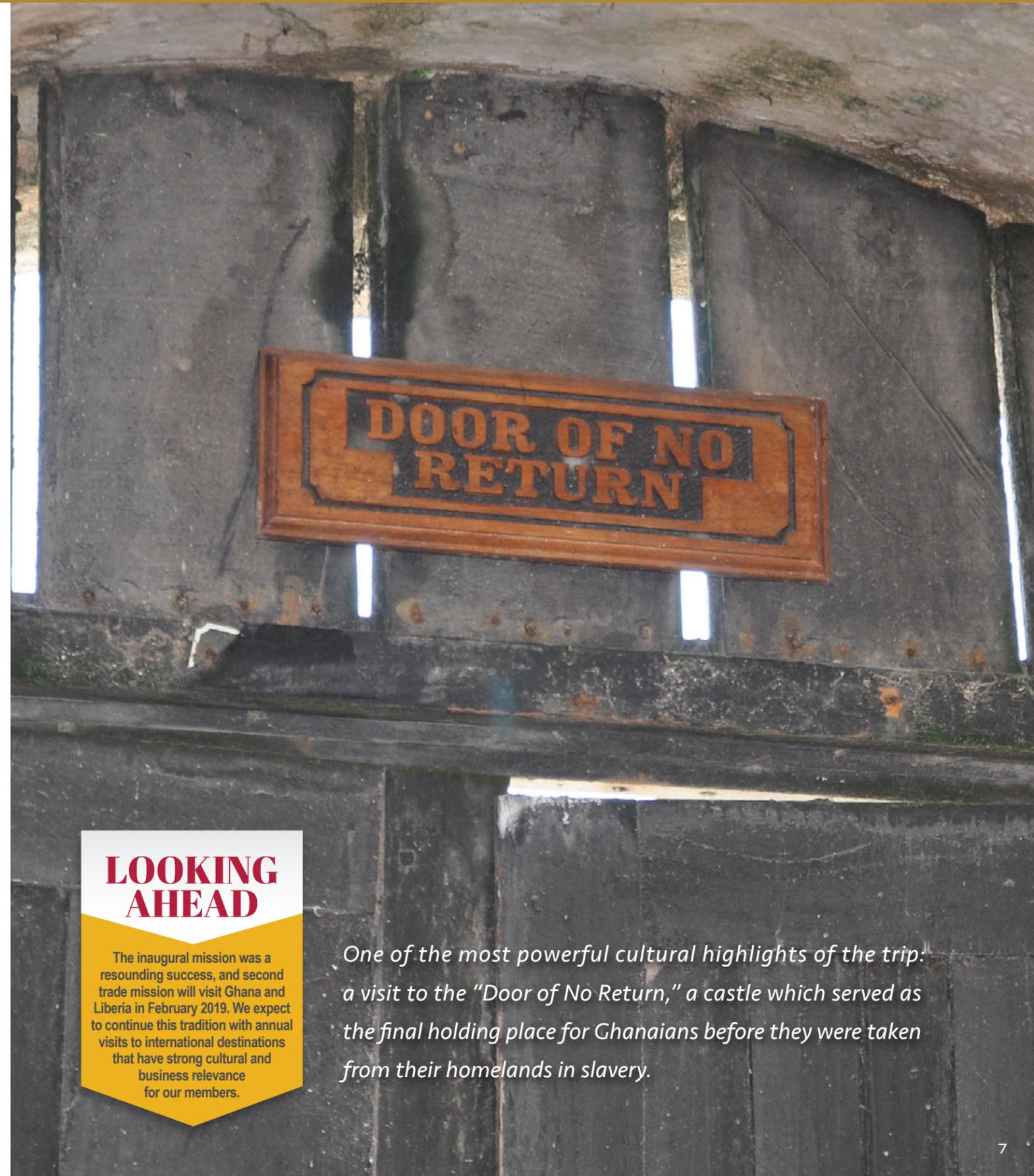


A special black history program hosted by the Ambassador at the U.S. Embassy



A lively farewell dinner

Ghana & Liberia



LOOKING AHEAD

The inaugural mission was a resounding success, and second trade mission will visit Ghana and Liberia in February 2019. We expect to continue this tradition with annual visits to international destinations that have strong cultural and business relevance for our members.

One of the most powerful cultural highlights of the trip: a visit to the "Door of No Return," a castle which served as the final holding place for Ghanaians before they were taken from their homelands in slavery.

EDUCATION & CAREER EXPLORATION

This pillar includes programming that aims to increase the acceptance and graduation rates in undergraduate and graduate programs, and to provide career opportunities and placements for our members. Through our extremely popular Career Expo held at our annual conference, we strive to ensure that we align members' skills and experiences with key job opportunities from 280+ corporations represented. In 2018, we continued our focus on our Leaders of Tomorrow® program and on building strong college partnerships which enable development, scholarships and internship opportunities.



Career Expo
The popular Career Expo continues to grow. In 2018, hundreds of participants took part and brands such as Target and Allstate qualified candidates from across the nation.



Since its inception in 1991, the NMBAA® Leaders of Tomorrow® program has become one of the centerpieces of our Education & Career Exploration programming. Students participate in the program for a full year, giving them extensive opportunities to get to know each other and their mentors. LOT® has served more than 8,000 talented high school students who aspire to leadership roles in professional fields. The program offers resources, knowledge and opportunities in the way of mentoring relationships, scholarships, and internships, and is driven by intensive hands-on programs across four developmental areas:

Leadership • Financial Literacy • College Preparation • Career Preparation



Students celebrate at the 2018 Higher Education Expo held at the 2018 Annual Conference. The expo connected 600 students from 20 local high schools—plus 100 graduate students—with representatives from more than 50 institutions in attendance.

LEADERS OF TOMORROW® SUMMIT A LOOK BACK AT 2018

Students from across the country participated in the program's annual culminating event, the Leaders of Tomorrow® Leadership Summit, hosted in Atlanta at Georgia Institute of Technology June 27 through July 1. The many experiences created for students at the LOT® Summit included:

- Campus panel and tour at Georgia Tech Institute of Technology
- Corporate visit with Delta Air Lines executives at the Delta Flight Museum
- Cultural visit to the National Center for Civil and Human Rights
- Various leadership workshops

LOT® NATIONAL BUSINESS CASE COMPETITION

The highlight of the LOT® Leadership Summit is an annual competition designed to help participants develop real-world critical thinking and problem-solving skills. In 2018, the competition centered on an examination of competitive pressures Twitter faces as a social media platform.

2018 LOT® CASE COMPETITION WINNERS



1st Place - Dallas



2nd Place - Detroit



3rd Place - Philadelphia



2018 LOT® AT A GLANCE

- 154 students participated, a 25% increase over 2017
- \$30,000 in scholarship awards
- 230+ chapter members participated in planning, sponsoring, mentoring and more

COLLEGIATE PARTNERSHIPS

NBMBAA® is dedicated to helping our members pursue education at all levels. In service of that mission, we have continued to partner with top colleges and universities to provide increased opportunities in the form of resources, exclusive scholarships, admissions mentoring and more. In 2018, we strengthened this program by adding 15 new partners, ending the year with 30 colleges and universities supporting our efforts.

- Exclusive scholarships
- Higher Education Expo at the annual conference
- Discounts on test preparation services
- On-campus experiences
- Online training
- Admissions mentoring

DIAMOND COLLEGIATE PARTNERS



2018 VALUE DELIVERED

- Distributed \$1MM in college and graduate scholarships through the generosity of 38 corporate and collegiate partners
- Added 15 new collegiate partners, including four historically black colleges and universities (HBCUs)
- Hosted Career Fair with more than 280 companies offering hundreds of jobs to candidates ranging from new graduates to seasoned professionals
- Grew LOT® endowment to \$550K to help prepare the next generation of MBAs and nurture our membership pipeline

2018: A BANNER YEAR FOR NBMBAA® SCHOLARSHIPS

Our scholarship program enables NBMBAA® to recognize and financially support the higher education of diverse students. In 2018, we are exceptionally proud to have awarded \$1 million in scholarships to 32 deserving students, ten times more than were awarded in 2017. This was made possible by the support of our corporate and collegiate partners who awarded these funds exclusively to NBMBAA® members.

2018: SCHOLARSHIP RECIPIENTS



LEADERSHIP & PROFESSIONAL DEVELOPMENT

This pillar of our programming strives to help members acquire the necessary skills and opportunities to advance their careers. In 2018, we focused on expanding NMBBAA®'s thought leadership development, hands-on learning for members through our business case competitions, and the expansion of our Webinar Academy.



BLACKTHINK: OUR ENGINE FOR CONTEMPORARY THOUGHT LEADERSHIP

Launched in 2017 as an executive roundtable, "BlackThink" was expanded in 2018 to be a comprehensive program for thought leadership. Our discussions are designed to bridge the gap between the most complex issues facing the black community and the solutions needed to solve them.

Through BlackThink, we assemble key influencers and stakeholders from across sectors to inspire collaboration, inform development of public-private partnerships, and develop ideas for enriched content and programming for our members and partners such as webinars, white papers, conference programming and events. Recommendations and strategies that emerge from BlackThink become part of our overall strategic planning and roadmap.

2018 VALUE DELIVERED

- Released comprehensive "State of the Black Professionals in the C-suite" report, which reveals the current state of the black executive in the C-suite
- Invested a grand total of \$300K in 50 members to help them fund their college education and fund startup ventures

Thought leadership development and research are critical to our work in the area of economic prosperity, as they enable us to act as a beacon to our members, partners and sponsors by helping them stay current, anticipate trends and develop specific action plans.

2018 Prosperity Research Focus: State of Black Professionals In the C-Suite

In 2018, NMBBAA® published a comprehensive white paper containing insights and action steps to drive diversity in the C-Suite, a topic we view as an important influence on the economic prosperity of our members. The white paper was based on secondary research and our inaugural BlackThink roundtable, where more than 100 leaders provided insights into the state of the black professional in the C-suite.

Key Findings

- Beyond the Fortune 500, according to the US Department of Labor in 2017, more than 62,000 Black Professionals carry the title of Chief Executive Officer, making up nearly 3.8% of the country's top leaders. However, this is the lowest percentage among the four major racial/ethnic groups in the United States.
- While high-profile examples of black leadership do exist, black professionals continue to be absent from executive roles in corporate America as more than 85% of all CEOs, senior executives, middle managers, and professionals in the U.S. are white.
- Macro challenges to advancement include unconscious bias, unequal performance standards, similarity bias, and lack of CEO accountability measures.

In 2018, we utilized this body of research to inform conference and professional development programming, enhance our Gold Key Access® program for the director level and above, and develop a roadmap for expanding our thought leadership and research activities moving forward.

QUESTIONS ADDRESSED IN OUR 2018 RESEARCH:

WHAT is the level of representation of black professionals at different levels within the workforce?

WHAT is the status of black professionals in key professional communities?

WHAT are some of the factors impeding the success of black professionals today?

WHAT are some recommendations for overcoming barriers that individuals, companies, and NMBBAA® can put in place to strengthen the pipeline of black executives into the C-suite?





In the 2018 BlackThink symposium at Morgan State University, leaders from the corporate, private, nonprofit, government and education sectors gathered to brainstorm on key topics tied to the educational landscape.

BUSINESS CASE COMPETITION

One of the most meaningful aspects of our programming is our case competitions. Designed to engage members across the entire career journey, competitions give participants critical hands-on experience, provide real solutions for our partners, and give us and our partners the opportunity to invest in the financial future and advancement of our members. Throughout these pages you will see the competition winners, who each represent the many faces of NMBBAA®.



In 2018, we worked with members to identify topics of highest interest to them in managing their academic and professional careers:

- Leadership for New Managers
- Emotional Intelligence
- Project Management
- Team Building
- Building a Successful Business Case
- Conflict Resolution & Negotiation
- Managing Change
- Finance for Non-Finance Managers
- Presentation Skills
- Time Management

WEBINAR ACADEMY

Open to current members, our webinars make it easy for participants to access robust content delivered by expert presenters.



Expert hosts.

Webinars are hosted by training professionals and topic experts, many of them longtime members of NMBBAA®, to provide the highest-quality experience for our members and future members.

Opportunity for Q&A.

Each webinar consists of a training presentation followed by a live interactive Q&A session for attendees.

Year-round access.

Webinars are recorded and accessible from the member dashboard. This allows members to access a wealth of content at their convenience.

ECONOMIC PROSPERITY

Many of our efforts are devoted to helping our members gain financial knowledge and independence, improve credit, and access capital opportunities. Some of our efforts, such as the Scale-Up Pitch Challenge, provide a very direct economic impact. Others, like BlackThink symposium, trade mission trips, and our thought leadership development, provide members rich content and insights that help to advance their understanding of the current workplace and arm them with tools they need to create greater prosperity for themselves, their businesses and their loved ones.

2018 VALUE DELIVERED

- Conducted “BlackThink” symposium at Morgan State University
- Developed 2018-2019 thought leadership content roadmap
- Conducted a total of four business case competitions that engaged 600 students from 20 local high schools and 100 graduate students from more than 50 institutions
- Expanded our webinar program to reflect content requested by members and conducted eight webinars with more than 600 participants

2018 ANNUAL CONFERENCE OVERVIEW & HIGHLIGHTS



We were proud to celebrate the 40th anniversary of our annual conference with “One Voice. One Mission.” hosted in Detroit from September 25-29 at the Cobo Center. The conference is designed to empower members, ignite career growth and deliver a meaningful experience for all attendees.

2018 CONFERENCE COMPETITIONS & AWARD WINNERS

We continued our tradition of business case competitions for students as well as entrepreneurs. These popular competitions give competitors a chance to hone their pitch skills while also developing real-world business solutions.

In the undergraduate competition, teams helped executives at Chase Sapphire.

Winners:

First Place: South Carolina State University

Second Place: Clark Atlanta University

Third Place: Bethune-Cookman University



In the graduate-level competition, teams were tasked with helping Fiat Chrysler Automobiles US LLC.

Winners:

First Place: University of Michigan Ann Arbor

Second Place: Rutgers University

Third Place: The Ohio State University



LOOKING AHEAD

Qualifying regional competitions for the 2019 Scale-Up Pitch Challenge will be hosted in Atlanta, Chicago and LA in August 2019.

Launched in 2017, with a goal of awarding \$2M in business grants, the Scale-Up Pitch Challenge affords entrepreneurs the unique opportunity to showcase their ideas to notable judges and investors.

The \$50,000 grand prize winner was Kwame Boler of Neu, Inc. for his hotel-like solution to Airbnb’s challenge of preparing rentals for incoming guests. Second prize was awarded to Ibraheem Basir of A Dozen Cousins, while third prize was awarded to CJ Mitchell of Instrumental.ly. A Dozen Cousins also garnered the People’s Choice Award.



2018 WINNERS

Sponsored by FedEx, Accenture, Georgia Institute of Technology and Google, the 2018 Challenge included 56 entries from 20 states. Ten finalists competed on stage at the conference for a chance at the grand prize.

PRIZES

The top teams won generous cash prizes, and the audience also had opportunity to vote for a People’s Choice Award winner. Judges included an array of distinguished experts.



L-R: Jesse Tyson, CJ Mitchell, Ibrahim Bashir, Kwame Boler, Conference honorary co-chair, David J. Bronczek, President and COO of FedEx Corporation and Host, Mario Armstrong



\$50,000
Kwame Boler of
Neu, Inc.



\$10,000
Ibraheem Basir of
A Dozen Cousins



\$1,500
CJ Mitchell of
Instrumental.ly



\$1,000
A Dozen Cousins

Gold Key Access[®] Program

National Black MBA Association

The Gold Key Access[®] program connects diverse, senior talent at the director level and above with hiring executives at Fortune 500 companies.

At the 2018 conference, we hosted an invitation-only event which gave candidates the opportunity to network with each other and with hiring executives. In 2018, we partnered with several large corporations to help with targeted executive level placements in this program.

STRATEGIC PARTNER SPONSORS

For the 2018 conference, NBMBA[®] was privileged to have the generous support of multiple corporate sponsors.



LOOKING AHEAD

Our 41st Annual Conference and Expo will be held September 24-28 in Houston.

THEME
 "Transcend the Power of You: Empowered to Lead, Equipped to Succeed."

CHAPTER HIGHLIGHTS

CHAPTER OF THE YEAR WASHINGTON, D.C.

Under the leadership of President Erica M. Roberts, the D.C. Chapter underwent a major revitalization. During Erica's two-year term, the Chapter was driven by a vision of "One Connected Community," which considered the needs of members, corporate and collaborative partners, and the community at large. Among the chapter's many accomplishments:

- Increased corporate donations of cash and in-kind services by 397%
- Increased investment in infrastructure and programming by 145%
- Grew membership 118%
- Raised over \$100,000 and increased cash reserve

In order to win the prestigious \$10,000 Chapter of the Year award, chapters must demonstrate excellence in three criteria:

- Membership growth
- Exceptional programming
- Administrative reporting



"I'm a Lifetime member of the NBMBA[®]. In early adulthood, the organization greatly influenced my personal circle of friends. As my career advanced, I took advantage of the development opportunities, including the national conference, local events, and executive board involvement. When I rose to the executive ranks, the networking proved valuable. NBMBA[®] resources also contributed to my becoming an entrepreneur."

~ Erica Roberts

"NBMBA[®] provides corporate sponsors the opportunity to position themselves as an inclusive employer of choice, and to tell their story to a diverse audience. It also provides critical access to strong talent at various career stages."

~Maruiel Perkins-Chavis
 VP Workforce Engagement & Global Diversity & Inclusion
 Marriott International

CHAPTER ANNIVERSARIES: A TESTAMENT TO NBMBA'S LONGEVITY



STATEMENT OF ACTIVITIES

2018 (Unaudited)* Totals

SUPPORT & REVENUES

Conference & Career Exposition	\$8,109,123
Membership	718,431
Contributions	109,772
In-Kind Contributions	94,450
Other Revenue	275,450

Total Revenue & Other Support 9,307,226



Conference & Career Exposition	87%
Membership	8%
Contributions	1%
In-Kind Contributions	1%
Other Revenue	3%

100%

EXPENSES

PROGRAM SERVICES

Conference & Career Exposition	\$3,390,473
Partner Relations	1,280,048
Membership	833,055
Other Programs	1,986,017

Total Program Services 7,489,593

SUPPORTING SERVICES

Management & General	\$1,642,205
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Total Supporting Services 1,642,205

Total Expenses 9,131,798



Conference & Career Exposition	37%
Partner Relations	14%
Membership	9%
Other Programs	22%
Management & General	18%

100%

CHANGE IN NET ASSETS

175,428

THANK YOU TO OUR PARTNERS!

Without our generous partners and sponsors, the NBMBA[®] would not be able to execute against the mission of the Association.

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General Motors Company
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School of Business, F.David Fowler Career Center
Georgetown University -
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Scheller College of Business
Georgia Pacific Corporation
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Inspiring Capital
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Iron Mountain
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College of Business Administration
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 The University of Texas at Austin -
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 Thomson Reuters
 Thunderbird School of Global Management
 TIAA
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 U.S. Dept. of State
 Ulta Beauty
 UNC Kenan-Flagler Business School
 Uncommon Schools
 Under Armour
 Union Pacific Railroad
 University of Arizona, Eller College of Management MBA
 University of California - San Francisco Recruiting
 University of Denver- Daniels College of Business
 University of Florida

University of Georgia,
 Terry College of Business
 University of Illinois at Chicago
 Liautaud Graduate School of Business
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One of the most moving moments of the 2018 Annual Conference was the unveiling of a commissioned artwork that commemorates the unique intersection of MLK50 and the 40th anniversary of the NMBAA Conference. The original piece now resides in the NMBAA® office as a lasting reminder and inspiration to staff and guests.

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