

# WHO WE SERVE

SINCE 1980, the NMBBAA Annual Conference and Exposition has grown from 150 participants to recent figures of over 12,000 participants and 450 Corporate Partners.



NMBBAA® is a networked community of diverse executives, professionals, entrepreneurs, MBA candidates, undergraduates, high school students, educators, corporate partners, vendors and affiliates driving collectively to increase access to wealth, knowledge and resources for business in the black community in America and worldwide. Our core membership of 8,000 cuts across all industries where MBA talent is employed, including sectors on the front-edge of the global economy. Through our national conference – which since 1980, has attracted more than 12,000 attendees plus more than 450 corporate partners – we reach an even wider audience for participation. Through branded media, national television, radio and chapter activities, we reach even further.

The NMBBAA® Promise is to empower visionaries at every level through our five channels of engagement: Education, Career, Leadership, Entrepreneurship and Lifestyle, delivering the resources and connections needed to transform inspiration, dreams into realities.

# ...AT EVERY LEVEL

## Capital S

**High School:** NMBBAA Leaders of Tomorrow® mentorship program targets high school students with leadership potential, regardless of GPA. To keep talented youth from slipping through the cracks, NMBBAA® volunteer mentors provide year-round support through workshops, work-place exposure, advice, moral support and scholarships.

**Grad & Under-Grad:** Change to Undergrad BAA® offers scholarship opportunities and a free GMAT seminar that offers important lessons about exam structure, content and problem-solving tips, but the educational and career support doesn't stop with students. We continue to hone technological techniques to meet the needs of next-generation business leaders.

**Professional Development:** Our NtentialSM career and executive coaching tool helps companies attract, retain and empower high achievers within their organizations. The self-guiding service avails members to the insights of certified coaches from a variety of areas.

**Executive Leadership:** Other three colons are orange. Change to match. Change to affecting

# ACCESS THE FIVE CHANNELS

From executive leadership down to the high school student, we are involved in providing access to growth, success and achievement. Members and partners have global access to NMBBAA® through our Five Channels of Engagement: Education, Career, Leadership, Entrepreneurship and Lifestyle.

<b>EDUCATION</b> The key to success is continuous improvement; NMBBAA® empowers its members with education, providing mentoring and career guidance, scholarships, test preparation services and unique, one-on-one coaching. Through our high school classroom through the college and beyond, the growth and competitive edge will be your company's gains.	<ul style="list-style-type: none"><li>NMBBAA Leaders of Tomorrow®</li><li>Collegiate Chapters</li><li>Partnerships and Scholarships</li><li>Foundation and Special Funds</li></ul>	<ul style="list-style-type: none"><li>Diversity Pipeline</li><li>Destination MBA</li><li>NMBBAA Case Competition®</li><li>Chapter Scholarship Programs</li></ul>
<b>CAREER</b> NMBBAA® offers organizations unfettered access to a proven talent pool while helping companies develop the talent already within their walls. Our NMBBAA Career Success NetworkSM is comprised of tools and resources that give corporate leaders an advantage in today's competitive landscape.	<ul style="list-style-type: none"><li>Career Success NetworkSM Center at Conference</li><li>NMBBAA® Conference Career Fair</li><li>Career Development Workshops</li><li>NtentialSM Coaching Services</li></ul>	<ul style="list-style-type: none"><li>NMBBAA Employment Network®</li><li>Conference Job Match</li><li>Chapter Career Fairs</li></ul>
<b>LEADERSHIP</b> Experience of established business leaders or helping a corporate partner recruit, retain or reward high-level professionals, NMBBAA® puts its diverse network to work for you.	<ul style="list-style-type: none"><li>NMBBAA Leadership Institute®</li><li>Gold Key Access®</li><li>NMBBAA® Local Empowerment Initiative</li><li>Leadership and Volunteer Opportunities</li><li>Chapter Integration</li></ul>	
<b>ENTREPRENEURSHIP</b> Working with diverse professionals is as important as having them work for you. That's why the NMBBAA® works with its partners to help match them with aspiring and established business owners for synergistic supplier relationships, and to cultivate relationships within entrepreneurial networks.	<ul style="list-style-type: none"><li>NMBBAA® Entrepreneurial Institute</li><li>NMBBAA® Entrepreneurial Access</li></ul>	
<b>LIFESTYLE</b> NMBBAA® provides an unrivaled forum for both social engagement and professional development. Among our offerings, we provide members with coaching to optimize work-life balance, personal financial planning, relocation assistance, meaningful community involvement and social outings.	<ul style="list-style-type: none"><li>Special Events</li><li>Special Programming</li><li>Sponsored Member Benefits and Incentives</li><li>NtentialSM Life and Career Coaching</li><li>NtentialSM Online Resources for Life, Career and Education Planning</li><li>Chapter Events</li></ul>	

## MAXIMIZE YOUR INVESTMENT...

**...In One Channel.** Select the channel that most closely aligns with your focus. For example, if supporting scholarship and pipeline development is your priority, consider Education. If recruitment and retention are your priorities, consider the Career channel. Leverage Leadership to engage high achievers and senior executives.

**...Across Channels.** More than one priority strategy can be met through a blended approach that can provide brand exposure while achieving specific tactical goals.

**...By Customizing.** Hiring, community, sales and marketing objectives can be met together through an integrated strategy focused on delivering results.

# PARTNERSHIP MEANS

Our partners, varying in level from Career Fair Exhibitors to Strategic Partners, are powerful and influential companies. Currently, we enjoy high-level Strategic Partners with companies from the Fortune 1000 list, in addition to strong alliances with Black Enterprise magazine's Top 100, which lists the top 100 African American owned businesses.

Our partners align with us, gaining competitive advantages in the process, including access to a diverse, proven talent pool; strong relationships with multi-cultural suppliers; and even the keys to unlocking new customer bases.

In turn, partners support the NMBBAA® programs that cultivate diversity in global workforce and ensure that business learning and best practices are shared for the greater good of the corporate community.



The success of the NMBBAA® partnership effort is evident in our accomplishments and optimism about growth. Our goal is to expand our membership to 50,000, raising the ante from the 30% since 1980.

Move "of diversity" to above line.

Our goal is to move beyond satisfying your immediate needs, by listening and helping you identify strategic opportunities that will elevate your message, produce outstanding returns on your investment and deliver growth.

**"Partnership means that we, our corporate education and alliance partners are on the same team, sharing one voice and one vision for our members' future."**

# THE RICH HISTORY

Lowercase o **O**f the National Black MBA Association® translates into a bright future for our membership, diverse in their cultural and industry backgrounds. Our success

Lowercase a **A**lso translates into unfettered opportunity for the companies who attract and retain them.

Change to opportunities



Since our inception in 1970, our member-based association has successfully matched diverse talent with forward-thinking companies, while encouraging the transfer of knowledge and capital to and within our community.

Replace period with comma

SEPTEMBER 17-20, 2008  
WASHINGTON, D.C.

CATALYST FOR CHANGE  
Then, Today, Tomorrow.



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