



"E-commerce: Creating a Global Presence"

The Atlanta Business League (ABL)

22nd Annual Super Tuesday Conference

"Creating a Legacy of Wealth & Success: Your Blueprint"

Hyatt Regency Atlanta
September 19, 2006

presenter

C.J. Bland

Chief Executive Officer

Co-Founder

Minority Professional Network (MPN)

Download Detailed Presentation:

<http://mpnNetwork.com/resources/ABL-Presentation-Sep2006.pdf>

Download Detailed Handout:

<http://mpnNetwork.com/resources/ABL-Handout-Sep2006.pdf>

Minority Professional Network

The Viable Source of Top Talent™ for Diversity Focused Employers
The Global Career, Economic and Lifestyle Connection™ for Progressive Professionals

USA Toll Free: 888.MPN.NETWORK (888.676.6389)

Main Office: +1 (770) 322-9323

Email: Diversity@MinorityProfessionalNetwork.com

Web portal: www.MinorityProfessionalNetwork.com or www.mpnNetwork.com

ABOUT MPN

Minority Professional Network (MPN) provides the premiere online global interactive **Career, Economic and Lifestyle Connection™** portal for culturally diverse and women professionals around the world. Our “Value Network” began in 1998 and the MPN web portal was launched in 2001.

Our aim is to continuously offer a comprehensive, interactive, informational resource, networking, and marketing portal for our growing target audience of highly progressive, functionally diverse, geographically dispersed, and culturally diverse business professionals, entrepreneurs, and students located across the USA and abroad.

MPN targets, attracts and delivers relevant and beneficial content, information and resources to progressive professionals of African, Asian, Hispanic, Indian, Native American, and other persons of various ethnic or culturally diverse backgrounds, and women, representing a wide array of careers and professions.

Minority Professional Network is a **Viable Source of Top Talent™ for Diversity Focused Employers**. We provide timely and value-added diversity-targeted recruiting, marketing, advertising, supplier diversity, and branding exposure via our rapidly growing global audience of highly progressive web portal visitors and e-Subscribers. We enable online and offline access for our diversity-focused clients and partners to a highly diverse audience of well educated, variable experience, talented, functionally diverse, and geographically dispersed professionals.

MPN has numerous proven online and offline solutions offerings designed to fit our client’s variable needs, objectives, budgets, timelines, target results, scope and areas of focus. We are most interested in developing and sustaining strategic, value-focused, long-term and mutually rewarding partnering alliances with corporations, governmental agencies, business owners, organizations and groups, advertising agencies, recruiters, staffing agencies and other diversity-focused entities.

Our typical partners/clients/advertisers are those seeking exposure for their career opportunities, products or services, events, functions, organizations, programs, or announcements that target, and are of likely benefit or interest to our increasingly growing and highly diverse user and subscriber audience. Our goal is total customer satisfaction in developing and sustaining mutually rewarding and long-term partnerships and alliances.

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OUR AUDIENCE

The resources, content, information, features, offerings, and solutions available via the Minority Professional Network have benefited millions of audience members and thousands of clients, advertisers, partners and resource users around the world. In addition to serving a geographically dispersed and rapidly growing audience, other characteristics, traffic and demographics regarding our highly robust and progressive audience include the following –

- ❑ Our portal has attracted **4 Million+ aggregate users** from **all U.S. states** and over **50 international countries**.
- ❑ Our portal averages 1.8 Million+ Server Hits and 155,000+ Unique Visitors per Month
- ❑ More than 300,000 e-Subscribers in MPN's Various Electronic Databases
 - 93% Have Earned Post-Secondary Degrees
 - 84% Have Earned a Bachelor Degree or Higher
 - 42% Have Earned Graduate Degrees
 - 34% Have Annual Household Incomes of at Least \$76,000
 - About 57% of Subscribers are Female
 - More than 90% Are Between Ages of 25 and 55

*Our Audience Reflects **Cultural Diversity***

- ❑ African Descent
- ❑ Asian Descent
- ❑ Hispanic / Latino Descent
- ❑ Native American Descent
- ❑ Indian Descent
- ❑ Arab Descent
- ❑ Caribbean Descent
- ❑ European Descent
- ❑ Jewish Descent
- ❑ Pacific Island Descent
- ❑ Women

*Our Audience Reflects **Functional Diversity***

- ❑ Executives
- ❑ Corporate Professionals
- ❑ Business Professionals
- ❑ Entrepreneurs
- ❑ Elected Officials
- ❑ Organizational Leaders
- ❑ Non-Profit Participants
- ❑ Students
- ❑ Community Leaders
- ❑ Academic Professionals
- ❑ Professional Services Practitioners

Therefore, we firmly believe that given our target audience, scope, focus, features, functionality, capabilities, and value focus, MPN is uniquely equipped and highly capable of supporting and providing increasing value and results on behalf of our clients, advertisers and partners in various diversity-focused and related areas.

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OUR CLIENTS (Partial List)

During the past few years, our company has provided value-added solutions, services, and results in support of our clients' diversity-targeted recruitment, resume generation, branding, supplier diversity, custom event planning and related marketing and outreach initiatives.

As one example, the Minority Professional Network (MPN) was recently selected by **the U.S. Department of State** to help accelerate and support its efforts to recruit more African-Americans, Latinos and other people of color into the Foreign Service to help promote U.S. diplomacy abroad. During the 2003-2004, 2004-2005 and 2005-2006 State Department peak recruiting seasons, MPN facilitated a national outreach effort to inform others about these unique opportunities via a four month informational and awareness online campaign, ongoing "featured employer" e-Newsletter marketing, dedicated e-Broadcast communications; and planning, marketing and hosted six very successful custom offline "**Diversity Career Networking Events**" that were held in Miami (FL), San Antonio (TX), Los Angeles (CA), Houston (TX), Anaheim (CA), and San Diego (CA).

The **U.S. Department of State** is extremely delighted with the results of MPN's cost-effective online, e-Communications and custom event solution MPN implemented for its 2004-2005 and 2005-2006 recruitment efforts such that MPN's Executive Leadership team has been invited to submit and discuss its proposal, strategy, plans and recommendations for the 2006-2007 recruiting season. MPN likely will plan, coordinate, market and promote up to ten similar events for the State Department in 2006 in metro areas such as: Atlanta, New York City, Chicago, Philadelphia, Detroit, Houston and Raleigh (NC).

A partial list of MPN clients, advertisers and partners include, but are not limited to, the following:

AFC Worldwide	AFLAC	A.G. Edwards
The Aspen Institute	AutoTrader.com	Avon
BellSouth	Brinker International	Broward (FL) Community College
The California Endowment	CIA	City of Colorado Springs
City of Portland	City of Tacoma	Clayton County Water Authority
Coaching Quest	Columbia University	Comcast
Council for Christian Colleges	Cox Communications	EmployeeROI
FBI	Florida Property Group	Georgia State University
The Graduates Club	Honda Manufacturing	Interface Flooring Systems
J. Walter Thompson (JWT)	Johnson & Johnson	Lock and Key Events
MassMutual Financial Group	MetLife	Miami University (OH)
Miller Brewing Company	Nationwide Insurance	NJ Career Fairs.com
Norfolk Community Svcs. Board	Pitt-Ohio Express	PricewaterhouseCoopers LLP
Providyn Financial	Prudential	Sylvan (Catapult) Learning
TMP Worldwide	Tropicana	Turner Broadcasting
Turnkey Sports	Tyson Foods	U.S. Dept. of Agriculture
U.S. Dept. of State	United Way	University of Connecticut
Utah State University	VA Department of Transportation	VA Housing & Community Devel.
Verizon Wireless	Wachovia Bank	Walgreen's
The Weather Channel	Wells Fargo	Xerox Corporation

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MPN TRAFFIC AND DEMOGRAPHIC SUMMARY



OUR MISSION

MinorityProfessionalNetwork.com (MPN) provides the premiere web-based global **Career, Economic and Lifestyle Connection™**. Our site is a marketing portal and resource network for a growing target audience of progressive and culturally diverse entrepreneurs, corporate leaders and professionals, and student professionals across the USA and the world. Our "Value Network" began in 1998 and the MPN site was launched in 2001.

TRAFFIC AND DEMOGRAPHIC SUMMARY

- Viewing Audience Includes More Than **4 Million** Aggregate Web Portal Users
- Averaging More Than **155,000 Unique Visitors** per Month
- Averaging More Than **1.8 Million Hits** and **350,000+ Page Views** per Month
- More than **300,000 Subscribers** to MPN's Various Free e-Newsletters
 - 93% Have Earned Post-Secondary Degrees
 - 84% Have Earned a Bachelor Degree or Higher
 - 42% Have Earned Graduate Degrees
 - 34% Have Annual Household Incomes of at Least \$76,000
 - Over 57% of Subscribers are Female
 - More than 90% Are Between Ages of 25 – 55
 - User and Subscriber Audience Representing All U.S. States and Over 50 Different Countries

AREAS OF FOCUS

- **Career**
 - The Viable Source of Top Talent™ for Diversity Focused Employers
 - Employer Recruiting, Resume Generation, Branding and Supplier Diversity Solutions
 - Job Seeker Resources (online, e-Communications, offline)
 - MPN Executive Search and Resume Database Capability
 - Partnership / Sponsorship Packages Available
- **Economic**
 - Global Directory of Diversity Business Listings
 - Entrepreneurship, Wealth Accumulation and Small Business Resources
 - Marketing Solutions, and Business and Technology Consulting Services
- **Lifestyle / Other Content**
 - Geographic and Interest Specific Event Calendars (55 U.S. and 16 International Calendars)
 - Global Directory of Diversity Organization & Group Listings
 - Student Resources (Internships, Scholarships, Fellowships)
 - Book Channel / Literary Events
 - News, Articles, Press Releases and More

OUR ADVERTISING CLIENTS & PARTNERS

A partial list of our **advertising clients** include A.G. Edwards, AutoTrader.com, BellSouth, BP, Central Intelligence Agency (CIA), FBI, Honda Mfg., Johnson & Johnson, MetLife, Miller, Turner Broadcasting, Tyson Foods, U.S. Department of State, United Way, Wachovia Bank, Verizon Wireless, and Xerox. Organization **partners and resources users** include Black Enterprise, EmployeeROI, Essence, National Black MBA Association, National Society of Hispanic MBAs, South Asian Journalist Association, Texas L.E.A.D., and Women of Color in Technology.

CONTACT US

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Atlanta, GA 30308-5399 USA

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OUR OFFERINGS & SOLUTIONS (Employer Focused)



The following MPN standard value offerings and solutions are designed to assist employers in identifying, attracting, and retaining talented diverse professionals.

Our **online** and **electronic communications** “employer-focused” service offerings and solutions include:

- Online Job Posting Advertisements (each job ad includes a 60-day jobs database listing, a career alert notification, and featured online and e-Newsletter listings)
- Candidate Resume Database Browsing
- Featured Employer Profiles
- Featured Diversity / Career Fair / Career Event Listings
- Marketing Display Branding & Recruitment Ads (Online/E-news Skyscrapers, Banners, Buttons, Cubes)
 - Recruiting & Resume Generation Marketing Display Ads
 - Products & Services Branding and Marketing Display Ads
 - Employer-of-the-Month Sponsorships
 - Supplier Diversity Marketing
 - Career & Diversity Event Marketing
- E-Communications Marketing Services
 - Dedicated E-Broadcast Services (Geographical, Regional, National, Global, Interest Specific, Functional)
 - E-Newsletter Advertising Services (Geographical, Regional, National, Global, Interest Specific, Functional)
- Sponsorship / Partnership Packages

Our **offline** service offerings and solutions include:

- Supplier Diversity Online / Offline Programs and Initiatives
- Custom Resume Generation, Branding, and Offline Recruiting Solutions and Services
- MPN Diversity Recruiters: Offline Candidate Search and Placement Services
 - Contingency Recruiting Services
 - Retained Search Services
 - Candidate Referral Services
- MPN Custom Event Planning & Marketing Services
- MPN Strategic Planning, Business, and Technology Consulting Services
- Other Value-added Client Services

MPN **also offers** various other features, and marketing and branding resources, offerings and solutions designed to add value and assist our “**non-hiring employers**” (e.g., companies, organizations, entrepreneurs and small business owners, authors, artists, and other individuals and entities).

For additional details, descriptions and rates, please visit our **Advertising Solutions** – <http://MinorityProfessionalNetwork.com/Advertise.htm>.

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