

Ready to Get Your Degree? Continuing Education Seminar

presented by

**Berean Christian Church S.T.A.G.E. Ministry and
Continuing Education Department**

Saturday, March 31, 2007

10:00 am

C.J. Bland

President & CEO, Minority Professional Network (MPN)
2001-2002 President, National Black MBA Association – Atlanta Chapter

Minority Professional Network (mpnNetwork.com)

The Career, Economic and Lifestyle Connection™ for Progressive Professionals

A Viable Source of Top Talent™ for Diversity-Focused Employers

www.MinorityProfessionalNetwork.com or www.mpnNetwork.com

Presentation Outline

I. Minority MBA Associations

- National Black MBA Association
- National Society of Hispanic MBAs
- Others

II. Benefits of MBA & EMBA

- Expanded Career Opportunities
- Increased Compensation and Benefits

III. Career Development & Benefits of Networking

- Networking is Essential (Benefits, Gains, Rewards)

IV. Minority Professional Network (mpnNetwork.com)

- Your Career, Economic & Lifestyle Connection

Presentation Outline

IV. MPN Clients and Partners

- Key Clients and Advertisers
- Key Partners and Resource Users
- Potential Clients and Partners (*Recent proposal requests*)
- Partial List of Clients and Advertisers
- Partial List of Partners and Resource Users

V. MPN Recent Results and References

- Select Event Photos and Charts
- Select Recruiting and Resume Generation Clients
- Select Marketing and Awareness Clients and Partners

VI. Additional Slides

- MPN Executives
- Contact Information

Minority MBA Associations

NBMBAA

- National Black MBA Association (NBMBAA) – www.nbmbaa.org
 - Established in 1970; Headquarters – Chicago, IL
 - Vision is to lead in the creation of economic and intellectual wealth for Blacks
 - Has 6,000 members and represents more than 95,000 MBA graduates
 - Operates around three cornerstones: Education, Employment, Entrepreneurship
 - 40 U.S. Chapters; Atlanta Chapter is Largest in Association – www.atlbmba.org
 - 29th Annual Conference and Exposition, Orlando, FL, Sept. 11 – 16, 2007
 - **JOIN nearly 15,000** Business Professionals, Recruiters, Executives, Industry Leaders, Entrepreneurs and Students at the nation's Largest Professional Recruiting and Networking Event.

Minority MBA Associations

NSHMBA

- National Society of Hispanic MBAs (NSHMBA) – www.nshmba.org
 - Created in 1988 as a 501(C)(3) non-profit organization; Headquarters – Irving, TX
 - Widely known as the "Premier Hispanic Organization"
 - Serves 32 chapters and over 7000 members (includes 3 chapters in formation) in the U.S. and Puerto Rico.
 - Exists to foster Hispanic leadership through graduate management education and professional development.
 - Works to prepare Hispanics for leadership positions throughout the U.S., so that they can provide the cultural awareness and sensitivity vital in the management of the nation's diverse workforce.
 - 18th Annual Conference and Exposition, Houston, TX, Oct. 4 - 6, 2007
 - 19th Annual Conference and Exposition, Atlanta, GA, Oct. 9 - 11, 2008

Minority MBA Associations

Other Organizations and Resources

- **Graduate Management Admission Test (GMAT)**
 - www.mba.com
- **MBA Diversity Alliance**
 - www.mbadiversityalliance.org
- **The MBA Diversity Organization**
 - www.DiversityMBA.org
- **Leadership Education and Development Program in Business (LEAD)**
 - www.leadnational.org
- **Destination MBA**
 - www.nshmba.org/destinationmba.asp
- **Hobsons MBA Central**
 - www.nshmba.org/mba_guide.asp
- **Minority Professional Network Nonprofit Multicultural Directory** –
 - Category '**Business**': www.mpnNetwork.com/org/business.asp
 - Category '**Educational**': www.mpnNetwork.com/org/educational.asp
 - Category '**Non-Profit**': www.mpnNetwork.com/org/nonprofit.asp

Benefits of MBA and EMBA

Focus on Increased Diversity Representation

- Schools are focused on boosting the percentage of underrepresented minority students, now about 10% nationwide.
- One reason for the push is that recruiters are avoiding schools that don't produce enough African-American, Hispanic and American Indian graduates.
- Firms are demanding diversity, so schools are boosting numbers to provide a rich pool of minority candidates, because, if not, schools that don't are quickly dropped from their recruitment circuit.

Options for Earning Your MBA

- **Online MBA Programs**
- **Weekend MBA Programs**
- **Part-Time MBA Programs**
- **Executive MBA Programs**
- **Traditional MBA Programs**

Benefits of MBA and EMBA

Expanded Career Opportunities

- **Most Prominent Career Paths for MBAs**

- Aerospace and Defense
- Agriculture
- Biotech and Pharmaceuticals
- Brand Management / Consumer Products
- Energy / Oil and Gas
- Entrepreneurship
- Fashion
- Financial Services and Insurance
- Government and Politics
- Health Care
- Hedge Funds
- High Tech
- International Business
- Investment Banking
- Investment Management
- Management Consulting
- Manufacturing
- Media and Entertainment
- Real Estate
- Sales and Trading
- Technology Consulting
- Telecommunications
- Transportation and Airlines
- Venture Capital

Source: The MBA Career Bible – 2006 Edition by VAULT: www.vault.com (The most trusted name in career information)

Benefits of MBA and EMBA

Increased Compensation and Benefits

- Higher Salaries and Benefits
 - 2004 MBA CSC Survey - MBA Graduates Average Base Salary of \$71,096
 - 2004 GMAC Survey – Expected Average Base Salary of \$78,040
 - 2004 GMAC Survey – Est. Salaries Ranged from \$25,000 to \$150,000
 - 2004 MBA Graduates Average Base Salary of \$71,096
- MBA holders are now looking at multiple job offers with starting salaries of \$90,000
- That salary figure doesn't include signing bonuses, which are no longer restricted to professional athletes. "That may be 10% of the base salary, and performance bonuses may be another 15%."
- Companies are courting MBAs as though they were colleges recruiting athletic prospects.
- "Average salaries in finance increased 21% to \$98,477 in 2004 from \$81,144 in 2003, while average salaries for management consultants jumped 16% to \$86,233 during the same period," the newspaper said. Signing bonuses were an average of \$25,000 to \$30,000.

Source: <http://www.businessschooladmissions.com/salaries.asp>

Benefits of MBA and EMBA

Increased Compensation and Benefits (cont.)

- **Average MBA Starting Salaries at the Top Business Schools**
- 1 – Northwestern (Kellogg) \$142,000
- 2 – Chicago \$140,000
- 3 – Harvard \$160,000
- 4 – Stanford \$165,500
- 5 – U. of Pennsylvania (Wharton) \$156,000
- 6 – MIT \$149,000
- 7 – Columbia \$142,500
- 8 – Michigan \$131,000
- 9 - Duke (Fuqua) \$128,500
- 10 - Dartmouth (Tuck) \$149,500
- 11 - Cornell (Johnson) \$135,000
- 12 - Virginia (Darden) \$135,000
- 13 - UC Berkeley (Haas) \$135,000
- 14 – Yale \$130,000
- 15 - NYU (Stern) \$140,000

Sources: BusinessWeek's 2002 Business School Survey and
BusinessWeek's Guide to the Best Business Schools (7th Ed.) -
<http://www.admissionsconsultants.com/mbabooks/bschoolbooks.asp>

Median total pay package includes median starting salary, median signing bonus, and median other compensation.

Looking for more information on MBA compensation? Here is a January 2005 article on rising MBA salaries –
<http://www.businessschooladmissions.com/salaries.asp>

Career Development & Benefits of Networking

The S.H.A.K.E. Model (CAU/Ford Motor – Leadership and Professional Development Program)

- **Social Capital**
 - How large is your network? Immediate and Extended Formal and Informal Contacts (Organizations, Mentor, Company, College/University Alumni, Family/Friends, Conferences)
- **Have a Plan**
 - What are your reasons for networking? Seeking job opportunity, Growing your business, Promoting your book or event, To get a foot in the door.
- **Always Be Prepared**
 - Business Cards; Introductions (Verbal Resume); Elevator Speech
- **Keep Moving**
 - Entering, Maintaining and Exiting Networking Conversations
 - Staying in Touch (Keep your promises, phone/send e-mail, send cards/letters, do lunch/dinner)
- **Event Planning**
 - What networking opportunities do you have planned this month?

Download Detailed Presentation:

<http://mpnNetwork.com/resources/SHAKE-Model.pdf>

MPN Overview & Focus Areas

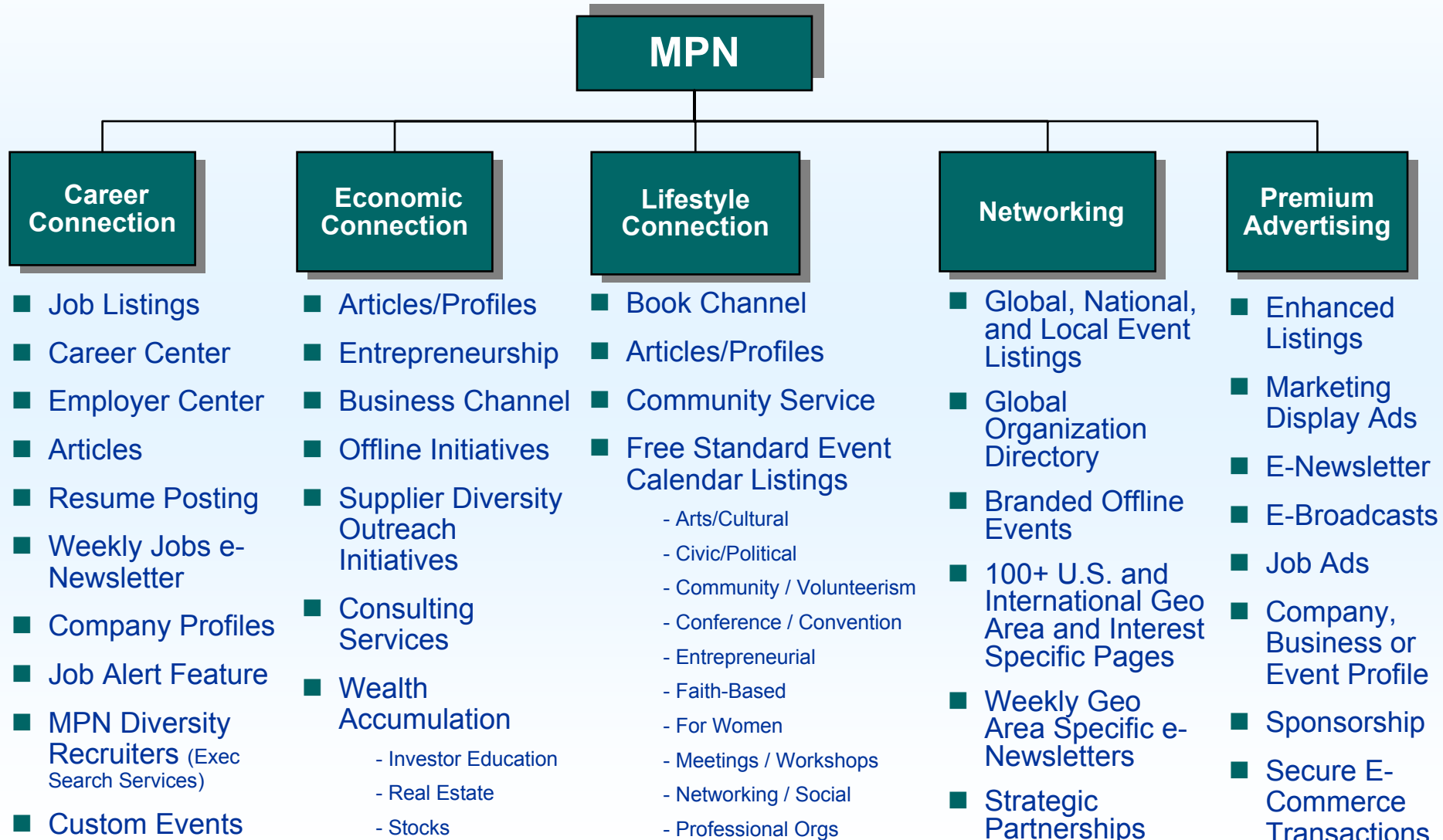
MPN OVERVIEW

- “Value Network” in Place Since 1998, Initially Providing Info on Events and Jobs via e-Newsletters
- MinorityProfessionalNetwork.com - Web Site Debuted November 2001
- Very Diverse User Community
 - Targeting Those of Hispanic, East Asian, South Asian, African, and Native American Descent
 - Other Minorities Groups Including Those of Arab, Caribbean, Jewish and Pacific Island Descent
 - Large Focus on Minority Professional Women
 - The Site Provides Value for All Races, Ethnicities and Genders

PRIMARY AREAS OF FOCUS

- **Career**
 - The Viable Source of Top Talent™ for Diversity Focused Employers
 - MPN Executive Search
 - Partnership Packages Available
 - As Minorities Comprise an Increasing Share of the Labor Force, the Ability to Recruit, Retain and Promote Top Diverse Talent is Essential to Sustain Competitive Advantage
 - MPN Career Services Allow Hiring Companies and Job Seekers to Find Each Other Efficiently and Cost-Effectively
- **Economic**
 - Minority Business Listings
 - Entrepreneurship
 - Wealth Accumulation
- **Lifestyle / Other Content**
 - Local Event Calendars (Currently 55 in the USA and 16 Abroad)
 - Minority Professional Organization Listings
 - Student Resource Channel
 - Book Channel
- **Offline Services and Solutions**
 - Online / Offline Events, Marketing, Planning and Promotions
 - Business and Technology Consulting Services and Solutions
 - MPN Diversity Recruiters (Recruiting and Candidate Placement Assistance)

Minority Professional Network Global Resources



MPN Users and Subscribers: Top Professions / Careers Represented

1. Sales / Marketing / Business Development
2. Finance / Financial Services / Accounting
3. Human Resources
4. Engineering
5. Management / Project Management / Leadership
6. Healthcare / Medical
7. Communications / Broadcasting / Journalism
8. Internet / e-Business / Computers / Technology / Information Technology
9. Education / Training
10. Legal
11. Non-Profit
12. Entrepreneurship
13. Students
14. Administrative
15. Advertising / PR

Top 10 Reasons Why Employers Use MPN Career Services (part 1 of 2)

- Highly Diverse, Highly Skilled MPN User Community
- Ability to Recruit Top Candidates from a Broad Variety of Disciplines
- Candidates Can be Reached Through Both the MPN Web Site and the Various Metro Area e-Newsletters
- Strong Lifestyle Content Attracts Passive Job Seekers to Your Job Posting
- Very Reasonable Rates, Plus Complimentary “Job Alert” Notification to Users

Top 10 Reasons Why Employers Use MPN Career Services (part 2 of 2)

- Additional Exposure for Job Listings Through Complimentary Inclusion in Career Center e-Newsletter
- Ability to Augment Your Job Listings with Enhanced Advertising Including Company Profiles, Banner Ads, and Button Ads
- Employer Resume Search Capability
- Quick and Easy Job Posting Process
- Many Partnership Packages/Options, Including Offline Initiatives and a Full Spectrum of Career, Economic and Lifestyle™ Initiatives

Partial List of MPN Clients and Advertisers

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

Partial List of Organization Partners & Resource Users

- Alpha Phi Alpha Fraternity, Inc.
- Asia America Multi-Technology Association
- Asian Women in Business
- Association of American Indian Physicians
- Atlanta Business League
- Black-N-LA.com
- Black Business Professionals and Entrepreneurs
- Black Enterprise
- Blacks in Technology
- CNET- Community Network
- Dia de la Mujer Latina Health Fiesta
- DiverseCommunity.com
- Employee ROI
- Essence
- Euroconference on Cell and Gene Therapy
- Five Men on a Stool
- FullCalendar.com
- Houston Area Urban League
- Huntington's Disease Society of America
- i10Media.com
- International Business Women's Network
- Kaplan Test Prep and Admissions
- League of United Latin American Citizens (LULAC)
- Linkage Summit on Leading Diversity
- Local Council for Latin American Advancement (LCLAA)
- Manhattan Chamber of Commerce
- Mexican American Legal Defense and Educational Fund (MALDEF)
- Minority Business Development Agency (MBDA)
- Minority Chamber of Commerce (FL)
- National Association for the Advancement of Colored People (NAACP)
- National Association of African Americans in Human Resources (NAAAHR)
- National Black MBA Association
- National Coalition of 100 Black Women
- National Council of Jewish Women
- National Council of La Raza
- National Hispanic Medical Association
- National Medical Association
- National Minority Supplier Development Council
- National Sales Network
- National Society of Black Engineers
- National Society of Hispanic MBAs (NSHMBA)
- Network of Indian Professionals
- NetworkingForProfessionals.com
- Omega Psi Phi Fraternity, Inc.
- The New Leaders
- Real Men Cook
- Small Business Administration (SBA)
- Society of Hispanic Professional Engineers
- Society of Women Engineers
- South Asian Journalist Association
- Texas L.E.A.D. (Leadership Education and Diversity)
- TheLoopOnline.com
- United Negro College Fund (UNCF)
- UrbanProfessionals.com
- Women for Hire
- Women of Color in Technology
- The Young Professionals Network (TYPN)

Select MPN Event Photos and Charts



MPN Company Executives

- **Mr. C.J. Bland**
 - Co-founder, President & CEO
 - Nearly 20 Years Corporate, Consulting and Entrepreneurial Experience
 - Degrees: MBA, B.S. Electrical Engineering, B.S. Physics
 - Background / Key Experience: Business Development, Sales, Consulting, IT, Engineering, Event Planning, Marketing, Recruiting
 - Current or Past Affiliations: ARC Board Member, NMBAA Atlanta President, NSHMBA, NABA, NSBE, INROADS
- **Mr. Thomas W. Brooks**
 - Co-founder, Executive Vice President & COO
 - 15+ Years Corporate and Entrepreneurial Experience
 - Degrees: MBA, B.S. Electrical Engineering
 - Background / Key Experience: Marketing, Business Development, Consulting, Engineering, Event Planning, P/R, Publishing
 - Current or Past Affiliations: Best Selling Author, NMBAA, NSBE, INROADS, Alpha Pi Alpha Fraternity
- **Dr. Dominique Walton Brooks**
 - Senior Vice President, Strategic Business and Partnership Development
 - Degrees: M.D., MBA
 - Background / Key Experience: Healthcare, Ophthalmology, Marketing, Business Development, Consulting
 - 15+ Years Healthcare, Consulting and Entrepreneurial Experience

MPN – Your Career, Economic and Lifestyle Connection™

- **Career** – MPN Career Services Enable the Connection of Companies and Job Seekers
 - The Ability to Recruit, Retain and Promote Top Diverse Talent is Essential to Gain and Sustain Competitive Advantage in the 21st Century Economy
- **Economic** – Strong Content Related to Entrepreneurship and Wealth Accumulation
- **Lifestyle** – Advertise on Local and Global Event Calendars and newsletters

This full presentation can be viewed online at –

- <http://mpnNetwork.com/resources/Berean-033107.pdf>

Wishing You All the Best and Continued Success!

C.J. Bland

President & CEO

Minority Professional Network, Inc.

Phone: +1 (770) 322-9323, or Toll-Free (888) MPN-NETWORK

E-Mail: CJBland@MinorityProfessionalNetwork.com

Web Portal: www.mpnNetwork.com

Address: P.O. Box 55399 – Atlanta, GA 30308-5399