



## FOR IMMEDIATE RELEASE

### Media Contact

Rochelle Hill  
312-402-3977  
rochelle@owensmorris.com

## **BLINK: THE SPEED OF CHANGE Inspires The 32<sup>nd</sup> Annual National Black MBA Association Conference & Exposition Giving Attendees A Blueprint For A Competitive Edge** *More Than 12,000 Executives and Entrepreneurs to Gather in Los Angeles*

CHICAGO (September 9) – The National Black MBA Association (NBMBA<sup>®</sup>) announces its 32nd Annual National Conference and Exposition, the nation’s largest professional African American conference and exposition. The conference will be held Tuesday, September 21 through Saturday, September 25 at the Los Angeles Convention Center. Designed around the association’s core channels – Education, Career, Leadership, Entrepreneurship, and Lifestyle -- seasoned professionals, students and industry experts will converge to discuss education and professional development. More than 400 corporations will arrive with the goal of hiring 2,000 professionals, to fill available positions across the country.

The power and importance of the conference is enhanced by the support of honorary co-chairs Earvin “Magic” Johnson, chairman and CEO, Magic Johnson Enterprises; Debra Langford, vice president, diversity and inclusion, NBC Universal; and Janice Bryant Howroyd, chairman and CEO, the Act1 Group.

“In order to maintain your competitive advantage, stay ahead of the game and continue progressing towards personal and professional goals, you must be able to adapt in the blink of an eye,” says NBMBA Chairman, William Wells Jr. “It is this ever-changing environment that has inspired the theme of our conference, BLINK: The Speed of Change.”

The NBMBA demonstrates the importance of viewing the world from many different aspects by offering attendees diverse viewpoints delivered by conference speakers and panelists. Roland Martin (CNN/TV One) and Deborah Langford (NBC Universal) are co-moderators of the **Town Hall Meeting, “Secrets to Success: The Sequel,”** sponsored by Nationwide. The Town Hall Meeting is Thursday, September 23, 4p – 5:30 p.m. and with the required registration [here](#), it is free and open to the public. Featured panelists -- Glinda Bridgforth, nationally-renowned speaker, author and consultant; Gale King, executive vice president and chief human resources officer, Nationwide; and Janice Bryant Howroyd; entrepreneur, founder and CEO, Act 1 Group; and Dr. Randal Pinkett, co-founder, chairman and CEO of BCT Partners, speaker and author – will discuss how they reinvented themselves and evolved their careers to stay relevant in an ever-changing world economy.

Additional noted conference speakers and presenters include Steve Stoute, founder and CEO, Translation, and managing partner of Carol’s Daughter; Carla Harris, author of “Expect to Win” and managing director of the Emerging Manager Platform at Morgan Stanley Investment Management; and New York Times Best Selling authors Lisa Nichols, “Chicken Soup for the African American Soul” and Daniel Pink, “A Whole New Mind.”

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The conference will feature highly anticipated programming, which will include:

- **Leadership Institute** – an executive development program with courses for discerning managers and high performance employees taught by credentialed and experienced faculty. Dr. Ella Bell, PhD, founder and president, ASCENT, and William Arruda, founder and president of Reach, Global Leader in Personal Branding, are among the speakers. *Held on Wednesday, 9/22.*
- **Career Fair & Exposition**, featuring the **NBMBAA® Career Success Network Center** and **Employment Network®** – job and franchise opportunities from more than 350 blue chip corporations and a must do agenda for anyone serious about succeeding in a tough and competitive environment. *Sponsored by ExxonMobil, Aetna, Bristol-Myers Squibb, CIA, Genentech, State Farm Insurance, Wells Fargo, Marsh McLennan Companies, Inc., Dell, and Microsoft. Held on Thursday, 9/32 and Friday, 9/24.*
- **NBMBAA Case Competition®** – Teams of graduate business students will compete for up to \$15,000 and employment opportunities. *Sponsored by Chrysler Group LLC. Held on Thursday, 9/23 and Friday, 9/24.*
- **Entrepreneurial Institute “Becoming the Next Game Changer”** – offering professional development to both aspiring and current business owners, by providing workshops, panels, and networking forums Held on *Friday, 9/24; the 2010 Entrepreneur Excellence Award*, two winning business owners will receive a \$5000 grant. *Sponsored by State Farm Insurance and Wells Fargo. Held on Friday, 9/24.*

Culminating on each night is a full roster of entertainment headlined by a concert with **Ledisi** featuring **Dwele**; and events at the Conga Room; Black Hollywood Night at the J Restaurant; and the Legends Ball hosted by LA Plaza. The star power is capped off Saturday morning at tee time with actor **Anthony Anderson** as he hosts The National Black Masters Gold Tournament, a fundraiser for the Leaders of Tomorrow Program, Leadership Camp at the award-winning Industry Hills Golf Club at Pacific Palms.

Daily e-blasts and social media updates will keep conference participants engaged and informed. To register for free admission to the Town Hall, visit <http://www.wynjade.com/nbmbaa10/>. Follow us on Twitter @nbmbaahq and “Like” us on Facebook at <http://www.facebook.com/nbmbaaHQ>. For more information and a full schedule, visit [http://www.nbmbaa.org/2010\\_conference\\_site/pages/index.html](http://www.nbmbaa.org/2010_conference_site/pages/index.html).

#### **About the National Black MBA Association**

Established in 1970, the National Black MBA Association (NBMBAA) is dedicated to developing partnerships that result in the creation of intellectual and economic wealth in the black community through its five channels of engagement; education, career, leadership, entrepreneurship, and lifestyle. With 40-plus chapters, a membership base of more than 8,000 and more than 450 corporate partners, the NBMBAA provides access to its constituents through services such as the Annual NBMBAA Conference; Local Empowerment Initiatives; and other programs. To learn more about the NBMBAA or to become a member, visit [www.nbmbaa.org](http://www.nbmbaa.org).

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