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**NATIONAL BLACK MBA ASSOCIATION ANNUAL CONFERENCE BRINGS MORE  
WORLD-CLASS CONTENT, OPPORTUNITY TO ATTENDEES**

***Day Two Celebrates Winning, Leading and Achieving With Innovation***

**ATLANTA** (Sept. 29, 2006) – Close to 15,000 professionals streamed in to the Georgia World Congress Center for day two of the National Black MBA Association's (NBMBA) 28<sup>TH</sup> Annual Conference & Exposition.

The day began with an innovative discussion about diversity in the workplace during the "Diversity: Diversion? Delusion? Delivered?" plenary. The **Rev. Al Sharpton**, President of The National Action Network; **Earl Graves, Jr.**, CEO And President, Black Enterprise and **Ed Gordon**, journalist, and host of NPR's "News & Notes with Ed Gordon" and "Our World with Black Enterprise," were among the panel participants who spoke about the need for black MBAs to use innovative tactics to decidedly and determinedly create more diverse, inclusive workplaces.

This riveting session was followed by a luncheon featuring futurist **Nat Irvin**. He gave an animated and engaging presentation about "thrivals," which he defines as the post-struggle generation of competitive, critical, savvy and educated Africans and African Americans who possess an awareness and appreciation for multiculturalism, globalization and change.

Drawing on themes that echoed the knowledge shared during the global roundtable NBMBA hosted earlier in the week, Irvin gave a plethora of statistics that detailed how globalization will continue to change the business landscape, including:

- By 2015, emerging economies will make up one-third of the entire world's marketshare, up from one-fifth today
- There is a 30 percent probability that a company in the top percentile of its industry will not be in existence 5 years from now
- 100 million Chinese homes will reach European levels by 2020
- The changes that have taken place thus far in the 21<sup>st</sup> Century represent 20,000 years of change at today's current rate

He also gave population estimates for 59 international mega-cities (only two of which were based in the United States) to drive home his point. "The world is becoming browner, blacker, less white and more gray," he said. "Our heritage is no longer our destiny, and it's important that we think strategically not tactically."

He ended his presentation by giving the audience a sneak peek of who will be President of the United States in 2050: a black woman. “And her name is Sheeniqua! Meet President Sheeniqua!” he triumphantly proclaimed as the audience clapped and chuckled.

The NBMBA **Annual Career Fair** also opened, with nearly 400 exhibitors from across the world. Before they hit the exhibitor floor, attendees could brush up on their interviewing skills, update and refresh their resumes, and get one-on-one professional coaching in the **Career Success Network<sup>SM</sup> Center**.

The night before, attendees were treated to an official “ATL-style” reception at the **Welcome Reception** held at the **Georgia Aquarium**. Sponsored by Atlanta-headquartered Coca-Cola, the reception allowed conference attendees to network and relax; **Jagged Edge** performed and Atlanta city council president **Lisa Borders** addressed the crowd.

The “ATL” style and sensibility was also on display during the day’s programming, as **Big Boi** from the rap group Outkast participated in the Men’s Forum. Rap pioneer **MC Lyte** led the Women’s Forum.

“Over several decades, especially under the leadership of the late, great Maynard Jackson, Atlanta reinvented itself,” says NBMBA CEO and President **Barbara Thomas**. “That same sense of innovation is what is driving our conference, as we work to keep ourselves ahead of the curve. Like the city of Atlanta, we black MBAs are open for business—day or night, on the clock or after hours, black MBAs are always ready to think and talk, network and make a deal.”

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#### **About The National Black MBA Association**

Established in 1970, the National Black MBA Association is dedicated to creating partnerships that result in increased intellectual and economic wealth in the black community through education, employment and entrepreneurship. Visit [www.nbmbaa.org](http://www.nbmbaa.org) for more information.