



## **THE NATIONAL BLACK MBA ASSOCIATION EMPOWERS VISIONARIES VIA NEW MAGAZINE**

*Revamped publication defines, interprets and furthers the black professional experience*

**CHICAGO** (Dec. 4, 2007) — Each day, more people are choosing to become entrepreneurs. Professionals are being asked to innovate industries (many which took decades to establish) in mere months. Technology is facilitating and forging commerce and partnerships across the world like never before. And in the midst of all this change, the Black collective — businesspeople and students, leaders and influencers alike — need reliable resources to aid and inform them on these new paths.

The National Black MBA Association (NBMBA) provides insight around these realities through its new Black MBA Magazine, which was unveiled at the organization's 29<sup>th</sup> Annual Conference & Exposition. The editorial contents of this glossy, quarterly publication are delivered via the organization's five channels of engagement: career, education, entrepreneurship, leadership and lifestyle, which together form the foundation of all NBMBA outreach and programming. The cover feature of the inaugural issue, "Come Play In My Sandbox: Today's Black Stars Thrive By Creating Their Own Reality," is a statement story that solidifies the direction and vision for future issues.

"The cover feature really summarizes the editorial mission of Black MBA Magazine," says NBMBA President and CEO Barbara L. Thomas. "If you look at the great innovators of the 20<sup>th</sup> Century — someone like Bill Gates, for example — they created their own means, their own way, and they made everyone else get into their sandbox. Black MBA Magazine is the incarnation of this mindset. The content echoes the voice of our members, the thriving black workers who create new realities and possibilities every day."

The NBMBA was inspired to redesign its magazine based on its commitment to keep pace with today's rapidly changing business environment and reflect the considerations, nuances and opportunities within the global business landscape, as evidenced by the features in the first issue:

- What's The Big Idea: Is Innovation the Latest Buzz Word or a Truly New Direction?
- Maximizing International Business Opportunities: Put Your MBA To Use Abroad

- From Employee To Entrepreneur: Six Rules To Start You Off On The Right Path Of Setting Up Your New Business
- Black Paris: An Entrepreneur And An Exchange Professor Share Their Experiences Living, Working And Running A Business In The City Of Light.

The new Black MBA Magazine is an ideal resource for companies that want to learn more about a constantly evolving, highly influential and talented employee group, and it's a wonderful resource to offer in support of corporate affinity groups. And to complement the busy, on-the-go schedules of its members, an electronic version of each issue is simultaneously circulated to subscribers and NMBBAA members. The online version features interactive components that connect readers to one another, allowing them to further enhance and digest the editorial and offer feedback for future issues.

"Our members are constantly asked to make quick decisions that have ripple effects in their professional and personal lives, and they need valuable insights that can be applied in real-time," Thomas says. "Black MBA Magazine must remain relevant to its readership and reflect its movement and sensibilities, and releasing the magazine electronically allows us to keep pace with our members' busy lifestyles."

NMBBAA also is planning for newsstand distribution (\$5.00 cover price) of the quarterly publication; by month's end, it should be available in five markets — Atlanta, Chicago, Los Angeles, New York and Washington D.C.

For more information about Black MBA Magazine, or to obtain a subscription, visit [www.blackmbaonline.com](http://www.blackmbaonline.com).

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