

## **NATIONAL BLACK MBA ASSOCIATION® INC. LAUNCHES ENTREPRENEURIAL INSTITUTE TOUR**

*Organization seeks to drive bottom-up economic recovery for black professionals with five-city tour*

**CHICAGO** (May 22, 2009) — The National Black MBA Association is positioning the current economic downturn as the turning point of a lifetime for blacks who have considered — or who must now consider — entrepreneurial endeavors. The organization has partnered with State Farm to present its 2009 NBMBA Entrepreneurial Institute City Tour, a series of business-building resources, advice and opportunities for enterprising individuals who are committed to creating jobs, building wealth, and participating in the economy's recovery.

The five-city (Atlanta, Chicago, Houston, Los Angeles and Philadelphia) tour will feature full-day immersion programs designed to give practical lessons and insights to individuals who seek to establish or expand an enterprise in a challenging economy. The NBMBA Entrepreneurial Institute will offer two tracks: start-up, for new/aspiring entrepreneurs, and growth, for existing entrepreneurs.

Sessions include:

- NBMBA Innovation WhiteBoard Challenge Semi-Finals, where attendees will present their product concept or business idea for a chance to win \$1,000 and advance to the whiteboard challenge finals during the organization's annual conference in New Orleans, which will offer a \$10,000 grand prize
- I Want to Be an Entrepreneur...What is the Business Model that Best Fits Me? (Start-up)
- What's That All About? The American Recovery & Reinvestment Act and the Certification process (Start-up)
- Hide & Seek: Finding and Keeping Customers With Effective Sales Strategies (Growth)
- Growing a Business: Gaining Access to Capital (Growth)
- Networking Know-How

"Our economy and our communities thrive when entrepreneurs thrive," says NBMBA President and CEO Barbara L. Thomas. "With corporate partners like State Farm, we want to usher in a second renaissance for black entrepreneurs and communities by fostering and encouraging development through this national tour.

To register or learn more information, visit [www.nmbaa.org](http://www.nmbaa.org).

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### **ABOUT THE NATIONAL BLACK MBA ASSOCIATION**

Through its chapters and events nationwide, National Black MBA Association® Inc. is committed to empowering visionaries via five channels of engagement: education, career, leadership, entrepreneurship and lifestyle. Connect online at [www.nmbaa.org](http://www.nmbaa.org).

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