

The BOTTOMLINE

Editor's note:

2009... We are off and running!

The first quarter of 2009 flew by, so many memorable moments have occurred and some of these moments have been captured by new contributors to "The Bottom Line". "Experiencing a Dream!" (see page 7), was written by Karl Knight, a member of the Marketing Committee. This article chronicles Karl's experience in Washington D.C. on Inauguration Day and he also looks back at some of the history that brought us to that moment.

Soroya Campbell, a new addition to the Marketing team, covered our chapter's Black History month event (see page 3), which was held on February 26th at the Bank of NY Mellon. Please read about this successful event where we all enjoyed an evening of historical enrichment, music and networking.

(continued on page 2)

My fellow citizens: I stand here today humbled by the task before us, grateful for the trust you have bestowed, mindful of the sacrifices borne by our ancestors...

—President Barack Obama

January 20, 2009

President's message:

Navigating Rough Times in New York: Volunteerism and Community Service as Critical Priorities for Professional Development

Dear Chapter Members, Corporate Partners and friends,

As we move into the second quarter of 2009, we are beginning to see a turn in the market and are more optimistic about members' employment options. Whether employed or looking for a new position, I invite you to consider all options to volunteer and give back to community during these turbulent times. As I reflect on the past year, I am personally thankful—for the opportunity to volunteer for community based service. Sharing my time and talent with others for a broader civic need deepens my sense of self purpose, creates balance in my personal life and expands my professional network. It is my experience that you are able to create deeper bonds with others by sharing a purposeful exchange, for example, participating in a New York Cares community clean-up activity, or mentoring high school students in our Leaders of Tomorrow program. You can't experience this level of bonding over a cocktail. Involvement on a Chapter committee can

equally create an opportunity to grow and improve personally while advancing the mission of our Organization.



You can both support and be supported by our Chapter's professional network. Consider volunteerism a priority if you have been impacted by the economic climate in New York. The reality is that many Chapter members are in career transition. We all know people—and may be able to help broker an introduction for someone that could make the difference in their employment

search. I encourage each of you as members to both "give" and "take" in your professional networking. Consider helping another Chapter member by attending our events and sharing your insight. Offer to assist at least one other member with their professional success—seek to peer mentor.

New York based companies are re-focusing their business strategies to adapt to changes in an evolving global financial services environment. Investor perception and stock valuation changes are critical drivers for recent decisions related to lay-offs.

(continued on page 2)

(Editorial Message continued)

Kori Scott, Marketing team member, provided an update for the Chapter's highly successful LOT/CASH Program, (see page 9) and Career & Business Coaches Claudia Sampson and Deborah Walker provided timely articles regarding your career (see pages 5 and 8), that we hope you find helpful.

After a review of the membership survey that was taken last year, (see page 6), the Executive Board is busy planning a variety of events that will be of interest to you throughout the year including a financial seminar, NY Cares Day, networking events and our scholarship and awards gala in December.

Please enjoy the second issue of "The Bottom Line". If you are interested in contributing an article or a placing an ad in the third issue, please feel free to contact us at pubrelations@nyblackmba.org. Enjoy the warmer weather and we look forward to hearing from you and seeing you at upcoming events!

Sincerely,
Cassandra

Cassandra E. Nettles
Editor
Metro New York NBMBA

(President's Message continued)

Gaining employment opportunities or vendor opportunities requires a proactive response to present one's self in advance of a formal job announcement. In the current economic environment, one needs to be considered for pipeline opportunities – which can be enhanced through your professional networking.

I look forward to the remaining months in 2009 with a clear purpose to introduce opportunities to help bridge career transition gaps through professional development programs and membership networking. The Chapter has been challenged financially by fewer corporate partner dollars to support programming. However, we remain committed to gift-in-kind contributions and joint programs with our corporate sponsors in 2009. We need your participation as financial Chapter members even more now than in the past. Visit our website at www.nyblackmba.org for more details regarding our Calendar of Events, General Membership, and Corporate Partner meetings.

Cordially,
Frances W. Ferguson
President, Metro New York NBMBA, Inc.

**The 2009 Executive Board members are:
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Celebrating Black History: An Evening of Jazz, Dining and Networking

By Soroya Campbell, Marketing Committee

On Thursday, February 26, 2009, The Bank of New York Mellon IMPACT African-American affinity group, in partnership with the Metro New York Chapter of the National Black MBA Association, hosted an event in celebration of Black History Month.

Held at The Bank of New York Mellon in New York City, the affair was free and open to the public, and was attended by about 100 people. As guests dined on Caribbean and Soul Food donated by local restaurants including Negril, Negril Village and Soul Fixins, attendees enjoyed smooth jazz music played by students from the Harlem School of Arts. A owner of the Negril restaurant also spoke and provided discounts and coupons to those who attended the event.

As part of the program, Cherrie Illidge-McKenna, V.P. of Operations and former Chair of the Cultural Affairs Committee, gave the audience an oral history of the traditional cuisines that are popular in black culture. She also seized her opportunity at the podium to discuss some information that she thought would be enlightening.

“It was important to me to share the history of our foods and embrace vast similarities we all share,” Illidge-McKenna said. “Time and time we hear the word “Diaspora,” but I never really knew the true meaning and where it came from.” She wasn’t alone, and her brief lesson on the word’s Greek meaning, “a scattering of seeds”, was an eye-opener for many people in attendance.

As guests socialized and promised to keep in touch with each other, it was evident that networking was a major highlight of the evening. Georgette Gooden, a member of the Program’s committee, was glad that people were able to expand their circles and meet new people. “I hope that people were able to enjoy the networking opportunity, especially given the economic climate that we are currently in” Gooden said.

Overall the event was a success, and guests are already looking forward to next year’s gathering.



Flute and saxophone soloists from the Harlem School of Arts.

“If you have to ask what jazz is, you’ll
never know”

—Louis Armstrong, American trumpeter and jazz musician

Your Chapter's Strategic Plans for 2009

By **Cassandra Nettles**
Interim Chairperson, Public Relations Committee

January 31st, 8 a.m. Chances are many of you were still tucked in your warm beds on that cold morning. The Directors and Officers of the Metro New York Chapter made their way through the sun filled canyons of midtown and met for our monthly board meeting and the Chapter's annual Strategic Planning Meeting. As we sat in a conference room that provided stunning views of both St. Patrick's Cathedral and Rockefeller Center, we pressed through until 5:30pm and set our Chapter's agenda for 2009.

Hopefully, you already attended the first event of the year, an "Evening of Jazz and Dining to Celebrate Black History Month" presented by the Programs committee on February 26th. Our membership attended this corporate sponsored event in large numbers and a great time was had by all.

Volunteers are the strength of the chapter and the Strategic Planning Meeting brought out 20-25 additional members and some signed up for volunteer duty that day! There is always room for more volunteers, so please go to our website at <http://www.nyblackmba.org/committees.html>, review the committee descriptions, contact the committee chairperson and get involved.

The Executive Board plans to continue presenting a variety of events to you throughout the year including monthly networking mixers, NY Cares Day, An event sponsored by the Merrill Lynch Wealth Management Group and our scholarship and awards gala on Friday, December 18th.

To ensure the success of these events, please try to do at least one of the following for your Chapter in 2009:

1. Volunteer on committees – Your skills will be put to good use!
2. Attend the Chapter's events – Show Corporate Sponsors that their support is needed and appreciated!
3. Donate to the Chapter's Scholarship Fund – Help a child get their life started!

We look forward to seeing you at other meetings and events throughout the year and please reach out to the leadership if you have ideas for other activities.

"The illiterate of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn and relearn."
–Alvin Toffler, American Writer and Futurist

Scholarship Announcement:

The New York Chapter of the National Black MBA Association will launch its **2009 Scholarship Competition from August 1st to October 30th**. Scholarships are awarded to outstanding minority students pursuing undergraduate, graduate and PhD business degrees, while demonstrating academic excellence and strong leadership in their communities. Please contact studentrelations@nyblackmba.org for more info.

Contribute to "The Bottom Line" and/or join the Public Relations Team.
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Time For A Career Checkup

By Claudia Sampson,
Career & Business Coach



Whether you have a job or are between jobs, you need to assess where you are in your career and determine what changes you may need to make to upgrade your brand. There are professional counselors and career coaches who offer a plethora of services ranging from resume review to assessments at varying costs. Given the current state of the economy and the unstable job climate, many people are weighing tough decisions ranging from whether to stay on or look for another job. The advice I give my clients is very simple: "Life is full of surprises and you should consider both short and long term consequences before making any decision, particularly one that might affect your current livelihood and personal well-being.

Here is a brief checklist that you might want to review when taking stock of your situation:

1. Avoid comparing yourself to others. No two people are at the same place in their lives at the same time. Where you are in your job should not be based on where your colleagues or friends are in theirs. Everyone has a unique set of traits, talents, and inner drives. So your journey is different from theirs.
2. Identify your key strengths and development areas. In order to sell yourself whether for a promotion or job change, you first must be self-aware. The most difficult part of this exercise is your ability to be brutally honest with yourself. Leave no stones unturned. If you are unsure, ask a trusted friend or colleague to tell you what they see you good at and where you can get better. If they have your best interest at heart, they will tell you the truth.
3. Create an action plan with specific goals and timelines to shore up your profile. Remember: that which gets written down, gets done! However, do not just write it down and put it aside. You must commit to doing what you say you want to accomplish even if it is just revising/updating your resume, and sending it out to the person who asked you for it.
4. Take your resume out of moth balls, and give it a serious review. It may need some touching up, or a serious make-over. Whatever the case, put that at the top of your list of important, maybe even urgent, tasks to complete. There is a variety of resume writing services out there, so you have no excuse for not getting it done. You can even contact us, and we can look it over for you, for a reasonable fee of course.
5. Prepare your elevator or 30-second speech to use when you meet people for the first or umpteenth time. Most people have a very short attention span, so you need to make sure it is short, sweet, and sticks! Practice saying out loud what it is you do well, can offer the person with whom you are speaking, and why you would make a better candidate for the next big thing than the next person adjacent to you in the elevator or the queue waiting to shake hands with the prospective hiring manager.
6. Make reading books, articles, editorials, commentaries, etc. an integral part of your daily routine. So many of us have

relegated reading just for fun to the dust bin. Our brains are atrophying and we are starting to fray at the edges with outdated and useless information. As part of the "Knowledge Age", we should be increasing our brain power by reading to add value to our lives not "dumbing" it down by only reading online and texting incessantly. To paraphrase Mark Twain, "a person who does not read good books is no smarter than the person who cannot read". Reading is fundamental!

7. Dial back a bit from having to be involved in every activity that pops up on your Blackberry. Be selective and discrete. Some folks expend far too much precious energy trying to accomplish everything in the span of 24 hours. If you continue to operate in this manner, you will deplete your most precious commodity: time, before you know it. Take it easy. No need to be everywhere. The people who are successful are not seen out and about everywhere. They are too smart for that and they are the people you want to meet.
8. Since you are the average of your five closest friends, (I forgot who said that, but it stuck), make sure that you are surrounding yourself with people who reflect the best part of you. No need to socialize with people who are bashing other people behind their backs. Chances are they are doing the same thing to you when you are not around. Look for more positive things to talk about and ask your friends to give your hand a slight squeeze when you start behaving badly. Also, refrain from telling people every single detail about yourself. Too much information (TMI) can sink your ship before it leaves the dock. Be smart and keep the conversation always professional and short.
9. Practice working out (walking counts) every day, (o.k. maybe every other day!), to stay healthy and alert. Limit your intake of caffeine and sugar. Need I say that cigarettes are the kiss of death? Plus it makes you look so un-cool in the eyes of a potential employer who may be thinking of the future health care liabilities associated with your risky behavior.
10. If you have read this far, then it is my sincerest hope that you have turned over a new page in your book of possibilities, and are committed to creating a great life filled with nothing but extraordinary success and amazing health.

Claudia Sampson is the founder and senior managing partner of LEEDS Coaching, a full service professional coaching and leadership development consultancy based in New York City. For more information, please visit: <http://www.leedscoaching.com>

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Membership Pulse Survey Results

Executive Summary

The Metro NY Chapter's Membership Committee conducted a survey of current and former chapter members during the summer of 2008. This survey was called the "Pulse" survey. It was sent out to 1338 people. We received 210 responses, which equates to a response rate of 16%, of which 46 were partial responses. Therefore, we received 164 complete responses, which equates to 12%.

Survey Goals

The key goals of the survey were the following:

- To get feedback from former and current members about the type of programs and activities that the chapter should deliver
- To gather demographic information from respondents
- To identify people willing to help secure corporate partners
- To identify those willing to bring in new members

Respondent Demographics

Of the respondents, 43% were current annual members, 19% were lifetime members, 16% were student members, and 9% are former members. 13% were unsure of their membership status.

65% of respondents were female, 35% were male. 40% of respondents were between 30 and 39 years of age, while 34% were between 40 and 49 years old.

32% of respondents have between 11 and 15 years of work experience, and 23% having between 5 and 10 years of experience. 51% of respondents consider themselves working at a management level, 28% at an analyst or associate level, and 17% at a senior or executive management level.

28% of respondents work in the finance/accounting functional area, with 17% in general management and 16% in marketing.

Key Findings

The chapter benefits that respondents most value is the opportunity to network with other MBAs, followed closely by the opportunity to network with senior executives. Respondents also value education on relevant business topics, job listings/career support, and professional development of management skills. Page 9 of the NBMBA Pulse Survey pdf file provides some examples of suggestions from respondents to meet their professional needs.

Respondents give the chapter high marks for the CASH program, general membership meetings and networking events. They would like the chapter to offer mentoring and coaching for the membership. Respondents also would like to hear more from the chapter, indicating the need for improved communications and asked that meetings be made more efficient and effective.

More than 75% of respondents would be willing to recruit a new member.

Programs

Greater than 50% of respondents are interested in attending C-suite programs with executive panelists covering topics such as 'Excelling through an Economic Downturn', 'Tips from the Top: 5 Steps to the Corporate Suite' and 'Managing Career Setbacks'. Again, finding a mentor in Corporate America was identified as a program topic the respondents would highly value.

Regarding topics on rising to the C-suite level, respondents were only interested in those that address CEO tracks (less interested in COO, CIO, CFO, etc).

From an industry point of view, members favor management consulting, financial services & banking, and communications, media & entertainment. From an entrepreneurial point of view, respondents are interested in topics on 'Starting a Management Consulting Business' and 'Financial Planning for Small Businesses'. Students and other job seekers responded with interest in topics such as 'Tips for Excelling in Corporate America'.

Speakers & Panelists

A very high level of interest was shown in having speakers from the leadership ranks of Corporate America, as well as in hearing from political leaders. Names that received the highest response were Ken Chenault (CEO, American Express), General Colin Powell, Earl G. Graves (Publisher of Black Enterprise Magazine), Dick Parsons (former Chairman, Time Warner), Mayor Michael Bloomberg and Howard Schultz (CEO, Starbucks). A more exhaustive list of desired speakers can be found in the raw data received.

Networking and Cultural Events

Networking events were shown to be highly desirable to the respondents. The preference for the frequency of networking events (such as mixers, dinners) was at least quarterly, closely followed by a desire for events to be held monthly. The preferred days for holding such events were Saturday and Thursday, followed very closely by Friday. Respondents would like to attend cultural events on a quarterly basis, and would prefer that they be held on Saturday, Friday or Sunday, in that order.

General Membership Meetings and Programs

The majority of respondents would like general membership meetings to be held at least quarterly, followed closely by those who would like meetings on a bi-monthly basis. Further, the majority of respondents would like to have professional development programs at least quarterly, followed closely by those who would like to have them on a monthly basis. Respondents strongly favored Thursday and Wednesday as the preferred weekdays for these events.

Corporate Support

A number of respondents favorably answered that they are willing

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to identify key decision makers in their companies, and several indicated their willingness to make an introduction and even schedule and attend a meeting. We can provide the names of these respondents directly to the Corporate Relations Committee.

In terms of structured programs at corporations, 45% of respondents' employers have African American affinity groups, and 38% have matching charitable contribution programs. Only 30% of respondent employers have a volunteer incentive program. Lastly, only 14% of respondents feel they have a relationship with decision makers at other corporations that would be useful in securing corporate sponsorship.

Conclusion

The survey results provide a unique opportunity to hear feedback directly from current and former members. The summary level comments provided in this document are based on their responses. The Membership committee will be pleased to accommodate those committees who would like to work with or analyze the raw data. We hope these results will help shape the programs, events and meetings of the chapter over the next few years.

Experiencing a Dream!

By Karl Knight, Marketing Committee

Believing a dream

January 20, 2009 was a day that was truly historic. Not just in the day itself, but the journey to that day was something that was captivating when you reflect on it. Having an undergraduate degree in history, I truly love how history develops and as I tried to focus on January 20th, which was full of great memories, I kept thinking back to how we as a people arrived there at the Capitol on that remarkable day.

August 28, 1963. A similar journey was made to the Capitol to witness another leader who had a dream of equality and on Inauguration Day 2009 a courageous man chose to believe in that dream. A young, African American Senator named Barack Obama had the audacity to hope, and the determination to achieve such a dream. Over the years, how many African American mothers told their sons they can be president someday if you put your mind to it? How many times has that dream been dismissed and how many sons held on to it?

Not only was January 20th, 2009 a realization of a dream, but it makes this generation believe in their dreams and inspires us to achieve more.

Laying the foundation

As I walked from the Federal Plaza subway stop to the Capitol on this cold morning, at 5:00 am, it was amazing to see so many people walking, almost marching, down the streets since transportation in the vicinity was locked down. Arriving at the Capitol, I could not believe in a few hours we would witness the



Your fellow members Chuck Roberts, Cassandra Nettles and Karl Knight at a 2009 Inauguration Ball, Washington D.C.

swearing in of the first African American President.

As I stood among the crowd, I thought about how in 1792, our nation's first president wanted to construct a presidential house and a capitol building to be the center of our government. The plan was to import labor from Europe but that was unsuccessful. So the government turned their attention towards slaves and free blacks. We provided most of the labor and laid the foundation for the White House, the Capitol and other government buildings.

During these times all Blacks, slave or free, had no rights, no respect, and no value as people and now today one of our very own will be sworn in to the highest office in the country and the most powerful position in the free world.

"I lived to see this!"

As the morning progressed people were beaming with excitement. Some were camping out, others were singing and dancing, some were waving their flags and cheering, and then there were those people that were content just standing quietly, waiting to see history. Even though we were all strangers, that day we seemed like old friends sharing a similar experience.

Churches, schools and other groups traveled by buses across this nation to be here. Children were out of school for one day experiencing history instead of reading about it. The media was filming everywhere as the entire world was focused on Washington D.C. at this one moment in history.

"I never thought I would see this" was the phrase I kept hearing over again. The elderly held their own in the cold with canes to help them walk, children and grandchildren to assist them... they were definitely not missing this day! I believed some of them should not have been out there in the cold for so long but I, and I suspect their family members, would not dare tell them that! Looking at them you know their eyes have seen much and their bodies endured much. That is why this one cold day in January is not much of a deterrent; not for their generation.

I met an elderly lady who was at the 'March on Washington' with
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Dr. Martin Luther King and the 'Million Man March' with Louis

Farrakhan but this day she could not fully express how happy she was to be here. It was a day she lived long enough to see and a day many of her generation never thought they would witness.

The moment

When the Presidential motorcade arrived into the Capitol area, the anticipation swelled as the ceremony was about to begin. There was a heart felt prayer for our President and for our Nation; there were songs and instrumentals to celebrate; and there were readings and poetry to commemorate.

As 12:00 pm approached, we were all waiting for the swearing-in on a day history will distinguish. As President-Elect Barack Obama, with Abraham Lincoln's bible, proceeded to take the oath, there was an astonishing silence among the estimated two million people. After the swearing-in there was an eruption of joy, cheers, high fives, laughing, jumping, hugs, and countless flashes from cameras capturing history. From community organizer to State Senator. From Democratic Presidential nominee to President-elect Barack Obama. Now at this moment, President Barack Hussein Obama.

President Barack Obama and First Lady Michelle Obama went from 'Yes We Can!' to 'Yes We Did!' in two strenuous campaign years. The Civil Rights movement officially began with Rosa Parks sitting on a bus in 1955 and fifty-four years later an African American is Commander in Chief. In 1792 blacks, slaves and free, were assembled here in Washington to labor and toil to build these buildings and two hundred and seventeen years later we are all free people. Free to labor, free to learn, free to speak, free to vote, free to dream, and free to live!

Celebration Dinner

After the Inauguration, members of the Marketing Committee attended a special black tie dinner at The Smithsonian's Anacostia Community Museum in honor of our newly elected President. Chuck Roberts, the Chairperson of the Marketing Committee, Cassandra Nettles, and myself celebrated an amazing time in our history. Listening to both the achievements made by other African Americans and the hopes of what we expect to achieve was encouraging. We have suffered many inhumanities in our past but we have endured and fought through enslavement, oppression, and segregation. "We Shall Overcome" was the anthem of the civil rights movement and it is reflected here on this day. We have overcome much but we still have a long way to go for our schools, youth, communities, and businesses. Looking back on our history I have no doubt that we will continue to succeed!

Job Search Survival 2009

By Deborah Walker

Undoubtedly, this is the toughest year on record to land a new job. Reaching your career goal will take courage and nerves of steel. Are you up to the challenge? Here are three tips for job-search endurance that will keep you on the right track toward your employment goal.

1. Keep your career goal realistic.

This is not the time to strike out in a risky career direction. Following your heart toward a career in which you have little qualifications could yield months of frustration as you find yourself competing against legions of candidates far more qualified. Unless you are in the position to hold out for a very long job search, concentrate on positions where you are best qualified.

2. Realize it will take longer to land your next position.

If you've never experienced a lengthy job search, set your expectations out several months and practice patience. You will apply for many positions as the perfect candidate, and get no response. Expect that. You will conduct perfect interviews and hear nothing back. Expect that as well. Just remember that eventually the right company with the right job at the right time will come your way if you stay calm and focused and do not let discouragement keep you from moving forward. Just keep with it.

3. Write a better resume than your competition.

Less jobs and more applicants equals extremely high competition. The quality of your resume has never been more important. For the best possible resume keep these guidelines in mind:

- Focus your resume. Avoid a one-size-fits-all resume.
- Showcase your best information in the top half of page one.
- Include accomplishments that illustrate your ability to solve today's business challenges.

4. Sharpen your interview skills.

With employers interviewing only the best of the best, when you are chosen to interview be sure you are your competitive best. You CANNOT "just wing" an interview and expect to be called back for a second. Today it takes solid interview strategy to earn a second round of interviews. Interview books are helpful, but they usually fall short of teaching you how to read the interviewer's mind to understand his/her hiring motivations. A study in the art of selling is more effective to achieve great interview performance. A few basic selling strategies include:

- Asking the right questions to understand the interviewer's "hot button" motivations.
- Formulate answers around the interviewer's motivations.
- Know your accomplishments well enough to weave them effectively through your interview to achieve top candidate status.

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Throughout 2009, the best jobs will go to those who persevere and stay focused. Keeping your expectations and goals realistic will help prevent the emotional ups and downs. Prepare for your job search as if you were competing in a marathon. With patience, endurance and skill, you will win your next job.

Deborah Walker, CCMC is a career coach helping job seekers compete in the toughest job markets. Her clients gain top performing skills in resume writing, interview preparation and salary negotiation. Learn more about Deborah Walker, career coach at: <http://www.AlphaAdvantage.com>.



Leadership in Uncertain Times: Integrity

By Zayd Abdul-Karim, Ed.D. – “Dr. Z”

The most important quality for leadership is integrity. It is the difference between success and failure. Integrity means keeping your word; doing what you say you will do. If you want to separate yourself from the competition, then make a habit of keeping your word.

Integrity is a “formula for well-being” and feeling good. When keeping your word, you’re building personal power with others and yourself. Don’t you trust people who keep their word? Through integrity people will give you power to influence them. They will respect you and listen. More importantly, by keeping your word you trust and respect yourself more. The personal power of integrity makes you more effective. The more effective you are, the better you feel, and the more opportunities you’ll have to gain even more power.

One of the biggest areas for integrity is being on time for your commitments. Lateness is a lack of integrity. When you give your word to meet someone at a certain time, then make sure you arrive on time. In fact, strive to be 15 minutes early. When people see how you respect yourself and time, then they will respect you.

If you want to advance your life, remember to practice integrity with others and your self. Keep your word and perform your service to the best of your ability. Service is the “pillar” which supports life. Everyone serves someone else. Each of us has a role to play that’s a part of the whole. Integrity as part of the whole means contributing beyond the expectations. During these uncertain times, strive to give more value than you’re paid for.

Engineers view integrity as essential for building and maintaining a structure. Without integrity the building will collapse. It’s the same with our lives! Life works better with integrity. Keeping your word in “small” things creates the habit for bigger opportunities. Keeping your word makes you an essential part of the team and family. Ultimately, your leadership will be judged on your integrity.

Dr. Z is an inspirational speaker on self-leadership and personal transformation for the next generation. He is a member of NBMBA and is releasing a new book April 24, 2009 in Harlem on Self-Leadership Practices for Power. For more information, visit www.drzayd.com.

Continued Success for our 2009 LOT/CASH Program!

By Kori A. Scott, Marketing Committee

Laughter and vibrancy leads to nervousness and new surroundings. The 16th year of the Leaders of Tomorrow/CASH Program begins at a new venue. The program that provides African American and Latino high school students with the awareness of economic and social advantages of going to college, is moving from the TIAA-Cref building to the Church Pension Group in Midtown Manhattan.

The CASH Program is one of the signature and longest-running programs that the Metro New York Chapter sponsors. Over the 16 year history of this program, hundreds of area high school students have been mentored and gained valuable college preparation and career advice from countless professional mentors. CASH is a program that challenges students and develops them to be prepared to compete in the real world.

Coordinators Mary McElrath-Jones, Tyrone Scott, and Nicole Jones create the team that organizes the bi-weekly sessions and creates communication between the mentors and students. Tyrone and Nicole are joining Mary this year, replacing Derrick Bryant, longtime CASH coordinator.

Tyrone states, “From a personal standpoint, this is my 9th consecutive year being involved in the program and I can truly say it has brought me joy helping so many kids and giving back to my community. This program is something that anyone involved in it remembers for a lifetime and it is the epitome of preparing our African-American students to truly be leaders of tomorrow.”

“Real leaders are ordinary people with extraordinary determination.”
-Author unknown

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