

SPECIAL POINTS OF INTEREST:

- President's Message
- Midwest Regional Conference Information
- Leaders of Tomorrow Update
- Calendar of Events

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Ten Tips to Finding a Job in the Recession

The United States is in a recession and in the midst of the highest unemployment rate since 1996, with more than 1.1 million jobs lost over the past five months. For the unemployed, or those preparing for a layoff, that translates into an increasingly competitive job search. So with that many unemployed people competing for a smaller number of job openings, how can today's job seekers gain the advantage to finding a job in the recession? The following ten tips are offered by ResumeMaker, a business unit of Individual Software Inc. that produces resume-writing software and online resume preparation services at www.resumemaker.com:

1. Build Your Network:

Networking for your next job is always important, but with higher unemployment and more job seekers in the field, it is even more important. Many job seekers learn about the openings through their network before they are advertised. Friends, family, business associates, trade associations, alumni groups, and church organizations may provide a head start to your next job interview before the public finds out. So take the initiative to reach out to your network.

2. **Stay Organized:** Nowadays, job seekers are soliciting more companies and networking with more people to find the next job. This requires that today's

candidates be extremely organized during their job search. Establish a centralized database to store information, such as: the company and interviewer's name and title; the company's products



and services; the date of the job interview; and the status of interviews, thank you notes, and other follow-up tasks.

3. Highlight Your Accomplishments:

A resume is the perfect place to boast. Clearly list key accomplishments, and the correlating impact under each job listing. Each impact statement should begin with the results of the achievement. For example, "Cut overhead costs by 25 percent by streamlining workflow and centralizing operations." Load the resume with active verbs and keyword nouns. Active verbs sell the employer and keyword nouns increase the odds of your resume being found in a resume database.

4. Consider a Functional Resume:

If you are considering a career transition--as is the case for many job seekers in recently impacted fields, such as the high tech, travel and airline industries--

a functional resume is needed. A functional resume highlights cross-over skills and achievements and downplays job titles and industries. This is an ideal way to show prospective employers that you're perfect for the job, even though your experience may not be directly related.

5. Broadcast Your Resume:

Candidates are plentiful in today's job search, so it is important for a job seeker to get in front of a prospective employer first. A direct way is by e-mailing the resume to targeted companies and recruiters, and posting it to major career Web sites. This automatically provides job seekers with the broadest reach to any hiring manager in search of candidates.

6. Search Local Company Directories:

With fewer jobs available but more job seekers, companies are not advertising in the classifieds; they don't need to because candidates are showing up on the company's doorsteps. Research local company directories and Web sites, and proactively contact the company for available opportunities. Also, to demonstrate further interest, the job seeker should tailor the resume to fit the job description.

7. **Research and Prepare:** Make a distinct impression by being the best-prepared job candidate. Research information on the company before the interview, and use this information to ask educated questions during the interview. Some employers have even interviewed candidates who were armed with a printout highlighting

Message from the President



Michele Heath
Cincinnati Chapter
President

The Cincinnati Chapter is proud and excited to host the 3rd **Annual Mideast Regional Leadership Conference and Diversity Career Fair, Change, Challenge and Opportunity: Investing for the Next Decade.**

The event will be held **November 11-13, 2010** at the Westin Hotel located at 21 East 5th Street in Cincinnati, Ohio. Our chapter will host over 500 graduate students and professionals. The conference will feature leadership development and entrepreneurial workshops, a Diversity Career Fair, networking opportunities and more.

The Cincinnati Chapter started its revitalization almost two years ago. The Chapter has been able

to grow memberships, create exciting networking events for our members and potential members, and provide professional development throughout the year. This is another exciting event that will connect our members to one another as well as provide the opportunity to build new relationships with other chapter members throughout the region.

Our Corporate Partners are excited about the conference. We have a unique opportunity for members and non-members to attend our Diversity Career Fair. The Diversity Career Fair will provide professionals the

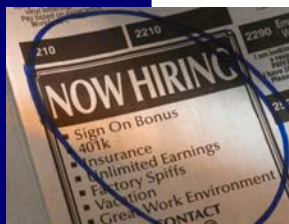
opportunity to look for new and exciting career opportunities. Last year, the career fair was an overwhelming success and we are looking forward to providing our corporate sponsors the best and brightest diverse talent pool.

If you are interested in receiving Regional Leadership Conference Sponsor Materials, please feel free to send an email to me at Michele.Heath@hotmail.com and we will forward the materials to you for your review and consideration. With your sponsorship and support of this exciting and unique event, it is sure to be an overwhelming success. Please contact us with questions.

We look forward to your participation and support.

Michele Heath
Cincinnati Chapter President

Ten Tips to Finding a Job... Continued From Page 1



important facts about the company's products and services found on the company's website.

8. Follow-up Frequently:

Since employers are now interviewing many job seekers for one position, it is important to regularly remind prospective employers that you are still available and interested.

Reminders work well through frequent follow-up with phone calls, e-mails, and written notes.

9. Be Realistic About a

Compensation Package: The high-flying days of the dot.com

era are history. Have realistic expectations while negotiating a compensation package. Research the competitive salary range for the position within the specific geographic region, along with vacation time, 401K plans, and other components of a compensation package. Hold out for you're worth, but be open and flexible. And remember to always let the employer bring up the topic of compensation first.

10. Present Sample Work:

Since you want to stand out from the rest of the competition, impress prospective employers by

bringing a portfolio of best work samples to the interview, even if it was not requested. Compile both recent and dated samples of work to demonstrate expertise and results achieved at prior jobs. Be ready to discuss the ideas and strategy behind each sample.

"The competition is fierce when it comes to finding a job today, but job seekers who follow these tips are sure to come out on top," stated Matt Hendrickson, Senior Product Manager at Individual Software. "And with ResumeMaker's software product or new online resume preparation service, users are guaranteed to find a better job or get their money back."

Executive Women's Roundtable Forum



Karen Bankston, Ph.D., FACHE

Please join us for our upcoming Executive Women's Roundtable Forum during the Mideast Regional

Conference Weekend! Our feature speaker for the event will be Karen Bankston, Ph.D., M.S.N., FACHE, the senior vice president of Drake Center, Inc., part of the Health Alliance of Greater Cincinnati and an adjunct faculty member at Xavier University.

Dr. Bankston was elected to a three-year term on the governing council of the American Hospital Association's Section for Long-Term Care & Rehabilitation in January 2008, which advises AHA on policy issues, advocacy positions,

emerging issues, and member service strategies. She is actively involved in numerous boards including the YWCA, United Way of Greater Cincinnati, Cincinnati State Technical & Community College, the Greater Cincinnati Health Council and the Hamilton County Office on Maternal & Infant Health and Mortality Reduction.

Please join us for the Executive Women's Roundtable Forum Thursday, November 11, 2010
4:00pm-6:00pm
Westin Hotel
21 E. 5th St.
Cincinnati, OH 45202

Program Sponsored by Wal-Mart

Leaders of Tomorrow

Leaders of Tomorrow kicked off the 2009 – 2010 Program September 19th at the Cincinnati Campus of National College. This has been a very exciting program year with workshop topics of How to Study & Learn, Speech & Debate, Components of a Marketing Plan, Financial Responsibility and Personal Branding to highlight a few.

This year we have partnered with Cincinnati Youth Collaborative (CYC) to provide mentoring certification to LOT mentors as well as provide an opportunity for CYC mentees to join the LOT program.

We have three students currently preparing to compete in the 9th Annual National Business Case Competition at Nova Southeastern University in Fort Lauderdale-Davie, Florida. The South Florida Chapter is hosting this year's case competition the weekend of June 25 – 27, 2010 with a record total of 24 LOT Chapters participating. This

year's case competition task is to compare and contrast the retail formats of Wal-Mart and Tesco. The students will provide a three-year financial projection of a suggested innovative concept based on the strategic initiative selected. The teams will be evaluated on the quality of the presentation, analysis, feasibility of recommendations, effectiveness of recommendations, and performance during the question-and-answer session. The students will be competing for an opportunity to win \$12,000 in scholarships.

LOT will focus on student recruitment, community service, and fundraising in the upcoming months in preparation for the 2010 – 2011 program year. We have held our Spring Open House and launched our Online Magazine Fundraiser.

We look forward to growing the Leaders of Tomorrow program

with the goal of enriching the lives of students and increasing motivation to achieve excellence in their lives.

To find out more about the Case Competition, please visit: <http://www.lotcase.org/index.html>

To support the Online Magazine Fundraiser, please visit: <http://www.SupportOurGroup.com/ZM2628>

LaSonya Uehlin
LOT Chairperson



**LaSonya Uehlin
LOT Chairperson**



Henry Daniels
VP of Operations

Does Membership Still Have Its Privileges?

Once upon a time long ago (40 years actually) a group of African Americans in New York who worked hard enough to actually acquire a Masters of Business Administration degree realized that while they were fortunate enough to have acquired a very high distinction in education, there was still more to be done. Where they could have been satisfied with just their roles in Corporate America, they came to many realizations: the reality that of the highest ranking individuals in Corporate America many were not diverse, the reality of many of their peers were not from the same ethnic background as them, the reality that while promotional opportunities were communicated they were not necessarily evaluated equally and therefore passed over for those opportunities.

When the National Black MBA Association was born it was created as a Membership based organization. What did

Membership mean? What were the Membership privileges? Membership was the Privilege to say "I care about the development of African American business professionals, current and future", the Privilege of association of others who worked as hard as you did, the Privilege to learn from each other, to have a medium in which you can relate.

Forty years later, the landscape does look different. There are articles highlighting African American CEO's, COO's, Executive VP's, Senior VP's, and a plethora of Diversity Leaders. So have we come to the conclusion that the work started in 1970 is now complete? Better yet, was there ever the intent to have a completion date? Has the landscaped changed enough? Has Membership lost its Privileges? My answer to all of these questions is NO.

If you agree with me, then now is the time to really think about what the National Black MBA Associations' role has been over 40 years to the economic and intellectual wealth building of African American professionals and what the next 40 years can look like if we have the passion and determination the Founders did when they started this organization. What if our focus was on the scholarships we help create by being financial, what if our focus is on the positions that can be filled in our city if Corporate Partners could see the power in our numbers if we attend an event or two, what if our focus was on truly building our network with attending the Mid East Regional Conference?

I'd like to encourage you to become not just financial but active (in listening, reading, and understanding) with the National Black MBA Association. www.nbmbaa.org membership.

Henry Daniels
VP of Operations

Become a member

TODAY!

Visit:

www.nbmbaa.org

NBMBAA Membership Details

Cost of Membership (yearly rates):

- Full Membership (graduate degree) \$125
- Associate Membership (extensive professional or entrepreneurial success) \$125
- Student Membership (enrolled in any graduate degree program) \$60

- Collegiate Membership (undergraduate student) \$35
- Lifetime Membership (installment payments available) \$1,000

Membership Benefits:

- Access to NBMBAA.TV, Black MBA Access Pages, and NBMBAA

Employment Network

- Discounted registration to the NBMBAA Annual Conference and Exposition
- NBMBAA National and Local Newsletters
- Career Development
- Auto, Technology, and Travel Discounts

Join Today!



Midwest Regional Leadership Conference Overview

Date: November 11 – 13, 2010

Location: The Westin Cincinnati
21 East 5th Street, Cincinnati, OH 45202
Room Rate: \$109/night

Theme: *Change, Challenge and Opportunity: Investing for the Next Decade*

Host Chapter: Cincinnati Chapter
www.cincyblackmba.org

Cost: \$100 – Members/ \$125 – Non-members prior to October 1, 2010
\$125 – Members/ \$150 – Non-members after October 1, 2010 and Onsite
\$50 – Students

Conference Framework:

- **Thursday, November 11**
 - Town Hall Meeting: Executive Women's Roundtable
 - Welcome Reception
- **Friday, November 12**
 - Opening Plenary Session
 - Workshops
 - Corporate Recognition & Scholarship Luncheon
 - Diversity Career Fair
 - Meet & Greet Mixer
- **Saturday, November 13**
 - Closing Plenary Session
 - Workshops/Panels
 - Closing Luncheon

Conference Committees:

- Career Fair – Chair, Veronica Chapman
- Fund Development – Chair, Terry Bankston
- Logistics – Chair, Michelle Hudson
- Marketing/Publicity
- Programs – Chair, Henry Daniels
- Program Book
- Registration – Chair, Dionne Franklin
- Scholarship/Corporate Recognition – Chair, Lesley Azeba
- Executive Women's Roundtable Forum – Chair, Michele Heath

Conference Committee Co-Chairs:

Veronica Chapman
Accenture Management Consulting
Risk Management & Quality Manager
Accenture, LLP
513-254-4009
Veronica.L.Chapman@accenture.com

Terry Bankston
Program Director/Adjunct Instructor
Career Development Center
University of Cincinnati
513-556-0305
bankstty@ucmail.uc.edu

Calendar of Events

MAY 2010

**NBMBAA Cincinnati
Chapter
Executive Board**

*Michele Heath
President*

*Henry Daniels
VP of Operations*

*Lesley Azeba
VP of Administration*

*LaSonya Uehlin
VP of Leaders of
Tomorrow*

*Keith Johnson
Director of Leaders of
Tomorrow Mentoring*

*Tosha Moorer
Director of
Communication*

*JaCinta Bates
VP of Finance*

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3	4	5	6	7	8
9	10 Exec Board Meeting	11	12	13	14	15
16	17	18	19	20	21	22 LOT Session
23	24	25 Conference Planning	26	27	28	29
30	31					

Schedule of Events

- } May 10, 2010—Executive Board Meeting; Time: 6:30pm-8:00pm; Conference Call
- } May 22, 2010—Leaders of Tomorrow Session—Becoming a Leader; Interviewing Skills; Time: 11:00am-1:00pm; Location: National College 6871 Steger Dr. Cincinnati, OH 45237
- } May 25, 2010—Mideast Regional Conference Planning Meeting; Time: 6:30pm-8:00pm; Location: National College, 6871 Steger Dr. Cincinnati, OH 45237

JUNE 2010

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3 Coca Cola Career Fair	4	5
6	7	8	9	10	11	12
13	14 Exec Board Meeting	15 General Body Meeting	16	17	18	19 LOT Case Practice
20	21	22	23	24 Conference Kickoff Breakfast	25	26 LOT Case Competition
27	28	29	30			

Schedule of Events

- } June 3, 2010—1st Annual Cincinnati and Dayton Coca-Cola Career Fair; Time: 3:00pm-7:00pm; Location: Great American Ballpark 100 Joe Nuxhall Way Cincinnati, OH 45202
- } June 14, 2010—Executive Board Meeting; Time: 6:30pm-8:00pm; Quarterly Dinner (Location TBD)
- } June 15, 2010—General Body Meeting (Hosted by Humana); Time: 6:00pm-8:00pm; Location: Humana Center, 640 Eden Park Drive Cincinnati, OH 45202
- } June 19, 2010—Leaders of Tomorrow Case Competition Presentation Practice; Time 11:00am-2:00pm; Location: National College 6871 Steger Dr. Cincinnati, OH 45237
- } June 24, 2010—MidEast Regional Conference Corporate Sponsor Kick-off Breakfast; Time 8:00am-9:30am; Location: University of Cincinnati, Mick & Mack's Restaurant (Tangeman University Center)
- } June 26, 2010—LOT Case Competition; Location: Nova Southeastern University (Ft. Lauderdale, FL)

IMPORTANT DATES:

- **NBMBA National Conference—September 21-25, 2010; Location: Los Angeles Convention Center**
- **NBMBA Executive Women's Roundtable Forum—November 11, 2010; Time: 4:00pm-6:00pm; Location: Westin Hotel, Cincinnati, OH**
- **NBMBA MidEast Regional Conference—November 11-13, 2010; Location: Westin Hotel, Cincinnati, OH**

**NATIONAL
BLACK
mba
ASSOCIATION, INC.
CINCINNATI CHAPTER**

Cincinnati Chapter
National Black MBA Association

PO Box 14656
Cincinnati, OH 45250
Phone: 888-864-4410



The National Black MBA Association was established in 1970 and is dedicated to developing partnerships that result in the creation of intellectual and economic wealth in the African-American community. The NBMBAA has more than 8,000 members and represents more than 95,000 MBA graduates.

OPERATING CORNERSTONES

Education, Career, Leadership,
Entrepreneurship, Lifestyle

BECOME A MEMBER TODAY!

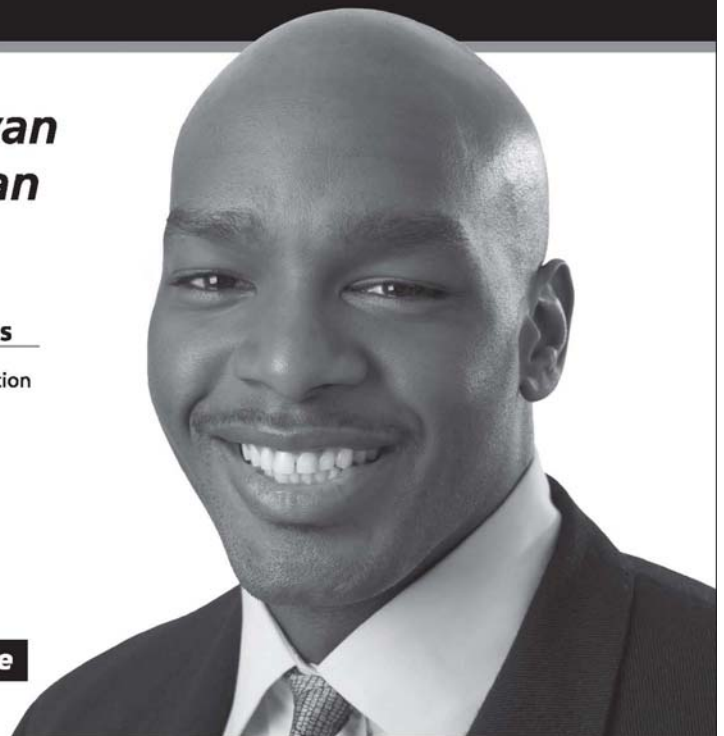
Visit www.NBMBAA.org

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