



MBA TIMES

The Columbus, Ohio Chapter of the National Black MBA Association

PAGE 1

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INSIDE THIS ISSUE:

Tips to Avoid
Overspending
~ Page 3 ~

Black Agents:
Mastering the
Game
~ Page 5 ~

Maintaining a
Work/Life
Balance
~ Page 6 ~

Health &
Wellness
~ Page 8 ~

Black History
Corner
~ Page 11 ~

Corporate
Partner Awards
~ Page 12 ~

Upcoming
Events
~ Page 16 ~

NO-NO'S WHEN ASKING FOR A RAISE

You want more money. Great. Who doesn't? Asking for a raise requires preparation, skill, timing and a fall-back plan. It also demands wrapping your mind around a basic fact many employees miss: A pay increase is based on performance and the market for your skills.

"The worst thing you can do is base a request for a raise on personal issues," says Bill Coleman, senior vice president for compensation at Salary.com in Needham, Mass. "Saying, 'I need a raise because I have a gambling problem' is a loser. It's also a bad idea to ask for a raise if the company is having layoffs. Superstars can get a raise because the company must retain its best performers. If you're not sure that you're among the elite, you're not."

Build your case for a raise by making a list of your accomplishments in the previous year. If, for example, you've outperformed other sales representatives, have the figures handy to back up your statement. Remind the boss of the new accounts you've landed, or the current customers you've kept from jumping to the competition.

Don't be bashful about listing your accomplishments, but don't be boastful, either. Let the numbers tell the story. If you're a manager, detail the initiatives you've launched and problems you've solved, and tell your boss how this has boosted morale and plumped the company's bottom line.

Before talking to your boss, learn what your company can afford by reading its

quarterly earnings report, filed with the Securities and Exchange Commission if it's publicly traded, or by gauging its general economic health, if it's in private hands. If there have been layoffs and sharp cutbacks and desks remain empty after people leave, don't ask for the moon and don't expect much, if anything.

There are many salary surveys available online or at the library that break pay down by industry and job title. They're helpful but often not definitive. Keep regional differences in mind, and remember that engineers typically get paid more than English majors, even if they handle the same job.

Summarize your pitch for a raise in a short written

Continued on page 10

TAX ANSWERS FOR HOME-BASED BUSINESSES

When you start your own business, your tax situation will change dramatically. Many new business owners get overwhelmed with the tax laws and regulations that govern their new venture. Luckily there are places you can go for answers to your home-based business tax questions.

State taxes

Laws regarding deductions, income tax, and sales tax vary from state to state. Contact your state's tax office for specific information about how taxes are calculated and collected in your state.

Federal taxes

Next, you will need to learn about the federal tax laws that govern your business. Here are some resources for federal tax information.

The Internal Revenue

Service. The IRS is, of course, the definitive place for information on federal tax issues. The IRS Web site provides comprehensive information for small businesses and also lists a toll-free number should you need more help. Spend some time at the IRS Web site until you feel comfortable with the new tax laws you will be facing.

The Small Business Association. The Small Business Association site provides a wealth of information for small business owners. In addition to information on tax laws, you can find information on many topics that are of concern to small business owners.

Nolo Press. Among their myriad legal resources, Nolo Press sells books, e-books, and guides that specifically concern small business tax issues. Their excellent Web site also offers free informa-

tion, including a Small Business Taxes FAQ.

The Social Security Administration. If you plan on hiring employees, you will need to be well versed in employment tax and other issues that face business owners who employ non-family members. You will need to know about withholding tax, state tax, and many other tax laws before hiring any new employees. This site is a great place to learn more about employer tax laws.

Taking the time to educate yourself about taxes now may help you avoid tax problems in the future. If you still have tax questions, contact an accountant or an attorney who is certified in handling tax issues for businesses. A professional will be able to help you understand the many tax laws that commonly baffle new business owners.



FIVE NO-NOS WHEN ASKING FOR A RAISE

Don't stamp your feet, pound the desk or cry

Leave immature, unprofessional behavior to stock characters on soap operas. Histrionics doesn't cut it with your boss. Can it.

Don't say you should be paid the same as Good Old Billy Bob

Many companies keep sala-

ries confidential, and arguing that you should be paid the same as a friend will put your pal on the spot. It also may be irrelevant. Your co-worker may have an educational background and experience that you don't.

Don't threaten to quit

Threatening to quit tells the boss you're not committed

to the company, and therefore undeserving of a raise.

Don't get personal

Remember the wisdom of Hollywood mafia bosses: "This isn't personal. It's business." Tossing insults at your boss won't strengthen your case--or improve your working relationship.

Don't go for overkill

You're meeting with the boss to have a conversation about your pay, not to make a power-point presentation. Keep the meeting simple and understated. You know your boss and your boss knows you. Document your statements clearly and concisely, but don't make it a federal case.

FIVE WAYS TO DUMP DEBT

IS YOUR NEW YEAR'S resolution to banish debt from your life once and for all? If so, you may want to expand that noble goal to include increasing your credit score.

Your credit score -- that magic number between 300 and 850 -- is used by lenders to determine everything from your interest rates and credit limits to whether you're approved for a loan at all. A good score can save you thousands of dollars over the long haul.

The good news: We've got five ways to slash your debt and raise your credit score, all at the same time.

1. Lower Your Debt Ratio

When wondering which cards to pay off first, most financial experts will tell you to start with the ones that have the highest interest rates. (Makes sense, after all, that's the most expensive debt you're carrying.)

But from a credit scoring perspective, it's better to tackle first the credit cards with balances that are closest to their credit limits. Here's why: Credit utilization -- or

how much of your available credit you're using -- determines 30 percent of your credit score, says John Ulzheimer, president of Credit.com Educational Services, a consumer-education Web site. The lower your balances in relation to your credit card limits, the higher your credit score. (This is true for the ratio of individual card limits and balances, as well as the overall available credit that you're using across all your cards.) Aim for using less than 50 percent of your available credit.

2. Attack the Cards That Don't Report Credit Limits

Here's a potential snag regarding the first point in this feature: Some credit-card companies don't report your total available credit limits to the credit bureaus. Why? Because they don't have to: Reporting to the credit bureaus is voluntary and creditors can choose which information to report and which information to withhold.

The bottom line is, however, not reporting a credit limit could hurt your score. In such cases, the credit bureau may list your total available credit limit as sim-

ply the highest balance you've carried on the card.

So what happens if each month you charge roughly the same balance? Your card could appear to be maxed out.

One issuer known not to report credit limits is Capital One, says Ulzheimer, who is currently an expert witness in a class-action lawsuit against the credit bureaus on this issue. To see for yourself what companies are or are not reporting your maximum credit limits, pull your free credit report at annual-creditreport.com.

3. Knock Off the Mini-Balances

Credit experts often recommend paying off your lowest balances first, especially if you're the type who likes to see fast results. In some cases, this strategy can be credit-friendly, as well. One such case is if you have too many credit cards with balances -- a factor that can hurt your credit score, especially if your credit history is relatively short. (How many cards with balances are too many depends on each individual's credit history, explains Craig Watts, a spokes-

man for Fair Isaac, the company that calculates the FICO score.)

"If you have five retail cards that have balances of less than \$100, I would knock off all within a month," Ulzheimer suggests. Once a card is paid down, though, don't close it: Closing a credit card can actually hurt your score because you're eliminating that available credit (so that your overall credit utilization ratio goes up). Use the paid-off cards once every six months, too. Some creditors stop reporting the account as active after six months of nonuse, so it doesn't factor into your score.

4. 'Re-Age' Delinquent Accounts

So you're in serious trouble: You have delinquent accounts with late fees and over-the-limit charges. The good news is that you can improve your credit and decrease your debt by asking your creditors to "re-age" your accounts, says Lynnette Khalfani, a money coach and author

Continued on page 4

THE COLUMBUS URBAN LEAGUE

The Columbus Urban League (CUL), founded in 1918, is the oldest and largest community based organization committed to empowering African Americans to enter the economic and social mainstream in Columbus, Ohio. Specifically, the mission of the CUL is to promote the full participation of African Americans and other

citizens in the social and economic fabric of our society. The CUL is an affiliate of the National Urban League, which was founded in 1910. The CUL stands as one of the oldest affiliates in the 105-affiliate network of the Urban League movement.

The CUL has three programmatic departments that

implement a variety of programs and services: Career Development Services, Education & Prevention Services, and Housing Services. The organization employs approximately 40 people and has an annual budget of approximately \$2.9 million.

For more information, visit www.cul.org



**Columbus
Urban League**

FIVE WAYS TO DUMP DEBT

Continued from page 3

of 'Zero Debt: The Ultimate Guide to Financial Freedom.'

What exactly is re-aging? Think of it as jumping into a time machine, heading back to those happy days before you ran into trouble. When a creditor re-ages your accounts, they wipe out all late payments from your credit history, Khalfani explains. (Mind you, that doesn't wipe out your debt.) It's a strategy often used by credit-counseling agencies for consumers who enter into debt repayment plans (DMPs), but individuals can give it a try on their own, too.

The catch: When an account is re-aged, it's basically reset in your credit report. If

you've had that credit card for five years, for example, you will lose these five years of credit history. (The length of your credit history also affects your score, so re-aging your oldest account may actually lower your credit score.)

You also need to qualify. Among the main requirements: The account needs to be at least nine months old, you have to make at least three consecutive on-time minimum payments and you have to show willingness and ability to repay your debt (i.e., you need to have regular income). Want to prove to your lender you know what you're talking about? Mention to them that the specifics of re-aging are set up by the Federal Financial Institutions Examinations Council, out-

lined in its Uniform Retail Credit Classification and Management Policy.

5. Build an Emergency Fund

Saving for a rainy day may not be a priority when you're buried under credit card bills. But in the long run, an emergency fund may actually help you dig out of debt and maintain a recently-improved credit score. Why? Imagine an emergency hits and you don't have any savings to pay for it. Just when you've started to make a dent in your bills you'd have to put that charge on your credit cards. Not only could that get you right back where you started in terms of your debt level, but it will increase your credit utilization, as well, thus hurting your score. By setting aside a

little bit each month, you will have money to tap without resorting to the dreaded plastic, says Mary Hunt, founder of DebtProofLiving.com.

Financial experts recommend having three to six months' worth of living expenses in an easily accessible account, such as a savings account.

Source: Aleksandra Todorova, Reporter, SmartMoney.com





BLACK AGENTS: MASTERING A NEW GAME

You must have a player to get in the game. How's that for straight-forward advice on breaking into the competitive field of sports representation? This simple truth is not lost on the legions of aspiring power agents nationwide who find themselves with short, dwindling and sometimes completely empty client rosters. Their initial dreams of brokering multi-million dollar deals for leading athletes are often quickly tempered by the reality of competition from large, established agencies and the exclusivity of the networks governing the business of sports.

Once a player is signed, the agent must contend with the sheer difficulty of mastering representative and advisor fundamentals such as contractual language haggling, ego-soothing, and strategic counseling. And they must do so amid a racially charged and competitive atmosphere. Getting in the agent game is merely the first of many significant challenges. Staying in the game is an exercise in ingenuity and persis-

tence. "You are fighting to get yourself recognized, fighting larger agencies, fighting the stigma that African American agents can't get the job done, and you are fighting [the memory of] African American agents who've made mistakes before you," says Aaron Goodwin, a prominent black agent who counts basketball phenom LeBron James among the athletes he represents. In one breath, Goodwin identifies numerous factors contributing to the bumpy road sports agents choose to travel. Race is not least among them.

African American agents frequently find themselves under scrutiny as a result of judgment lapses made by their predecessors. The 2002 conviction of William "Tank" Black, who was accused of swindling his NFL clients out of more than \$12 million, has been a thorn in the side of many black agents. The high profile scandal, and other incidents like it, has tainted people's perceptions of black agents. White agents, on the other hand, are not

held responsible when a peel violates client trust; instances of individual incompetence aren't attributed to the entire race.

How then do African Americans make lasting inroads in this profession? Experts suggest cultivating relationships and building on the knowledge of more experienced agents. Often the tutelage of someone more accomplished can offer invaluable information on the dynamics governing matters of sport-specific business protocol and relationships.

"Get with someone who can help you learn," advises Goodwin, who says a role model can advise you on how to overcome the subtle obstacles race presents. An advocate of the apprenticeship model of teaching and learning, Goodwin suggests aspiring black agents spend time shadowing other African American agents to appreciate the full range of challenges confronting minorities in the industry.

Continued on page 14

EIGHT BUSINESS WEB SITE MISTAKES

Today, it takes more than just having a Web site to make the Internet work for your company. Sites are highly competitive and proper site design has become an area of concern to businesses that want to use the Internet to the fullest. Below are 10 common Web site errors that occur.

Inappropriate domain name:
Pick a domain name that is

memorable and relates to your business. Since people are likely to forget very long names, shorter domain names are typically better, but not always.

Poor design and functionality:
Why have a Web site with content if no one can access it? Good design is largely based on consistency. Menus should appear in the same

place on every page, links should all be the same color/typeface, and a logo of some sort should be clearly visible at all times.

Too complicated or too slow:
Although flash animation may look amazing, it may be too complex for casual Internet users. Though aesthetics certainly matter, it must be in

Continued on page 13



HELPING EMPLOYEES MAINTAIN WORK/LIFE BALANCE

Helping your employees maintain work/life balance isn't something you do just for them — it can be vital to the health of your company. Employee burnout has a major impact on productivity, but that's not its only negative effect.

Overworked and overstressed employees are more likely to get sick and have high absentee rates.

A lack of work/life balance affects an employee's attitude. Unhappy workers are typically less efficient and can destroy morale.

Burnout directly affects turnover rates. Employees can work at a frantic pace for only so long before they get frustrated and leave a company.

Employee burnout is caused by a number of things, including an employee's own abilities, their workload, their responsibilities and how much support they have in the workplace. But there are things you can do help employees juggle work and home life. Even the smallest efforts show your employees that you respect their personal time and make them feel good about their relationship with you and the company.

Give employees comp days. Certain projects or seasons require an unusual amount of work or overtime. After these busy periods are over, reward your employees with a comp day or two. It will emphasize how much you appreciate their efforts and the sacrifices they've made. Plus, it in-

creases the chances that they'll voluntarily pitch in for the next big project. Be flexible with work schedules. Flexible work hours can help an employee meet conflicting needs without compromising the amount of hours they work. If employees can adjust their hours or telecommute once in a while, they'll be happier at work and at home.

Give time off for special occasions. Time off is always greatly appreciated. If you can afford to, consider giving your employees time off on their birthdays, holidays or other special occasions. But be careful that comp time is distributed fairly, and that it benefits all of your employees.

Source: www.allbusiness.com



TEN TIPS FOR DEALING WITH DIFFICULT COWORKERS

Is there someone in your workplace — a domineering manager, a difficult coworker, or maybe even a demanding client or customer — who drives you crazy? Are there people at your job who make you feel inadequate, unworthy, or just plain miserable? Difficult people exist at work as in all facets of life, and they come in every variety. Dealing with these types is easier when the person is just generally obnoxious or when their behavior affects more than one person. But it is much tougher when they personally attack you or undermine your professional standing. While you probably can't change such a person, the good news is that by following these 10 tips for dealing with problem people in the workplace, you can avoid being their victim:

Identify problem people.

Learn to recognize when a coworker is “toxic.” Difficult people come in all shapes and sizes: Some talk constantly and never listen. Others must always have the last word. Some coworkers fail to keep commitments. Others criticize anything that they did not create themselves. A toxic coworker can take the form of a cut-you-downer, a two-faced backstabber, a gossip, a meddler, an instigator, or a

nasty competitor.

Beware bad bosses. Bosses are in charge, whether you like it or not. If your intention is to keep your job, you will have to learn how to get along with an arrogant or controlling boss. If you need to confront your boss, avoid putting him or her on the defensive. This is the most risky situation with which to deal.

Assess your situation.

Initially, you might be shocked that you are being treated unprofessionally. Take a deep breath, and try to understand exactly what is happening to you. Realize that you are not alone.

Take concrete action.

Once you are fully aware of what is happening, deciding to live with the situation long-term is rarely an option. Your situation won't improve unless you do something about it. In fact, left undressed, it usually gets worse. Let the coworker in question know that you are on to his or her game and that you will escalate it to a higher authority if necessary.

Don't let the problem

fester. Make sure to take action swiftly. You may eventually become so angry that your efforts to address the

situation could become irrational. It's far better to tackle the problem while you can maintain some objectivity and emotional control.

Safeguard your reputation. Constant complaining about the situation can quickly earn you the title of “office whiner.” Managers might wonder why you're unable to solve your own problems, even if their tolerance of the situation is part of the problem. If you are embroiled in a constant conflict at work, you may end up getting blamed for other problems.

Don't sink to their level.

As problematic as the person may be, there are many dysfunctional approaches to dealing with them in which you do not want to engage. Some no-no's: sending anonymous notes, gossiping about the person, bad-mouthing him or her to the boss.

Keep it private. Be sure to keep all of your dealings with the person private. Never lose your temper at work or engage in a confrontation in front of your boss or colleagues.

Make the first move. If you approach a difficult person with the belief that he or she is as eager as you are to

restore harmony, you can make the first move. Start your conversation with statements such as “I'm sorry for what I may have done to hurt you” or “I could be wrong.” Agree to disagree. If you personally dislike a coworker or boss, you can still learn from their opinions, viewpoints, and ideas.

If you can find something to appreciate about them, comment on it in a favorable way. If that person senses your allegiance, they will be naturally drawn to you, and you may both learn to get along despite your differences.

Source: www.allbusiness.com



HEALTH & WELLNESS: HYPERTENSION

Anyone can develop high blood pressure, also called hypertension. African Americans are at higher risk for this serious disease than any other race or ethnic group. High blood pressure tends to be more common, happens at an earlier age, and is more severe for many African Americans. The good news is that high blood pressure can be controlled—and better yet, it can be prevented!

What is blood pressure?

Blood pressure is the force of blood pushing against your blood vessels. Your blood pressure is at its greatest when your heart contracts and is pumping blood. This is systolic blood pressure. When your heart rests between beats, your blood pressure falls. This is called diastolic blood pressure. Blood pressure is always given as these two numbers: the systolic and diastolic pressures. The numbers are usually written one above or before the other, with systolic first, for example, 120/80.

Is high blood pressure really a big deal?

YES! When your blood pressure is high, your heart has to work harder than it should to pump blood to all parts of the body. High blood pressure is called the “silent killer” be-

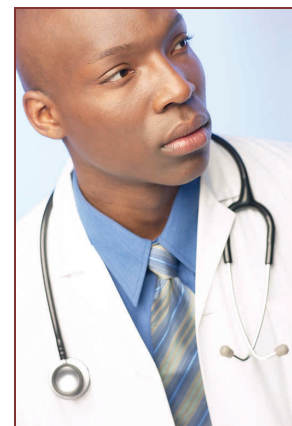
cause most people feel healthy and don't even know that they have it. If it is not treated, high blood pressure can cause: stroke, heart attack, kidney problems, eye problems, and death.

In the United States and most other societies, blood pressure and the prevalence of high blood pressure rise progressively with increasing age. High blood pressure is among the most common and most important of the risk factors for cardiovascular-renal disease. To date, blood pressure-related risk reduction efforts have almost uniformly revolved around the paradigm of hypertension detection and treatment. Despite the clear benefits of treating established hypertension, this approach alone will not prevent all of the blood pressure-related cardiovascular-renal disease in the community. Blood pressure-related vascular complications can occur prior to the onset of established hypertension because the blood pressure-cardiovascular disease risk relationship is continuous and progressive, even within the normotensive blood pressure range. Furthermore, it is difficult to ensure that all hypertensives are detected and treated adequately. In addition, many hypertensive treatment regimens are expensive, especially those in-

cluding new drugs, and almost all carry the potential for some adverse effects. For these reasons, hypertension treatment represents an important but incomplete response to the population burden of blood pressure-related cardiovascular disease. Primary prevention of hypertension is a natural extension of hypertension treatment. It provides an attractive opportunity to interrupt and prevent the continuing costly cycle of managing hypertension and its complications. Primary prevention of hypertension can be accomplished through interventions with the general population (population strategy) with the objective of achieving a downward shift in the distribution of blood pressure.

This approach can be complemented by special attempts to lower blood pressure among populations that are most likely to develop hypertension (targeted strategy). The latter includes: African Americans, persons with a high normal blood pressure, those with a family history of hypertension, and individuals with one or more lifestyle factors that contribute to age-related increases in blood pressure. These lifestyle factors include a high sodium chloride intake, excessive consumption of

calories, physical inactivity, excessive alcohol consumption, and deficient intake of potassium. They have formed the basis for intervention strategies that have shown promise in the prevention of high blood pressure. The evidence is less convincing for stress management and for supplementation with calcium, magnesium, fish oils, or fiber, and for alteration in macronutrient consumption. In many instances, however, the data are insufficient to make a final judgment on the potential role of these factors in the primary prevention of hypertension.



Continued on page 13

CHANGE IS GOOD?

Not too long ago, I had a meeting with several other members of the Professional Development Committee to brainstorm on new ways that we can serve the membership of the Columbus Chapter. Although we listed out a vast number of ideas, we decided to make the focus for 2008 the same as the theme for the National Black MBA Conference in 2008 which is "Catalyst for Change."

Since we decided that our focus is going to be based upon the "Catalyst for Change" theme, it makes sense to spend some time thinking about how change impacts us on a professional level. I, for example, operate a training company that provides support to several Fortune 500 companies in Columbus. This responsibility includes developing and facilitating training courses for employees that are affected by change. Most of the courses produced illustrate methods and techniques that employees are not currently doing. In a way, I have been an advocate for change on every project that I have worked on. In my younger years, I would be excited about change and couldn't wait until the project team implemented that "special release." That's a phase in the project that stakeholders believed would give the organization the greatest impact. Nowadays, I have a revitalized point of view about change because I have witnessed firsthand the consequences of mishandled change initiatives.

By no means am I suggesting that change should not occur. There is nothing worse than working in a cutting edge IT department with people who decided to become dinosaurs by embracing "the way we used to do things" and refuse to learn some of the new applications or methodologies. (You know you are dealing with a dinosaur if they still code in Pascal, or frequently type computer commands in MS-DOS instead of using a mouse.) I still believe change is necessary, especially in today's competitive markets. However, an organization that is attempting to introduce change without proper management can be just as devastating. Those who have worked on a major change initiative and was unable to see the results after several years of effort should be able to identify with this view.

According to the Harvard Business Review article "The Hard Side of Change Management" two out of every three transformation programs fail. Part of the article's argument is that organizations usually focus on the soft side of change (leadership style, corporate culture, employee motivation) and not the technical side of change. In the article, the technical side entails four elements: Duration, Integrity, Commitment, and Effort.

Duration is the amount of time between review sessions. A review session should take place according to an identified date that an identified milestone (or goal within the project) should be

reached. The purpose of the review session is to identify and resolve problems that could affect other areas of the change initiative.

Integrity is related to the quality of skills that members of the project team may possess. It is important to have people with any required technical skills as well as the ability to solve problems, gain results, accept accountability, and be able to obtain some level of influence to obtain the time of key stakeholders when it is needed.

Commitment is providing a forum for key leaders to verbally and visibly endorse the change initiative. There is no such thing as showing too much public support. Commitment is also emphasizing why the change initiative must take place as well as the benefits. Everyone who is going to endorse the change should have the same message. It could be very confusing for the rest of the organization if there are conflicting messages.

Finally, effort is the estimated amount of work it will take for employees to adopt the change in addition to their normal responsibilities. If it is perceived that there will be too much effort involved, they will resist. One method used to get around this is to hire temporary employees and train them to maintain current productivity standards. This allows the original employees the flexibility to learn and adjust to new methodologies.

When used properly, these four elements (also known as DICE), can easily support change initiatives across an organization. Failure to use it or another comparable tool may increase some of the problems which are very common during change such as not meeting deadlines, resource turnover, resistance, being over budget, and failure to produce a meaningful result.

So, is change good? Absolutely! (And I mean that in a very enthusiastic way.) In fact, we wouldn't have nearly the amount of technology that is available today if it weren't for change. I love the fact that I can take a picture, text, and listen to music on my cell phone. (Did I mention I can also call someone on it?) However, if there is no process in place to manage the four elements previously mentioned your project team is going to have to endure a very, very long journey. As a committee, we have decided to create a forum for our members to learn, share, and discuss their ways to become a catalyst for change. At the moment, we are calling this forum The Fireside Chat and will planning to launch a pilot of it sometime in mid to late February.

Article submitted by
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NO-NO'S WHEN ASKING FOR A RAISE

Continued from page 1

statement, and have a trusted colleague read it. This will underscore any points you've missed or not made clearly, and may help anticipate your boss's response.

If you're a good employee in a competitive field, it's unlikely your boss will turn you down cold. But if your boss rejects your request and tells you to continue pulling on the oars, the game's not over.

"If you ask for a raise and don't get it, most people walk away," Coleman says. "That's just the

first step. Your response shouldn't be whining, sulking or storming out of the office. You should ask your boss, 'What do I need to do to get the raise I think I deserve?'"

If the response isn't encouraging, it may be time to start looking for another job. No job lasts forever, and you may have exhausted prospects for advancement with your current employer.

If things don't go well with the boss, consider the possibility that your performance and attitude could be limiting your pay. If

that's not the case, think about moving on. But don't threaten to quit on the spot, because your boss may wave farewell and you've got to be prepared to back your statement with action. If you don't have another job lined up, you're sunk.

Timing is everything in love, hitting the curveball and asking for a raise. If you don't receive an annual salary review, make your pitch when your boss has the time to listen. Chances are it won't be first thing Monday morning or late Friday afternoon. Start negotiations slowly--ask to set up a time in a short e-mail. Be patient

Be patient if you don't get an immediate response. Your boss hasn't forgotten you--and don't assume that everything revolves around you, or should. Tailor your pitch to your needs and the company's capabilities. More money is always nice, but taxes will gobble a good chunk of any raise, and your company may not be able to give you the salary you want. If money is tight, think about other things, such as education, child care and health coverage.

Source: Forbes.com

SULLIVAN STAFFING STRATEGIES



The Right People in the Right Job = Business Success

Diversity recruiting is more and more important as the world becomes more global. Initially, legal compliance was the primary driver behind most Diversity strategies. However, today high performing organizations understand that Diversity makes good business sense for customers and employees. In short, having a diverse workforce is no longer an option. It has become an absolute requirement for business success.

Ensuring that organizations have the human resources necessary to meet business goals and market competition is a key challenge. Welcome to the world of Sullivan Staffing Strategies. We are a professional recruiting and Diversity consulting organization whose mission is to help our client companies meet their Diversity staffing needs in the most efficient and cost effective way possible.

We are seeking the following professionals:

- Finance/Accounting
- Human Resources
- Information Technology
- Health Care
- Marketing
- Financial Services/Bankers

For more information contact Ernest L. Sullivan

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BLACK HISTORY CORNER: BLOODY SUNDAY

"Bloody Sunday" occurred on March 7, 1965, when 600 civil rights marchers were attacked by state and local police with Billy clubs and tear gas so the march was cancelled. The route taken by the marchers is memorialized as the Selma to Montgomery National Historic Trail. On March 7, 1965, 525 to 600 civil rights marchers headed east out of Selma on U.S. Highway 80.

Discrimination and intimidation had prevented Selma's Black population, roughly half of the city, from registering to vote three weeks earlier. On February 18, 1965, a trooper, Corporal James Bonard Fowler, shot Jimmie Lee Jackson as Jackson tried to protect his mother and grandfather in a café that they fled to while being attacked by troopers during a civil rights demonstration. Jackson died of an infection at Selma's Good Samaritan Hospital eight days later. The marchers hoped to bring notice to the violations of their rights by marching to the state capitol of Montgomery, Ala.

Dr. Martin Luther King Jr. called for a march from Selma to Montgomery to ask then-Governor, George Wallace, to protect Black registrants. Wallace denounced the march

as a threat to public safety and declared he would take all measures necessary to prevent it. In their first march, led by John Lewis and the Reverend Hosea Williams, they made it only as far as the Edmund Pettus Bridge, which was just six blocks away. State troopers and sheriffs from the county police department, some of who were mounted on horseback, awaited the protestors. In the presence of the news media, the police attacked the peaceful demonstrators with Billy clubs, tear gas and bull whips, and drove them back into Selma.

America Reacts

Brutal images of the attack were televised, and this presented people with horrifying visions of peaceful marchers left bloodied and severely injured thereby rousing support for the U.S. civil rights movement. Amelia Boynton Robinson was nearly beaten and gassed to death — her photo appeared on the front page of newspapers and news magazines around the world. Seventeen marchers were hospitalized, leading people to the name that day, "Bloody Sunday." Rosa Parks also marched with them that day.

Immediately after "Bloody Sunday," King, as leader of the Southern Christian Lead-

ership Conference, began organizing a second march to be held on Tuesday, March 9, 1965, calling for people across the country to join him. Hundreds of people, shocked by what they had seen on TV, responded to his call. About 2,500 people marched from Selma to Montgomery for the second time.

To prevent another violent outbreak or opposition from law enforcement, the marchers attempted to gain a court order that would prohibit the police from interfering. Instead of issuing the court order, Federal District Court Judge Frank Minis Johnson issued a restraining order, preventing the march from taking place until he could hold additional hearings later in the week. Rather than abiding by the court order, the SCLC decided to hold a partial, "ceremonial" march, since hundreds of marchers had gathered for the event. The group did not want to alienate one of the few southern judges who gave them the court order and who was often sympathetic to their cause.

Finally, a third march was organized and the protest was successful in demonstrating the problems with discrimination, segregation and racism.



Sources: *Wikipedia.com*; *The Selma Times-Journal*. March 11, March 12, and March 14, 1965, editions.

2007 CORPORATE PARTNER AWARDS

On Monday, December 10, 2007 the National Black MBA Association - Columbus Chapter hosted its Annual Corporate Partner Awards Reception at Crowne Plaza in downtown Columbus. Each year the Columbus Chapter financial members nominate and vote to select the corporation, educational institution, entrepreneur and volunteer of year for their continuous dedication, partnership and commitment to the National Black MBA Association and Columbus community. This year the following organizations were nominated in each of their respective categories:

Corporate Partner of the Year Nominees: *Abercrombie & Fitch, American Electric Power (AEP), Cardinal Health, Eli Lilly, Huntington, JP Morgan Chase, Limitedbrands, McGraw Hill, Nationwide, State Farm, Wendy's International*

2007 Corporate Partner of the Year: Limitedbrands

One of the quotes from the membership in recognition of Limitedbrands was: *"Limitedbrands continues to develop partnerships within the community and uses its partnership with the NMBBAA Columbus chapter as an example of a successful partnership. The commitment that Limitedbrands shows to not only the local chapter but to the*

National organization is why I believe that they are deserving of this honor."

Educational Partner of the Year Nominees: *Ashland University, Franklin University, The Ohio State University - Fisher College of Business*

2007 Educational Partner of the Year: *The Ohio State University - Fisher College of Business*

One of the quotes from the membership in recognition of The Fisher College of Business was: *"The Ohio State University-Fisher College of Business continues to support the NMBBAA on a local and national level and for this I think that they are deserving of this award."*

Entrepreneur of the Year Nominees: *Executive Intervention, Dr. Sacheen Garrison, DDS, Krr Pop, Linden Café, Progressive Marketing Management, Nancy Pyon - Nationwide Agent, Lisa Sain - State Farm Agent, Sullivan Staffing Solutions*

Entrepreneur of the Year: Robert E. Lee III - The Linden Café

One of the quotes from the membership in recognition of Robert E. Lee and the Linden Café was: *"I worked for Robert when I was a freshman in college many years ago and he taught me some valuable lessons that I hold*

dear to me today. Robert is an inspiration to a lot of young African-American entrepreneurs who inspire to build businesses like he has done. His passion and love for the restaurant business has spilled over into his work and is a true demonstration of what perseverance can do for you!"

Volunteer of the Year Nominees: *Yolanda Cummings, Rommel Davis, Lisa Johnson, Jean Harvey, PG Laurent, Jackie Vincent, Qiana Williams*

Volunteer of the Year: Rommel Davis
One of the quotes from the membership in recognition of Rommel Davis was: *"Based on his passion and dedication to the LOT program. He has proven to be a leader and a motivator to the youth in the program. He has worked with them by providing resources when necessary and by showing them how to remove barriers in their lives and by showing them that they are valuable and that their futures are bright."*

Additional Awards Presented:

Executive Board Member of the Year: Terina J. Matthews

This honor is bestowed up an executive board member who tirelessly promotes the mission, vision, and values of the organization. The recipient of this award is voted on by the Executive Committee of the

NMBBAA - Columbus Chapter.

President's Award: Mary Johnson

This award is given to a financial member of the organization who has demonstrated exceptional work ethic and commitment to the advancement of the NMBBAA - Columbus Chapter.

Heritage Award: David Harrison

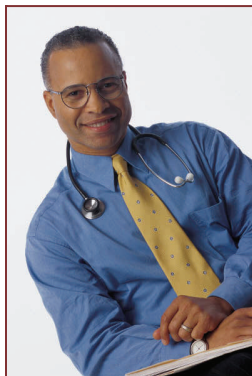
This award recognizes the long term commitment, dedication, support, community involvement and passion for success demonstrated by a member of the NMBBAA - Columbus Chapter, or supporter who continuously goes above and beyond in accelerating the organizations vision.

Champion Award: Richard Dent - Limitedbrands & Jeanetta Darno - Nationwide

This honor is bestowed upon Corporate Executive Leadership who promotes the ideals of the NMBBAA locally and nationally. The recipients of this award are Senior Level Executive Leaders in Business and/or Higher Education who serve as champions of the organizations' vision to promote intellectual and economic wealth opportunities in the African-American community.

Congratulations to our 2007 award winners. Thank you to our members, corporate partners, educational partners, civic/community friends, and peer organizations for you continued support of the NMBBAA - Columbus Chapter.

HEALTH & WELLNESS: HYPERTENSION



Continued from page 8

Intervention programs conducted in community-based and practice-based settings indicate that the desired lifestyle changes are potentially feasible. Achievement of the intervention goals has, however, been constrained by a number of societal barriers, including a lack of satisfactory food choices and the absence of a national campaign to foster adoption of the population-based and targeted intervention strategies necessary to prevent high blood pressure. The National High Blood Pressure Education Program is well positioned to pro-

vide leadership for such a campaign. Goals of the campaign should include increased efforts to promote foods that are lower in sodium chloride and calorie content and higher in potassium content, and to promote physical activity and moderation in alcohol consumption. To reach these goals, additional public education to underscore the importance of lifestyle factors in the development of hypertension, as well as enhanced education and support of health care providers to encourage and facilitate their active participation in hypertension prevention activities,

will be necessary. Objectives for national change in the prevalence of factors that increase the public's risk of developing high blood pressure should be established, where they do not yet exist. Finally, additional attention needs to focus on research questions related to the prevention of high blood pressure. Although challenging, the potential for benefit makes primary prevention of hypertension an important national policy goal for the next decade.

Source:

www.blackhealthcare.com

EIGHT BUSINESS WEB SITE MISTAKES

Continued from page 6

balance with functionality and ease of use for the typical user. Also, a more complex design takes longer to load on many computers. ease of use for the typical user.

Stagnant site: Not only is content time-sensitive, but so is format and design. Update content regu-

larly and take advantage of (appropriate) new technologies to make the site look better.

Broken links and 404 error messages: Make sure every link on your site works. You'll lose users quickly if they see a "404 file not found" error message, find broken or incorrectly labeled links. No contact info. Users need to be able to contact you with ques-

tions, complaints, and suggestions. A "contact us" page, like an Internet business card, should be available from any part of your site.

Ignoring statistics: Detailed reports of visitor traffic are available for your Web site. This service may be offered by your hosting provider, or obtained data through a third party.

Avoiding spiders: Spiders are what search engines use to find your page. You want to make sure your page are designed so that you show up high on search engine rankings.

Not hiring a professional: Search engine optimization is complex. To move up in the listings on Google and other search engines, you may want to hire a professional, especially if your business relies heavily on generating business from the Web.

BLACK AGENTS: MASTERING A NEW GAME

Continued from page 4

"You're blinded if you go to a large [white] firm [for an internship]," Goodwin explains. "You're protected there. It is later, when you're out on your own, that they'll remind you that you're inferior."

Simply put, the odds against minorities interested in careers as sports agents are significant. But the rewards are substantial. A lot of money and influence are at stake in this business. Agents' behind-the-scenes maneuvering helps determine a range of things including public representations of black athletes, endorsement dollar distribution, and even which communities derive economic benefit.

The racial composition of the agent pool reflects the diversity of the sport's players. In golf and tennis, African Americans are currently underrepresented as players, officials, vendors, and agents. "The industry is so established that it is difficult to crack," says Keven Davis, a longtime advisor to Venus and Serena Williams. Davis describes the agent landscape as dominated by larger agen-

cies with representatives who specialize in one sport. By contrast, African Americans are well represented in basketball as players and as agents. "You [saw] during the draft that a number of African Americans are representing top players. There is both quality and quantity. The No. 1 player in the draft [LeBron James] is represented by a black agent," says Davis. "Regardless of your race, you have to be good," he adds.

You must also be hungry, willing to work hard, and hustle for next to nothing in the beginning. "You have to work your way up by cutting your teeth on players who are less known," says Davis, who began representing unknown football and basketball players 20 years ago. From those humble beginnings, Davis honed a powerful skill set and a nuanced approach to meeting client needs landed him the trust of top-rated players like the Williams sisters. Davis has been a trusted advisor to the family since before Venus turned pro. His patience and quality counsel won Venus a \$40 million Reebok deal in 2000, the biggest endorsement contract ever for a

female athlete.

Davis says integrity is the biggest lesson he learned from two decades of being an advocate and negotiator for players. "All you have is your name and there are opportunities for people to take short cuts or put themselves ahead of their player or client," he says. "You just have to fight all the forces that would lead you down that road."

From a player's perspective, integrity is also important. Athletes must perform due diligence and carefully consider a prospective representative's forthrightness, motives, and track record. The agent is essentially charged with managing the business of the athlete's career. This is of enormous importance, particularly in sports where careers are short-lived. There is no substitute for agent competence in identifying the appropriate means to accomplish a client's personal objectives.

"All agents are working as hard as they can for your best interests, but some seem to know you a little better," says rising tennis star James Blake. Blake says he couldn't

have chosen a better agent than IMG's Carlos Fleming. "He's legitimately one of my best friends," says Blake. "He works hard, but he also works very honestly, and that's something I appreciate."

Ultimately, sports representation is a service business, and agents will be judged by the confidence their players have in them. The trust and rapport established between the two parties will determine the success of the partnership and signal to the world that black agents can, in fact, master the game and win.

Source: Earl G. Graves Publishing Co., Inc.



MEMBERSHIP

The NMBBAA is a national organization that has an extensive network of 39 chapters across the U.S.

Membership Benefits:

- Access to Professional Development Workshops and Seminars
- Discount tickets to local chapter events
- Discounts on Dell Computers
- Reduced National Conference Registration
- Marriott Host Guest Program

- Access to NMBBAA Employment Network
- Auto Rental Discounts
- American Airlines Affinity Program Discount
- Subscription to Black MBA Magazine

Full Membership: Professionals with a graduate degree in any particular field (MBA, MHA, MPA, MS, MA, JD, etc.): \$125/year

Associate Membership: Professionals without a graduate degree but with extensive experience or entrepreneurial success: \$125/year

Student Membership: Students enrolled in any graduate degree program (a two-year limit). \$60/year

Lifetime Membership: Members who make the financial commitment to the full or associate lifetime status. \$1000 one-time payment or \$350/year (for 3 years)

For more information contact:
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CORPORATE PARTNERS

Abercrombie & Fitch

JP Morgan

PriceWaterhouseCoopers

American Electric Power

LimitedBrands

Sacheen N. Garrison, D.D.S.

Ashland University

Nationwide Insurance

State Farm Insurance

Capital Club Columbus

NetJets

The McGraw-Hill Companies

Cardinal Health

NiSource

The Ohio State University -
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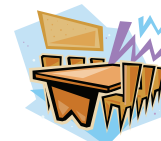
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- LuTonda Baumgardner
- Kenneth Bennett, Jr.
- Ife Blount
- Kimberly Brant
- Robert Buchanan
- Jason Chambers
- Sonya Chambers
- Todd Corley
- Yolanda Cummings
- Carla Davis
- Rommel Davis
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- Jacinta Simmons-Robinson
- Jodi Smith
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Our mission is to promote intellectual and economic wealth generation in the Columbus community

UPCOMING MEETINGS & EVENTS

First Quarter Meeting - 2/21/2008
Location: OSU

Third Quarter Meeting - 8/21/2008
Location: Abercrombie & Fitch

Second Quarter Meeting - 5/15/2008
Location: TBD

NBMBAA Conference - 9/16/08 – 09/21/08
Location: Washington, DC

Best Practice Cruise - 5/2008
Location: TBD

Fourth Quarter Meeting - 11/13/2008
Location: Nationwide

LOT Case Competition - 6/21 – 23/08
Columbus, Ohio

15 Yr Ann/Corp Partner - 12/6/2008
Location: TBD

Golf Outing - 8/1/2008
Location: Bent Tree

For updated meeting and event information,
please visit www.columbusmba.org.

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Visit us on the web !
www.columbusmba.org

MBA TIMES - ADVERTISING RATES

SIZE	DIMENSIONS	PRICE
Full Page	8.5" x 11"	\$75
Half Page	4.25" x 11" or 11" x 4.25"	\$50
1/4 page	3.5" x 11"	\$35
1/8 Page	3.5" x 3.5"	\$25
Business Card	3.5" wide x 1.75" high	\$10

BLACK MBA MAGAZINE

The New Black MBA Magazine launched September 13th exhibiting a new look and style, with content essential to business professionals of all industries. Also available, the new digital edition enabling readers to enjoy the same great editorial content with new, inter-

active features only available online. This digital edition was specially designed to supplement the print publication, providing access to the industry anytime, anywhere.

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