

2007

SPECIAL ADVERTISING

As seen in

BusinessWeek

Special Advertising Sections

© Copyright 2007 The McGraw-Hill Companies, Inc.

Diversity in Business

Relevance for African American Business Professionals – Now and in 2025

Relevance is a significant word to Barbara L. Thomas, National Black MBA Association (NBMBA) president and CEO. To her, relevance is staying current, creative, and credible. It's also the association's September conference theme and has been integral to her career and involvement with the association.



Thomas joined the NBMBA in 1994 to gain more professional development and networking skills than she could from the corporate world – and she did. By 1995 she was the Boston chapter's president. Six years later she was the national association's CFO, and a year later its president and CEO. "I was ready for that role," she recalls. As a financial turnaround specialist she could increase the NBMBA's financial reach. Having honed her leadership skills within the association, she was relevant.

Relevance is critical to African American business professionals. "Yesterday's predictions are today's realities. Last year's threats are today's competitors. Are you prepared to stay ahead of them?" asks Thomas, citing the global and highly technical direction of today's corporations. "Learn another language and culture," she advises. "Clearly technology leads the way in business so you must be technically savvy to play in the field. You must expand your horizons to be relevant to a company or your business."

The NBMBA is doing just that by focusing on the impact African Americans will have on 2025's business environment. To make their influence a powerful one, the NBMBA is planting seeds with programs to help academically challenged high school students with potential. They are also developing future "thrivals," a term created by Nat Irvin II, Ph.D., Executive Professor, Future Studies Assistant Dean, MBA Student Development, Babcock Graduate School of Management, Wake Forest University in Winston-Salem, N.C., and frequent speaker at NBMBA meetings and conferences.

According to Irvin, thrivals shape the future. The future does not shape them. Thomas urges African American business professionals to prepare themselves and their businesses for a changed national landscape. "Thrivals have ability and courage and don't just take what is given to them. This is where successful African American business people will come from," she predicts. "Remain relevant no matter what business you're in. Equip yourself to achieve your goals and objectives. Create the box, don't just take what's already in it."

NBMBA Annual Conference & Exposition

The National Black MBA Association will hold its 29th Annual Conference & Exposition September 11 through 16, 2007, in Orlando, Florida. The theme of this year's conference is Relevance: Staying Current, Creative and Credible. More than 400 corporate sponsors and 11,000 attendees are expected. To get more information about this year's NBMBA Conference go to www.nbmbaa.org or call 312-236-2622.



"In my organization there is respect for every individual. Whatever we accomplish is due to the combined effort. I feel there is no door which, with the kind of talent we have, could not be opened, and we hope we can continue to unlock these barriers..." — Walt Disney

Walt Disney recognized that success could only be achieved by continuing to identify, develop and maximize the potential of The Walt Disney Studios' most precious resource: People. One of these remarkable people is Colette Moore, Vice President of Worldwide Business Development, Partnerships and Strategy. Colette Moore's accomplishments and career advancement are a testimony to not only her own unique gifts, but also Disney's ongoing commitment to Diversity. As an African-American, a woman and a formidable leader in an ever-changing and highly competitive global marketplace, Moore embodies The Walt Disney Studios' Diversity Mission Statement: "To Create An Inclusive Environment That Is Open To All Perspectives, Allowing Us To Tell Compelling Stories In Film, Animation, And Music That Visually And Emotionally Reflect Our Audience Worldwide."

The Walt Disney Studios maintains that the only existing boundaries are those of talent, ambition, imagination and innovation. Thirteen years ago, after getting her MBA, Colette Moore switched gears from engineering, aerospace and consumer goods to pursue her passion for entertainment. Starting her career with Home Entertainment in Brand Management for live-action home video rental marketing, she advanced quickly and was recognized for her strategic vision and business acumen. With the advent of DVD and a corporate reorganization, Moore was named Director of the Miramax brand across all business categories – including a burgeoning sell-through market – which entailed extensive P & L responsibility. In keeping with aggressive growth in across-the-board Disney branding, Moore had the opportunity to facilitate the collaboration of synergy



"It's a very hard-driving culture, but because we're a creative organization, I think different ideas are embraced. We need to make sure that, as populations change, we're speaking to consumers appropriately. Because you can't just sell to people; you have to embrace communities."

— Colette Moore

and promotions with all of The Walt Disney Company's divisions including Theatrical, Parks, Disney Channel, Disney Records, etc., which offered extraordinary insight on the entire Disney operation. Moore brings unparalleled experience, inspiration, leadership and out-of-the-box thinking to the table on a global scale, with particular focus on such innovations as the development and implementation of Disney's "FastPlay" DVD viewing mode, devising strategies for combating the industry-wide problem of piracy, and particularly, blazing a trail in the area of Blu-ray™ technology.

By nurturing a corporate culture grounded in respect for, and celebration of, differences as well as similarities, The Walt Disney Studios offers limitless opportunities for both individual and collective growth and empowerment on a day-to-day basis.



**When you're passionate
about making a difference, it shows.**

At Merck, we sincerely believe that having a diverse workforce leads to a competitive advantage. Here, you'll find diversified experiences, strong ethics and integrity and a resounding passion for improving human health.

Each one of us at Merck is joined by an extraordinary sense of purpose - bringing Merck's finest achievements to people around the world. As part of our global team, you'll collaborate with talented and dedicated colleagues while developing and expanding your own career.

Merck offers internships and rotational programs for MBA students and new graduates that will allow you to gain exposure to a range of functional areas within Merck and acquire a comprehensive understanding of the company and industry.

Wherever your passion leads you within Merck, the work you do will be as empowering as the people that surround you.

Learn more at www.merck.com/careers

Merck is an equal opportunity employer-proudly embracing diversity in all of its manifestations.

©2007 Merck & Co., Inc. All rights reserved. Merck and the Merck logotype are registered trademarks of Merck & Co., Inc.

Our work is someone's hope. Join us.

