



EDUCATION CAREER LEADERSHIP ENTREPRENEURSHIP LIFESTYLE

NATIONAL BLACK MBA news

A quarterly newsletter for the members of the National Black MBA Association Dallas-Fort Worth Chapter

Third Quarter 2011



STAY CONNECTED

Dr Pepper Snapple Group Hosts NBMBAA DFW Chapter

DPSG Diversity & Networking Career Fair

The DFW Chapter of the National Black MBA Association participated in the DPSG Diversity Networking and Career Fair held at the Dr Pepper Snapple Group Corporate Headquarters in Plano, TX along with the DFW Women MBAs and the National Society of Hispanic MBAs. Greeted with giftbags and an opportunity to network with the DPSG talent recruiters and executive leaders, the attendees also sampled the latest products offered by the corporation.

James "Jim" Trebilcock, the DPSG Executive Vice President of Marketing, shared the organization's successes and reasons for its continued industry leadership.

"Our main strategy is differentiation. If Coke and Pepsi are going left, we go right. If I do what they do, we will get our butts kicked," Trebilcock stated. He also shared that the DPSG business expanded exponentially recently due to acquisitions and is now the home to 58 product brands; some products are ranked number one in their product category.

One of the successful implementations of the marketing strategy includes a core component of the company's values. "We must understand the needs, wants and beliefs of our customers," stated Trebilcock. He also expounded on the value of multicultural marketing and the use of population trends and habits to create a successful marketing strategy.

Trebilcock reviewed some of the current and upcoming marketing campaigns

and showed how a strong focus on diversity is helping the company to expand into new markets and capture additional market share. Dr Pepper 10 is a new product marketed as "its not for women" to increase the purchases among men. It boasts the same mouth feel and taste of original Dr Pepper, but has only 10 calories per serving. Sun Drop is a new product recently launched as a competing product to Pepsi's Mountain Dew. The Mott's Moms campaign is geared to mothers of young children and promotes juice with less sugar. For the African-American markets, the company solicited the help of Cee Lo Green, a hip-hop artist to encourage customers to "be yourself, be true to yourself with 7UP - the 'Uncola'." Trebilcock also showcased that DPSG is beating Coke and Pepsi in Latino markets through their sponsorship of the Viva la Vida 23 events featuring dance-pop artist, Pitbull.

With talent recruiters lined along the back perimeter of room, Trebilcock shared insight regarding the career opportunities available and emphasized the qualities of the ideal candidate. Drive and self motivation, started the list, with good judgment, learning the business team and using the judgment to influence others rounding it out.

"We are a big believer in "humble leadership," Trebilcock stated. He shared that a good leaders' ambition is not for themselves but for the team. "We like hot-blooded people bent on making their mark, revolutionaries and people that

howl at the moon." The potential employee of DPSG can also expect active career management, training and development, and a caring culture.

The evening also included a brief panel discussion with the local executive leadership. Panelists included Benita Casey, Deena Rembert-Neason, Jaxie Alp, Jaime Garcia, Ron Jeans, and Larry Solomon, Executive Vice-President of Human Resources. Solomon was also the closing speaker.

Solomon shared tools for professional and personal development. "Make a splash by challenging the reasonable," he stated as he encouraged others to let their voice be heard.

"As you think about your career, define 'brand you.' How do you differentiate yourself? What's in your elevator speech that will make someone hire you?" Solomon also provoked thought with the question, "How do you get visibility?" His simple answer, Networking. To balance and guide personal growth, it was suggested that each person create the Boardroom of your life. Identify the members of your board and experience the power of feedback. Find people that will give you honest feedback to help your growth. "Feedback is a privilege, and not a right." The evening closed with attendees networking with the talent recruiters and other guests.

By: Jacquinette Murphy, Presence Communications

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CONTACT INFORMATION

DALLAS - FORT WORTH CHAPTER
P.O. Box 797174
Dallas, Texas 75379-7174

WEBSITE:
www.dfwmbas.org

CHAPTER HOTLINE: 214.853.4497

SPONSORSHIP OPPORTUNITIES
mail@dfwmbas.org

PHD/MBS/UNDERGRADUATE
SCHOLARSHIPS
scholarships@dfwmbas.org

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mail@dfwmbas.org

MEMBERSHIP QUESTIONS
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mail@dfwmbas.org



Talent Recruiters from various departments within the organization networked with attendees, reviewed resumes, shared the company culture and available job opportunities.



Employees shared their joy of working at DPSG while posing for a pic during the fair.



Dr Pepper employees showcase the soft drink, Sun Drop at the DPSG Diversity Networking and Career Fair.



DPSG Employees offered samples of the new Dr Pepper 10 soft drink and other popular brands to the attendees during the fair.



Jim Trebilcock, EVP of Marketing, shared success marketing strategies and the current position of the organization in its marketplace.



Many attendees from the NBMBAA-DFW, NSHMB, and the National Society of Women MBAS chapters were present at the DPSG networking event.



NBMBAA-DFW Chapter President, Susan Bell (left), pose with Terrie Harrell, VP of Diversity at DPSG.



Leon Ferguson and other employees share career opportunities along with their personal DPSG experiences with event attendees.

NMBAA NEW & RENEWING MEMBERS

Paris Gamble
Thomas Totoe
Ruth Provost
David L. Waiyaki
Andrew L. Haskins
Sabu Oommen
Susan Sanders
Sean Fleming
Gabaza Mlambo
Jeremy T. Hardiman
Deepak Rathor
Tyron V. Lewis
Jeremy Bartlow
Tonya Garrett
Adam Charles
Oluwakemi Wharton
Ripton Whyte
KeAndre D. Boggess
Vicki L. Calton
Stephanie J. Theaker
Lawrence Harris
Parima Rastogi
Anne W. Nash
George Hwang
Lucious C. McDaniel
Stephanie M. Chan
Ousmane Traore
La Toya Dennis
Samantha Scott
Raghavendra
Kalapatapu
Kaushik Manchala
Nkemjika
Onyemerekeya

Harrison N
Ekwenugo
Ryan D. Hopkins
Danielle Lundy Boyd
Barbara A Hall
Gwendolyn G.
Rouzan
Andre D. Jones
Abisola Awoniyi
Bethany Brown
Jada M. Davis
Nigel Redic
Manfred T. Nkoh
Stacy Towles
Renee Wagner
La Tanya Lynch
Jamia Saucedo
Chike E. Ozumba
Michael J. Allen
Balogun A. Akogun
Keia Broden
Jackie D. Freeman
Melissah Kamami
Vince Kaczorowski
Johnathan Porter
Nitesh P. Rauniyar
Anneke Talsma
Ronald Jeans
Terri Bryant-Harrell
Christopher L. Davis
Jewel Brodie
Karen Turner-Owens
Edmond L Moss

UPCOMING EVENTS

November 11-13, 2011
National Chapter Leadership
Retreat - Harrisburg, PA

November 11, 2011
Chapter Elections

November 17, 2011
Twelve Days to a Financial
Turnaround
SMU

TBD
Members Only Holiday Party

Visit our website & join the
distribution list for more information
about upcoming events.

2011 Chapter Sponsors



Leaders of Tomorrow (LOT) Sponsors



Career

GE Capital Hosts Networking Reception

GE Capital, a new sponsor of the NMBAA-DFW Chapter, hosted a private reception for chapter members with experience in the financial services industry. The event was held at the distinguished Stoneleigh Hotel in Uptown Dallas. During the event, GE Human Resources Manager, Brian McGarvey along with Diane Cooper, GE Officer and General Manager of Equipment Finance and Kristen Larimore, Commercial Integrations Manager and other company executives networked purposefully with pre-selected attendees to share available opportunities along with the vision and culture of the GE Capital organization.

McGarvey unveiled the organization's new initiative to increase the talent and diversity ratio within the local offices called the GE Capital African American Affinity Network (AAN). The members of this network are slated to serve as ambassadors in mentoring, networking, promotional and professional development environments. The AAN aims to leverage diversity and build confidence while creating an environment to share experiences and increase the potential career success for the African-American employee.

In addition to the establishment of the network, GE Capital also made a surprise announcement about the NMBAA-DFW Referral Program. This program is set up to distribute funds to the chapter for each new hire referred by NMBAA. After sharing its community outreach efforts, it was time to learn about the success and accomplishments of the company. For more information about the GE Capital organization, visit their website at www.ge.com



Members from the local chapter networking with executives and employees from GE Capital.



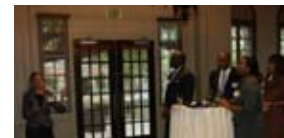
Pre-selected attendees gained insight on the company and culture of GE Capital.



NMBAA-DFW Board members Etonya Senigaur, Susan Bell and Kmeal Winters pose during the private reception.



from l to r: Kristen Larimore, Dina Cooper, Kmeal Winters, Susan Bell and Brian McGarvey served as hosts and presenters of the evening.



Dina Cooper, Equipment and Finance General Manager at GE explains the success of the organization.



Executive leaders were on hand to meet the attendees.

NMBAA-DFW Kicks Off National Conference Season at Sambuca

The Dallas-Fort Worth Chapter of the National Black MBA Association celebrated their Pre-conference kick-off by listening to past participants, board members and previous national conference attendees share their conference experience and explain the opportunities that can arise from attending.

"Companies and schools will be in one place. The conference is a great opportunity to network professionally and socially," said Wendy Mouton, VP Operations, "I have known people who find employment after attending the conference.

Marcus Warr, NMBAA Lifetime member, discussed how attending the conference and having a chance to

speak to companies can open the doors of opportunity. "There are about 14 million people unemployed," said Mr. Warr. Even if you are not looking for a job, it is a wonderful networking opportunity.

If funds are low, there are opportunities to win a free conference registration. Two registrations go to members or members who are recently unemployed or underemployed. The remaining two go to members of the military. "There are hundreds of companies looking for people like us to sell ourselves, and many have hospitality suites that will give you the chance to do just that," said Cheryl Long, VP Membership. "This is your opportunity to get their contact information and follow-up."

Katrina Walters, Cargill Regional Sales Manager, encouraged conference attendees to create an action plan before attending. "I went to the conference in October, by November, I was signing up with a company. Have an action plan and target the companies you want to work for. The moment you walk up to the table, the interview starts," said Ms. Walters. "You have to have a winning strategy regardless of the conditions, so have an action plan ready."

The night ended with a Question and Answer session from the participants and a message from the President, Susan Bell, who again encouraged the group to attend the conference and highlighted the events that would be taking place.



Wendi Mouton, shares the benefits of the attending the National NMBAA Conference.



Novis Bogard networks with guests at the Pre-Conference Kickoff



Kmeal Winters shares events and highlights of the National Conference.



Dee Ellington, UTD Graduate Program recruiter, shares insight about the graduate programming and degree plans available at UTD, one of the sponsoring partners of the NMBAA-DFW chapter.



NMBAA-DFW Community Relations chairperson, Pat Hutchins, share information on her community connections and encourages the attendees to be active in the community. Hutchins also introduced guest speaker, Keith Vinson of the YMCA.



Katrina Walters shared the benefits of building a relationship with recruiters and following up on perspective employment opportunities during your job search.



Marcus Warr, NMBAA Lifetime member, shared his conference experiences and the benefits of speaking with prospective employees in a one-on-one informal environment.

Education

NMBAA-DFW Awards \$7,500 in Scholarships

The Dallas-Fort Worth Chapter of the National Black MBA Association (NMBAA-DFW) awarded about \$7,500 in scholarship dollars through its 2011 Excel Scholarship program. Each year, the chapter awards funds to high school, undergraduate, graduate or PhD level African-American students in the DFW metroplex. This year's recipients include:

JESSICA OTAH

Jessica Otah is a graduate of Wylie High School in Wylie, TX. She is an accomplished student and the recipient of the AP Scholar with Honor Award. She has also won numerous awards such as the Raider Academic Achievement Award, Texas ACT Council Award and the Academic Achievement Award at Wylie High School. Jessica is currently attending Southern Methodist University where her major is Biochemistry. Jessica enjoys reading, shopping and spending time with her friends.

ASHELY TURNER

Ashely Turner is a top-ranked student from Justin Wakeland High School in Frisco, TX, where she was a member of the Student Council. She is also a member of the National Technical Honor Society. Ashely was selected to attend the Texas Governor's School at Lamar University. She attends

The University of Texas in San Antonio and is pursuing her Bachelor's degree in Public Relations. Ashely plans to earn her MBA with a Marketing concentration. She enjoys shopping and spending time with her family and friends.

PERIS JUNE NGANGA

Peris June Nganga was born in Kenya, East Africa. Her family soon immigrated to America to follow the American Dream. Growing up amid impoverishment made her strive to be a hard worker and to become a person who is very dedicated to her goals. Peris' dream is to attain her Bachelor's degree in Biology & Business Administration at the University of Texas in Dallas, proceed to medical school, and then become a pediatrician.

BRYAN DAVIS

Bryan Davis is in his second year at the University of Texas in Arlington pursuing a major in History with a minor in Spanish. His hobbies include reading, brushing up on random bits of pop culture and engaging peers in debates or discussions most likely about the state of society or politics. A second year recipient of the Excel Scholarship, he extends his thanks and appreciation to all the board members

who made this scholarship possible. He states, "It means so much to me as a student!"

CHRISTOPHER DAVIS

Christopher Davis completed both his Bachelor and Master of Science degrees at Southern Methodist University (SMU) in Engineering Management. Immediately after completing his Master's degree, Christopher spent some time at Deloitte Consulting in the Human Resource Transformation Practice primarily working on business process redesigns. He left Deloitte Consulting, to work as an Operations Analyst for TXU Energy in Dallas, one of the largest retail energy providers in Texas. After almost four years at TXU, he changed career paths and decided to pursue a career in education. He was hired by the Dallas Independent School District (Dallas ISD) to coordinate and manage the District's Performance Pay Program. Currently, Christopher has decided to focus his efforts on completing his doctoral degree at SMU as a full-time student. He is in the dissertation phase and hopes to graduate in December 2012. Since 2010, Christopher has been teaching developmental math courses as an adjunct instructor for the Dallas County Community College District (DCCCD).