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**NMBC Graduates Inaugural Class of Executive Management Program;**

**Corporate Sponsors & Students Sought for fall 2013 Semester**

February 12, 2013 – After a year of planning and outreach, the first–ever Executive Management Program (EMP) for minority and women business enterprises (MWBEs) sponsored by the National Minority Business Council ([www.nmbc.org](http://www.nmbc.org)), came to fruition the last two weeks of January. Developed in conjunction with Monroe College and BNY Mellon, the program received high marks from participants for its content, level of instruction, practical workplace applications, and networking opportunities.

Each participant attended on scholarship sponsored by corporate underwriters American Express, BNY Mellon, Ernst & Young LLP, L-3 Communications Corporation, National Grid and SHI International Corp. New corporate scholarship sponsors, as well as MWBE business owners, as students, are now being solicited for a fall 2013 semester EMP.

“The primary incentive for corporations to provide scholarships is to develop and support their own supplier diversity vendor resources,” explained William H. Drewes, Esq., program coordinator. “Companies interested in nominating and sponsoring participants for the fall semester should contact NMBC now because we purposely keep the class size small in order to foster an interactive learning environment and to build a supportive group of new contacts for the program’s participants.”

The fall semester will follow the inaugural series’ model of presenting comprehensive lectures by working professionals. Topics covered were international trade, developing business plans, debt management, social media, short-term and long-term investments, sales and marketing and other topics needed to compete in a global economy.

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Participant Michael Darden, founder of New York-based Perfect Pitch Media Relations, was sponsored by BNY Mellon. Darden described the five-day immersion program as “the shortest MBA program around.” His classmate, Peggy McHale, added that “the presentations on sales were so content-rich that I couldn’t take notes fast enough.” A principal of Newark, NJ-based Consultants2Go, which provides marketing and analytic specialists on an interim and outsourced basis, said she has already begun implementing several of the matrix she learned for mastering Salesforce, a leading enterprise cloud computing CRM that her organization already utilizes. “I’m very grateful to American Express for sponsoring me.”

“This was a new initiative for NMBC which has dedicated itself to the needs and goals of primarily minority and women-owned businesses for more than 40-years,” said John F. Robinson, president & CEO of NMBC. “While it was modeled after similar programs offered by major educational institutions, the uniqueness of the NMBC Executive Management Program is that it is 100% scholarship-sponsored by large corporations that recognize the important role that small businesses provide their organizations. It is also the only program of its kind in Metropolitan New York.”

Kevin Neil, founder of Neil’s Café in New Rochelle, NY was sponsored by Ernst & Young. He echoed other participants’ description of the program as a “mini MBA”, as well as a new networking opportunity. “Through my classmates, I learned about online marketing tools for building worldwide exposure for my restaurant’s unique Caribbean cuisine.” Media relations executive Michael Darden, added, “One especially important tip I learned is that I have to make sure that I am working not just in my business, but on my business. I need to be creating more strategies for growth.”

Companies interested in becoming a corporate sponsor and prospective students should call NMBC at 212-693-5050 and speak to John Robinson.

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*The National Minority Business Council, Inc. (NMBC), a not-for-profit 501 (c)(3) corporation, was founded in December 1972. The primary purpose of the organization is to enhance the success and profitability of the small business community through the provision of high-quality services, programs, advocacy and networking support. The secondary purpose is to act as an information clearinghouse for the women- and minority-owned business enterprise (MWBE) community.*