

**Key Dates
 to Remember:**

- NMBBAA Conference: October 11—16, 2005 (San Diego, CA)
- BBSA Conference: February 16—19, 2006
- BAA Town Hall February 18, 2005

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BAA Blue Note

Volume 3, Issue 1

October 2005

Greetings from BAA President

My fellow alumni, thank you for selecting me to lead the Black Alumni Association over the next two years. Over the past few months, the Executive Board has worked to develop the strategic goals of the organization for the upcoming year. The mission of the Black Alumni Association (BAA) is three-fold:

1. To promote the personal and professional development of African-American alumni of the Ross School of Business at the University of Michigan (RSB).
2. Support RSB and the Black Business Student Association (BBSA) in promoting the welfare of African-American students at U of M.
3. Increase the involvement of African-American alumni of RSB in the business school, University of Michigan Alumni Association, and univer-

sity wide programs and events.

With that mission in mind, we have developed clear goals for each BAA committee for 2005—2006. (Refer to page 4 of the newsletter for a list of Committee Chairs.) Those goals are as follows:

- Establish brand for BAA (e.g. logo, tag line, marketing materials, etc.)
- Develop marketing strategy for BAA
- Establish Village Chief in all Metropolitan areas with a high concentration of alumni
- Establish and execute signature event within Villages
- Increase percentage of BAA participants in Village events
- Consolidate BAA and BBSA alumni newsletters



into single newsletter targeting African-American RSB alumni *(done)*

- Work with RSB to improve BAA contact database
- Increase BAA participation on committees by including 3 BAA members on all committees
- Reinvigorate the Dr. Edwards Scholarship fundraising campaign
- Align with the BBSA to increase the number of BAA members at the

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Greetings from the BBSA President

Dear Black Alumni Association:

It is a great pleasure to introduce myself to the BAA. My name is Brock A. Williams and I am a native New Yorker and third-generation Howardite (Howard University, BS Engineering, 1998). As President of the BBSA for 2005-2006, I plan to strengthen the organization,

our membership and elevate the BBSA brand to new heights. To deliver upon this mission, I have aligned our strategy for 2005-2006 to the following phrase: *“Strengthen the Family, Extend the Family, and Increase Our Visibility”*:

Strengthen the Family

- Strengthen ties amongst

the BBA, MBA and BAA populations

- Leverage the Office of Career Development to further prepare our members for the job search process
- Focus on professional development and aca-

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www.umich.edu/~bbsa

BBSA 1st Year Establishes RSB Hurricane Katrina Relief Task Force

The ravaging effects of Hurricane Katrina have left many Gulf Coast communities ruined and in disrepair. It has caused multitudes of residents to be refugees in areas completely unknown to them. Recently, displaced Tulane University students have been welcomed to the University of Michigan in an effort to provide them with a safe and comfortable place to call home while allowing them to continue with their education.

At the business school, stu-

dents, led by first-year MBA and BBSA member Linda Merus, have mobilized to form the Hurricane Katrina Relief Task Force. The Task Force is intended to centralize the efforts of the various organizations at the business school in order to have the greatest impact. The first project initiated by the Task Force was a monetary campaign that began with sales of Hurricane Relief bracelets and culminated with a happy hour at Leopold's where revenue received from beverage sales were donated to

the Task Force. Proceeds from this event will be matched dollar for dollar by Professor Noel Tichy, Director of the Global Leadership Program. All contributions received by the Task Force will be donated to various national and local charities with the goal of reaching those in need through the most direct channels.

If you are interested in furthering the efforts of the Hurricane Katrina Relief Task Force please contact us at hurricanerelief@umich.edu.

2005—2006

BBSA

Strategy:

1. *Strengthen the Family*
2. *Extend the Family*
3. *Increase Our Visibility*

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Greetings from the BBSA President

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demics through a proactive strategy for the Corporate Relations, Professional Development and Academic Affairs Committees

Extend the Family

- Build bridges with minority student organizations across the U of M campus to increase the network of Black U of M professionals
- Use various recruiting channels such as the Admissions Student Committee, UpClose 2005 and the 30th Annual Conference to develop new initiatives to recruit Black MBA applicants

Increase Our Visibility

- Increase the visibility of the Ross BBSA both internal and external to the Business School to build our brand, attract more Black applicants to Ross and increase the number of corporations

who hire our members and sponsor our initiatives

As of September 2005, we are progressing well towards accomplishing these goals. In an effort to "Increase Our Visibility," I urged members of the BBSA to compete in the 2005 Executive Leadership Council (ELC) Business Case Competition. I am proud to report that in Michigan's first-year competing in the ELC Case Competition, we earned First Place honors unseating Harvard and Wharton as the only First Place champions since the competition began in 2000. To "Strengthen the Family," this September we hosted our First Annual BBSA MBA1-MBA2 Retreat allowing first and second year BBSA members to bond through teambuilding activities prior to the start of the school year. To "Extend the Family," we are hosting a monthly Happy Hour targeting Black graduate students and professionals in the Greater Ann Arbor community.

With 70 members of the BBSA and the 30th Annual

BBSA Conference & Alumni Weekend on the horizon, we will remain busy here in Ann Arbor. As the year continues, I would like to partner with the BAA to build upon the legacy of our alumni and to drive the BBSA agenda for 2005-2006. Please mark your calendars for the Alumni Dinner (October 7, 2005) and the 30th Annual Conference & Alumni Weekend (February 16 – 19, 2006) and make plans to return to campus to reconnect with the BBSA.

I look forward to meeting distinguished members from the BAA at the Alumni Dinner and at the 30th Annual BBSA Conference & Alumni Weekend!

Warm regards,

Brock A. Williams

President – Black Business Students Association (BBSA)

Ross School of Business at the University of Michigan

MBA Class of 2006

brockwil@umich.edu

Greetings from BBSA Alumni Relations Chair

It is with pleasure I will serve as the Alumni Relations Chairperson for the 2005-2006 academic year. As Alumni Relations Chairperson, my goal is to strengthen the bond among the Black Alumni Association and current BBSA members, as well as to increase awareness of current initiatives and accomplishments within the BBSA. The BBSA has an exciting year ahead as we near a milestone — celebrating 30 years of diversity at the Ross School of Business during the 30th Annual BBSA Conference & Alumni Weekend.

To help increase alumni participation at the conference,

I will identify "Alumni Class Champions" from each of the past 30 BBSA classes. In past years, we have seen a decline in alumni attendance at the annual conference. The primary reason behind this decline has been attributed to alumni loss of interest because other classmates aren't attending. However, this year the "Alumni Class Champions" will be charged with the task of building excitement, and leading registration efforts among their respective class.

This year I will also be working with the BAA to provide this quarterly newsletter to keep you abreast of current

initiatives within the BBSA. We have some movers and shakers in the BBSA, and I'd like to share their significant accomplishments with you. Please read on for more news from the BBSA!!

I look forward to meeting you during the 2005-2006 school year. If you have any questions or are interested in becoming an "Alumni Class Champion" please don't hesitate to contact me.

ericarob@umich.edu.

Thanks and I'll see you soon!

Regards,

Erica R. Roberson



**Erica Roberson,
MBA2
Alumni Relations**



BBSA team wins 1st place in the Executive Leadership Council Annual Case Competition

Black Business Students Association (BBSA) team captain Sheila Collins, MBA '06, and BBSA team members Karimah Malcolm, MBA '05, and Larry Thompson, MBA '06, collaborated with Sanjiv Gupta, MBA '06, and Suman Mishra, MBA '06, to defeat the University of North Carolina's Kenan-Flagler Business School and the University of Pennsylvania's Wharton School of Business in the final round of "The Coca-Cola Company in South Africa: The Case for Inclusion and Economic Empowerment," sponsored by Goldman Sachs.

New BBSA president, Brock Williams, MBA '06, said one of the goals for the BBSA is to increase the visibility of the organization and its membership in an effort to elevate it to the level of African-American student groups at other top business schools.

"This victory is a true testament to Michigan's commitment to diversity, action-based learning and the profound impact members from the BBSA and the Ross community at large can have in the international business community," he said.



MBA students from 35 schools across the nation were asked to present an innovative strategy to help Coca-Cola facilitate the South African government's goal to encourage economic empowerment among individuals previously disadvantaged by apartheid.

Associate Professor of Corporate Strategy & International Business Allan Afuah served as mentor to the team, providing the students with encouragement and insight into the situation in South Africa.

Teams presented their recommenda-

tions to a panel of senior executives from Coca-Cola, Goldman Sachs and the Executive Leadership Council.

In addition to prize money, the Ross School team will participate in a variety of Executive Leadership Council developmental events hosted by Fortune 500 companies and be recognized at the Executive Leadership Council's 17th annual recognition dinner on October 27th in Washington, D.C.

The Executive Leadership Council is an independent, non-partisan and non-profit corporation. It was founded in 1986 by 19 African-American corporate executive pioneers in an effort to create a support network and public leadership forum that prepares future African-American corporate executives, honors business achievements, encourages excellence in business and influences public policy on behalf of African Americans. The organization has more than 340 members who represent more than 200 companies.

Black Alumni Association Newsletter

www.umbsbaa.org

Are you interested in helping the BAA improve its communication vehicles by working with David Wooten and Charizma Williams to keep the BAA web site up to date? Web publication desirable, but the only requirement is solid writing skills and a willingness to help! Please contact David Wooten or Bill Woodson if you are interested.



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BBSA Annual Conference
By establishing clear, measurable goals, we can define the success of the organization. Our success is dependent on the over 1,100 African-American alumni of Ross School of Business. Simply said...**WE NEED YOU...**

We need you to get involved, support the BBSA, attend the BBSA conference, participate on BAA committees, challenge the BAA Executive Board for excellence...and so much more.

I challenge you to commit 2 hours a month (0.3% of your time) to RSB BAA in some capacity. Need ideas on how to get involved? Contact me or one of the officers listed

below.

I look forward to seeing you at upcoming alumni events.

Sincerely,

Renee Rhoten

Chairperson, Ross School of Business Black Alumni Association

r_rhoten@yahoo.com

BAA 2005—2007 Executive Board & Committee

Chairperson:	Renee Rhoten, MBA 2000	r_rhoten@yahoo.com
Vice-Chairperson:	Bill Woodson, MBA 1986	bwoodson@forwardmotion.biz
Treasurer:	Duane Hart, MBA 1998	dhart@trex.com
Secretary:	Charizma Williams, BBA 2002	charizma_williams@msn.com
Alumni Outreach:	Ed Hightower, MBA 1995	edhigh@ix.netcom.com
BBSA Relations & Annual Conference:	Ron Bradley, MBA 1986	rbradley61@comcast.net
Budget and Finance:	Duane Hart, MBA 1998	dhart@trex.com
Communications:	David Wooten, MBA 1987	dbwooten@umich.edu
Development:	Renee Rhoten & Bill Woodson	<i>(see above)</i>
Marketing:	Kimberlee Burrows	kempk@umich.edu
Scholarship Fund:	<i>Open...Interested?...</i>	Contact Bill Woodson

BBSA 2005—2006 Executive Board & Committee

President:	Brock Williams, MBA2
Vice-President:	Ashanti Hosier, MBA2
Treasurer:	Lester Robert, MBA 2
Recording Secretary:	Ratiera Harrison, MBA 2
Corresponding Secretary:	Adrian Morgan, MBA 1
MBA 1 Representative:	Alex Sutton, MBA 1
Member at Large:	Bianca Howell, MBA 2
Academic Relations:	Wendy Ross, MBA 2
Alumni Relations:	Erica Roberson, MBA 2
BBSA 30th Conference & Alumni Weekend	Sheila Collins, Erica Roberson, and Maurice Smith, MBA 2s
Community Relations:	Melanie Glover, MBA 2
Consortium Representative:	Sheila Collins, MBA 2
Corporate Relations:	Anthony Ross & Margaux Sinclair, MBA 2
Media & Communications:	Dane Mathews, MBA 2
Parliamentarian:	Angela Carter, MBA 1
Social Relations:	Julian Watts, MBA 2
Up Close Weekend:	Angela Adams, MBA 2