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## Ocean Bank and American Express join Corporate Sponsor roster

**A**nually, proposals are submitted to local businesses providing them the opportunity to fund key programs established by the South Florida Chapter of the National Black MBA Association. Historically, our corporate sponsorship list has included Ryder System, Burger King, JM Family, ADT/Tyco to name a few. We're pleased to announce the addition of Ocean Bank and American Express to our Corporate Sponsor roster.

For those of you who don't know, Ocean Bank is the largest independent commercial bank headquartered in the state of Florida, with more than \$5.6 billion in assets and \$4.8 billion in deposits. Chartered in 1982, Ocean Bank operates a network of 21 branches throughout Miami-Dade and Broward counties. Since its inception, Ocean Bank has impacted education in our community by making substantial contributions to Florida International University, Florida Memorial University, Miami Dade College, the United Negro College Fund, the Education Fund and many other education-related initiatives. Acknowledging its support, Ocean Bank has received numerous awards and accolades from the Beacon Council, the Greater Miami Chamber of Commerce and the Florida Department of Education.

American Express operates in over 130 countries around the globe and is a world leader in providing charge and credit cards to consumers, small businesses and corporations. It is the world's largest travel agency, offering travel and related consulting services to individuals and corporations around the world. After 150 years, American Express is poised to seize new opportunities in a rapidly changing industry and world, this being one.

Both companies will host two upcoming programs that you don't want to miss. Update your resumes and be in attendance at the March 9, 2007 Networking and Mega Recruitment event proudly sponsored by Ocean Bank! Make sure you attend the 11<sup>th</sup> Annual Scholarship Golf Classic on April 16, 2007 at Palm Aire Country Club. American Express is the Title Sponsor. Additionally, as the title sponsor of the 2007 Golf Classic, American Express will provide two named scholarships (1-graduate and 1-undergraduate).

Thank You



&



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**Darell Scott**  
*Director  
Membership*

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*Director  
Programs*

**Corporate Partners**

- *Ocean Bank*
- *American Express*
- *JM Family Enterprises, Inc.*
- *Office Depot*
- *City Furniture*
- *Steven Douglas Associates*
- *Burger King Corporation*
- *Ryder*

**National Black MBA  
Association, Inc.**  
South Florida Chapter  
P. O. Box 278872  
Miramar, FL 33027

**Phone: (305) 264-9200**  
**Email: [info@sfmba.com](mailto:info@sfmba.com)**

# President's Message



**W**elcome to the first quarter newsletter of 2007!

As you read in our lead article, we have secured the support of two key stakeholders – Ocean Bank and American Express and we're excited to include them amongst our roster of Corporate Sponsors. I'm even more elated that these two companies have made the commitment to the South Florida Chapter. By doing so, they demonstrate that they understand the vision and mission of the NBMBA and through their contributions, will join others in facilitating economic growth within our organization.

Ocean Bank has graciously accepted our invitation to host March's Networking Event, a mega recruiting night that will be long remembered as one of our chapter's premier events. This event will give the South Florida Chapter the opportunity to showcase our highly talented membership for promising career opportunities within Ocean Bank.

A special feature in this quarter's issue includes Part I of a four-part Leadership Development Series – articles that speak to leadership development and are aimed at assisting you on the path to becoming effective Leaders in every segment of your life. I want to thank Avis Russ, VP, Operations for taking the time to prepare this series and offering our members the "know how" as they seek to grow in their careers.

As many of you know, Lisa Hall current Director of Membership, is relocating to South Georgia and I'd like to thank her for her service to the South Florida Chapter. We are also pleased to welcome Darrell Scott to the Executive Committee as our Director of Membership. He is currently employed in Public Relations at Service America and brings a wealth of knowledge to the South Florida Chapter. Darrell promises to increase our membership through innovative program – stay tuned!

Lastly, this year marks the celebration of our 20<sup>th</sup> year. While 20 years sounds like a long time to have accomplished much, we still have many challenges to address in all segments of our chapter. We've highlighted a few historical facts that will be included in our Chapter History book. As we near the date in December, we look forward to having you all join us as we journey down memory lane.

Have a great day and thank you for your continued support.



## LEADERSHIP DEVELOPMENT SERIES - Part I of IV

Articles written by Avis Russ, an industry expert in the area of organizational development and design, offering leadership advice to our members



Avis Russ  
VP Operations

### Leadership Lessons

**E**ver wonder why some people mix like “oil and water”? Contrary to what some would like to believe, only a small percentage of people are ones we truly “don’t like”. The remaining people in that category are ones who are disliked due to the fact that we just don’t get them. The biggest disadvantage of this assessment is we may not take the time to understand what makes people tick.

One of the most effective tools in understanding those who are different than we are is the personal style assessment or inventory. One of the most widely used personal style inventories is the Myers Briggs Type Indicator, or MBTI. This tool has been around over 60 years and is designed to determine personal preferences with regard to work style, communication style, and problem-solving approach. Its applications include self-awareness, career development, teambuilding, problem solving, and relationship counseling.

Based on the work of Carl Jung, a Swiss psychiatrist, the MBTI is a product of the expanded research and data gathering of Isabel Myers and Katherine Briggs. The MBTI tool measures preferences in four areas:

- Where your attention is focused and where you get your energy from
- How you prefer to take in information
- How you prefer to make decisions and,
- How you orient yourself to the outer world

The result of the tool is a four-letter type that explains why we appear as we do to those around us.

**As leaders in a very complex world made up of complex organizations, one of the responsibilities of leadership is to create solid working relationships built on mutual trust and respect of team members. This is facilitated by knowing who is sitting in front of us and the special, and sometimes *different*, gifts they bring to the table.**

For more information on the MBTI, contact Avis Russ, VP for Operations, South Florida Chapter, NBMBA, at [aruss10599@aol.com](mailto:aruss10599@aol.com) or 305-343-1472.



## LEADER PROFILE – Andre Brennan, Jr.

Andre has been a member of the South Florida Chapter Leaders of Tomorrow Program since 2003 and is currently a senior at William H. Turner Technical Arts High School majoring in Criminal Justice. He plans to attend Miami-Dade College for two years and further his education at Florida State University, where he plans to major in Criminal Justice and Management.



Every quarter we showcase a Leader of Tomorrow who has made tremendous strides toward their future goals and contributed greatly to the South Florida Chapter! This month, we proudly feature **Andre Brennan, Jr.**, a senior high school student at William H. Turner Technical Arts High School.

Andre has had significant exposure since being involved with LOT. He has attended four NBMBAA conferences, held in Philadelphia, PA; Houston, TX; San Diego, CA and Atlanta, GA. He participated in a Summer Leadership Camp, sponsored by Disney World in Orlando, where he learned about life experiences, e.g., leadership skills; career placement; and time management. Prior to being selected to represent the chapter at the Leadership Camp, Andre participated as a team member for the *Viacom acquisition of Black Entertainment Television Case Competition*. He traveled to Dallas, TX and competed against six teams representing NBMBAA chapters. Additionally, Andre was a 2005 LOT Scholarship recipient, receiving \$1,000 towards advanced educational studies, underwritten by Mars Corporation, for his success essay submission about Brown vs. Board of Education.

When asked about his experience, Andre states, *“I’ve enjoyed my experience and exposure with the LOT Program. I had the opportunity to meet many entrepreneurs who started from scratch and now have successful businesses. The Program also allowed me to meet other Leaders around the country who I still network with today. I would recommend the LOT program to anybody. I want to thank Ms. Joyce Harrigan for starting this Program and inviting me to be a part of it.”*

## Leaders publicly thank Miami-Dade County Commissioners Jordan and Moss for their financial support

*“Ask and it shall be given unto thee.”*



**Barbara Jordan**  
Vice-Chairwoman  
Commissioner, District 1

On January 25, 2007, appreciation plaques and special keepsakes were publicly presented to **Barbara Jordan**, Vice-Chairwoman, Commissioner, District 1 and **Dennis C. Moss**, Commissioner, District 9 (former Vice Chair) at the first meeting of the Miami-Dade Board of County Commissioners, for their commitment to the mission of the NBMBAA, “leading in the creation of economic and intellectual wealth for the Black Community.”

With their financial contributions totaling **\$4,500** in discretionary funds, eight South Florida Leaders were able to travel to Atlanta, GA, last year, for the 28<sup>th</sup> Annual Conference & Exposition. This year, Leaders will travel to Orlando, Florida for the 29<sup>th</sup> Annual Conference this September.



**Dennis C. Moss**  
Commissioner, District 9

**Thank you Commissioners!**

## Leaders thank



for supporting their **Fall Car Wash** this past January



**Front Row:** Trinity Garrison, Alison Quick, Thomas Harrell  
**Middle Row:** Jewell Murphy Danielle and Cherelle Williams; Adria Hanna; Sophia Fleming; Yvonne Coffie; Tiffany Taylor  
**Back row:** Dominic Anthony; Chimene Garrison; Vincent Grant Dwaine Flowers; Glynne Harrell; Jordan Bastian  
**Participants not pictured:** Jerome Nelson; Lawanda Jackson; Sherise Alexis; Priscilla Sapp; Mr. Sapp

# LOT Conference Review



Scene from the "Sweet Auburn Affair" Awards Ceremony

**E**ight South Florida Chapter Leaders (pictured above) were amongst 150 high school students from across the United States and United Kingdom at last year's National Conference in September.

They were exposed to a variety of programs and exercises, over a four-day period that strengthened both their academic and leadership skill sets. The students participated in educational workshops, some run by business executives from Georgia-Pacific, Mars Incorporated and McDonald's Corporation, aimed at preparing them for college and career. In addition, participants attended special events and plenary sessions hosted by thought leaders.

LOT conference attendees toured local colleges, attended an awards banquet and visited The King Center. Additionally, a LOT Conference Celebration was sponsored by The Kellogg Company and luncheon sponsored by Bank of America, along with surprise entertainment events throughout the conference.

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The NMBAA Leaders of Tomorrow® (LOT) program targets high school students who show promise, drive and ambition across a broad spectrum and have exhibited leadership potential, but require additional motivational factors in their lives to achieve excellence. The LOT program is designed to guide these students towards lifelong success through education and direct exposure to working professionals, entrepreneurs and business educators.

## MEMBER PROFILE

**Darell Scott**  
**Director, Membership**

Photo not available at time of publication

**D**arell Scott is the newest addition to the South Florida Chapter Executive Team and is excited about the challenges ahead. He recently accepted the appointment as Director of Membership and replaces Lisa Hall who has relocated to Atlanta.

Darell is one of five children that came to the United States by way of Colon, Panama. He's lived predominately in Virginia, New York, and Washington D.C., earned his undergraduate degree from Howard University School of Business and later earned his MBA degree, with honors, in Marketing from Strayer University, Washington, D.C.

Darell is currently the Public Relations and Communications Manager for Service America Enterprise in Fort Lauderdale, Florida. Darell joins us with over 10 years of professional experience in marketing, public relations, and communications and also a great cross section of experience in membership, web management and promotions, sales, trade show, public speaking, customer service, business analysis, and budget management.

Darell enjoys working in the community. He is currently assisting his brother with marketing and sponsorship of a Washington D.C. based inner city non-profit organization, *dcbaseball.org*. He enjoys all sports – especially baseball and football, a staunch advocate of the New York Mets and Dallas Cowboys; also spending time with his family, traveling, and learning something new in life everyday. Darrell is also certified to be a substitute teacher in Florida and Maryland.

Darell was a former member of the NMBAA Washington DC Chapter. He is a member of the National Hispanic MBA Association; American Marketing Association; and various Chambers of Commerce.

Darell has two children, Imani (11-years old) and D'Angelo (2-years old) and is engaged to Dr. Tiomara Paylor.

# EXPAND YOUR NETWORK

## Attend these upcoming events!

**Friday, March 9, 2007**  
**Networking Reception/Mega**  
**Recruiting Event**

Sponsor:



**Friday, April 13, 2007**  
**Networking Reception**

**Monday, April 16, 2007**  
**11<sup>th</sup> Annual Scholarship Golf Classic**  
Palm Aire Country Club  
Pompano Beach

**Registration brochure emailed soon!**

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**Celebrates its 5<sup>th</sup> Year!**

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**Featuring Jonathan Mariner as**  
**Symposium Speaker**



## South Florida Chapter Historical Reflections-Celebrating 20 Years

### Did You Know?

- Several MBAs of Ryder System & Burger King Corporation founded the South Florida Chapter in 1987 (chartered – December 18, 1987)
- The South Florida Chapter has in excess of 150 members
- Our Chapter follows a 14-Step Strategic Plan Development Outline to meet our mission to increase the number of successful Blacks in the business community
- We've awarded over \$90,000 in scholarships to deserving students since 1996
- Our own, Avis Russ, VP Operations, has authored and published two books!
- Our Chapter has the largest Leaders of Tomorrow (LOT) Program
- This year marks the 11<sup>th</sup> Annual Scholarship Golf Classic benefiting LOT and college scholarships
- Corporate Sponsors include Ryder; Burger King; Office Depot; J M Family Enterprise; ADT/Tyco; Miami Herald; Steven Douglas; City Furniture; Citrix; NCCI Holdings; FPL; Miami-Dade Board of County Commission; Ocean Bank and American Express
- We celebrate our **20<sup>th</sup> Anniversary** December 15, 2007