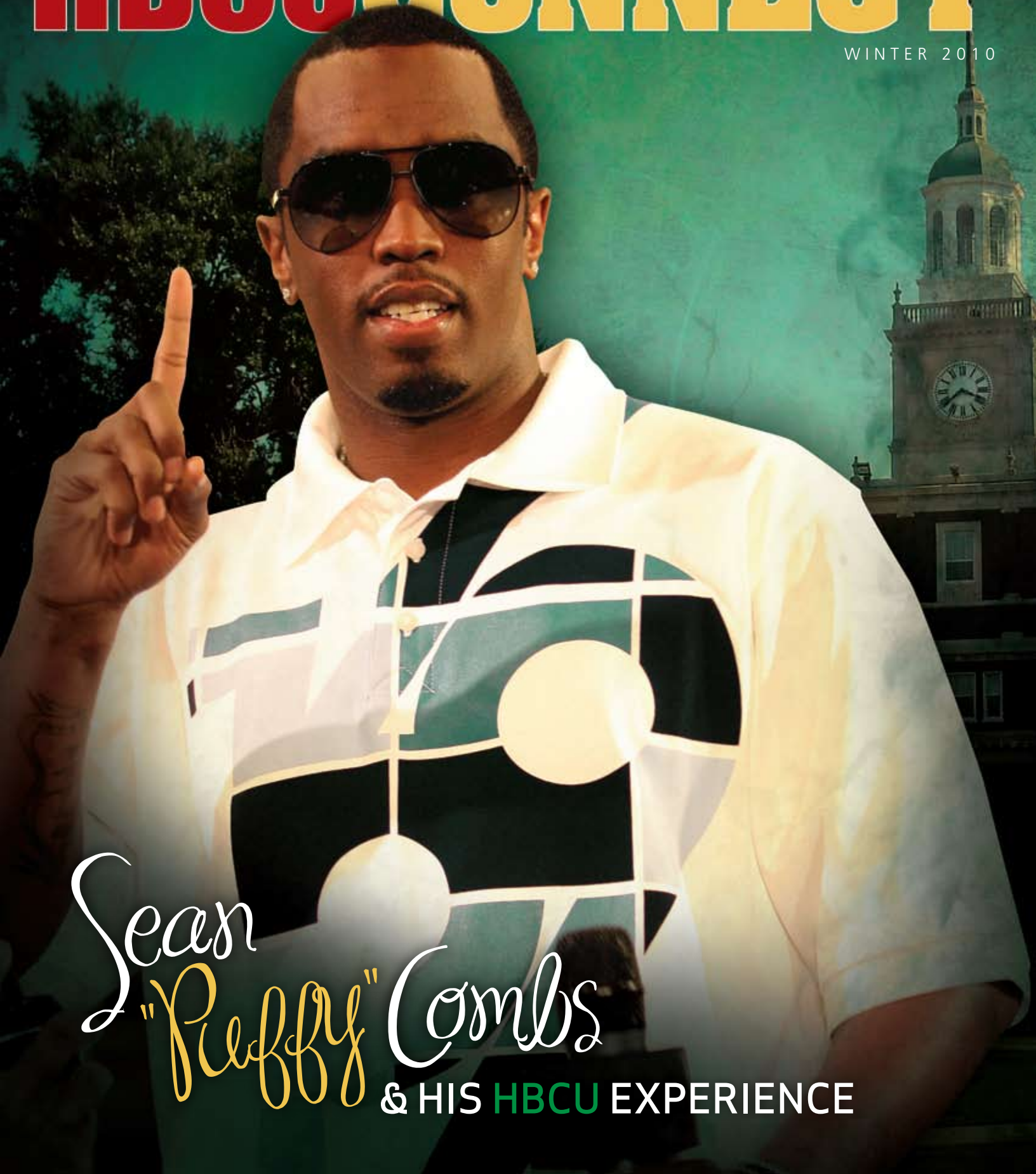


HBCU CONNECT.COM CONFERENCE FOR HBCU ALUMNI

HBCU CONNECT

WINTER 2010



Sean
"Puffy" Combs

& HIS HBCU EXPERIENCE

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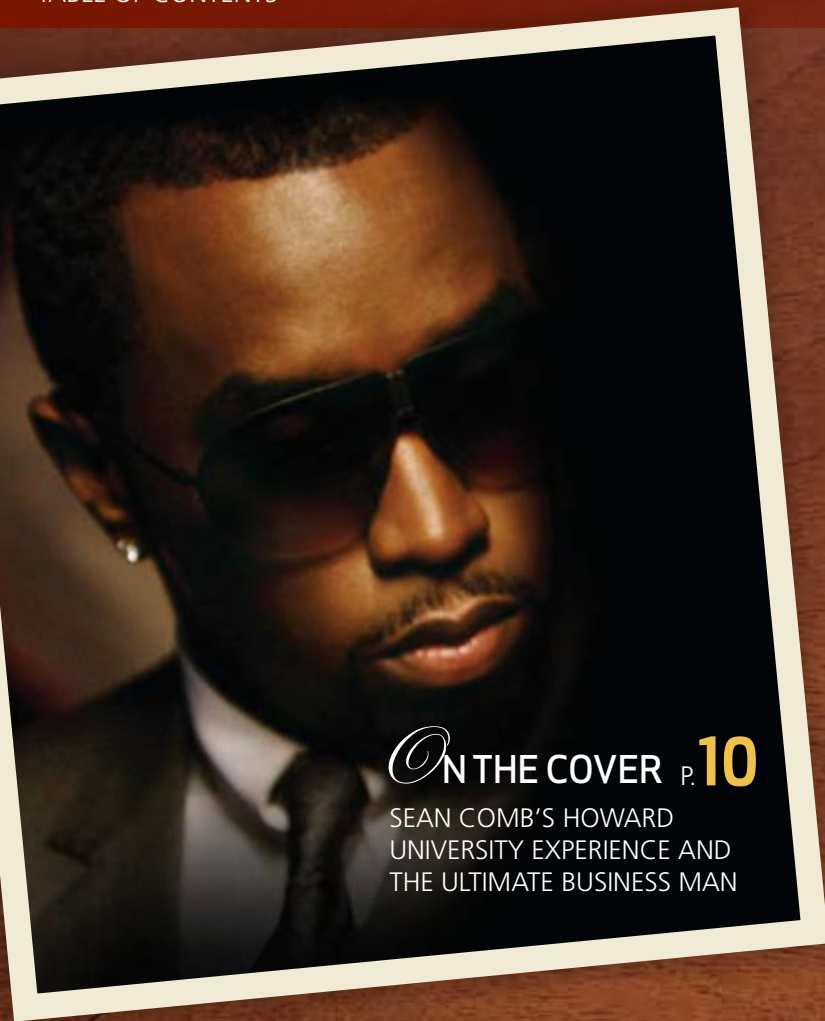
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2010 HBCU ALUMNI WEEKEND CONFERENCE & EXHIBITION

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A Letter from the Editor

"Figure out what you want and act accordingly..."

This happens to be one of my favorite sayings. Why? Because 100% of the successful people that I know and have studied, apply this saying in their everyday life. Think about it... Most of us know what we want in life and what we need, but why do many of the dreams we have go unfulfilled? I'd argue it's because most people are missing the second half of that powerful quote. Act accordingly.

On the cover of this issue of HBCU CONNECT, we chose to feature Sean 'Puffy' Combs. We like Puffy, not only because he attended an HBCU, but because he is a great example of the level of success a person can achieve by "acting accordingly." I mean think about it... Sean Combs went from a hustling promoter while at Howard University, to an intern at Uptown Records, to an extremely successful entrepreneur and business owner. Do you think all of this came about by Combs simply knowing what he wanted, or randomly hustling different jobs and gigs? No... It is apparent that Combs knew what he wanted, so he acted like he wanted it by doing the same types of things other successful people do to achieve the goals and dreams in life. I love it!

So let's take a close look at what it means to 'act accordingly'. It's really all about what it is you figure out that you want in life, because once you know what that is, you can more effectively research, plan, and then act. The easiest way to do this is to mimic the success of others who may have already attained what it is you figured out that you wanted. Whether it would be getting a great new job, or launching that business you have always dreamed of owning, you have to take certain steps to achieve those things. Use the internet to research other people that have achieved specifically what you desire, and plan to do the same types of things they did to get what you want. The more you study different stories of success, the more you will see the common denominators of success. Include those common denominators in your plans, and make it happen, and then write us to let us know how it's going!

In 2010, let our feature story of Sean Combs' success inspire you. Figure out what you want in life and act accordingly!

Will Moss

Editor



HBCUCONNECT

at 10



By Elynor Moss

It's true what they say, "Time Flies When Your Having Fun." The past 10 years for HBCUConnect.com have certainly flown by quickly. We now have over 1.5 million registered members with over 20 million page views per month. How did we get to be the largest online destination for Black college students and alumni? Well, it has not been easy, but it has been fun. Let's revisit the journey that now marks our 10 Year Anniversary!

It all started 10 years ago with two HBCU Alumni Students, who had a plan to create a Social Networking website for Historically Black Colleges and Universities. Shawn and William were in the break room at Columbia Gas enjoying lunch and talking about the need for an HBCU version of www.ClassMates.com. William R. Moss III, a Hampton Alum with a degree in Computer Science, and Shawn Starks, a Kentucky State Alum with a degree in Computer Science joined forces to make this dream a reality. Will and Shawn decided to get to work on a project that would function as one of the first social networking websites for HBCU Alumni.

The first home office of HBCUConnect.com was Will's home office. The office accommodated two desks and two computers. Will and Shawn spent many

hours in the office coming up with ways to create the best Social Networking site and the best image for the brand. With the help of a few key players, including: a graphic designer named Yusef Frasier, a Claflin Alum, and Bill Moss, Will's father who was the business development consultant the website successfully launched in June of 1999 and as www.HBCU-Central.com!

HBCU-Central.com quickly became popular by offering the HBCU audience with the opportunity to network with thousands of students and alumni from other HBCUs, Scholarships, Internships, Careers, Events, and everything that makes the college experience enjoyable and professional. According to Community Connect's web site, they launched BlackPlanet.com in September of 1999. This makes our websites the first social networking website

for the African American community. With members in every state in the U.S., the value of our audience began to increase and more and more people began to take notice. Not only were we helping Alumni keep in touch with one another, but we developed sections on the website for Students, High School Recruits, and Fans. Emails, and phone calls began pouring in from Employers looking to hire talent from our HBCU audience. How exciting it was to get acknowledged by clients such as AOL, Sierra Club, CVS Caremark, Nationwide Insurance, and the U.S. Department of State. That was enough motivation for Will to come up with a solution to meet their need.

In 2001 William created www.HBCUCareerCenter.com. The Internet's #1 recruitment service for employers looking to hire African American talent. The HBCU Career Center was launched in 2001 and has since grown to offer recruiters access to over 700,000 Job Seekers. Over the years we have worked with almost 10,000 Employers who are specifically committed to Diversity. With the success of the website, William found himself between a rock and a hard place. He found himself dealing with the challenge of staying on with his employer at the time, Lucent Technologies, or quit and become a full

time entrepreneur by operating HBCU-Central.com. There were many discussions between Will and his family about the pros and cons of either decision. Obviously, Will went with option #2 and quit his job at Lucent and began developing www.HBCU-Central.com. One of the most rewarding decisions he has made in his life.

Without partnerships it is hard to grow as a company. From the beginning, the website has always operated on its own, with no investors like most start ups. This means no one tells us what to do, say, or who to do it with. We are the second largest black owned website in the world, and we are in the top 1% of all black websites. Guess who the first partner to HBCU-Central was? Dante Lee, the CEO of Diversity City Media, LLC, and a Bowie State Alum. Dante and Will met after Dante became Will's first paying advertising client. Dante was promoting his company www.BlackPr.com, which he was operating from Los Angeles, California at the time. Dante and Will developed a partnership that lead them to launch Lee Moss Media, LLC., but has since moved the company to Columbus, Ohio in the same office as HBCUConnect.com. Upon graduating from Bowie State. Dante is an expert in PR, and Marketing to the African American audience.

By 2002 HBCU-Central.com started growing fast. The staff started growing, the service offerings began to grow, and most importantly the audience of members steadily. This only meant one thing. This is real so we need a real work space. The

company moved from William's basement to a 5300 East Main Street, our first real office!

The only way we could continue this growth is by focusing on what we do best.

Many people wonder what it is we do best besides social networking. The answer to this is: Search Engine Domination, meaning whenever someone types in HBCU or Black College, we are the first website to appear in search results. Next is Audience Identification. We know our audience. Since our team is made up of HBCU Alumni we know how to market to our audience online and on campus. Great customer service makes us better than other companies. It is our goal to make sure each member and client logs off our site with the feeling "that company really cares about me." With a staff that includes two of Williams siblings: Daniel Moss, a Claflin Alum, and me, Elynor Moss, a NCCU Alum, the value of family is noticed by our members who in turn end up feeling like they are apart of a family. The Moss and HBCUConnect.com family!

In 2004 we polled our audience to see what type of activity they desired most. This resulted in the "2005 HBCU Alumni Cruise." Any HBCU event is sure to deliver a great time so we have made this event an annual tradition. We embarked on our last cruise in the fall of 2009, when we set sail to the Caribbean in November. Check out the pics on www.HBCUCruise.com. This is an annual event that gives members

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William R. Moss III when he first began Computer Programming

(Right) The first official office of HBCUConnect.com!



Partners, Will Moss & Dante Lee, aka www.LeeMossMedia.com



Co-Founder, Shawn Starks



Alumni Magazine Editor, Joyce Brayboy and the Media & Member Services Director, Reginald Culpepper



VP of Business Development, Daniel Moss & Monique at the CIAA Basketball Tournament



Our first Staff Photo



The HBCUConnect.com Staff Retreat



HBCU Alumni & Staff at the HBCU Costume Party



HBCU Alumni Cruise Group Photo

Figure out what you want, and act accordingly

and sponsors an opportunity to bond, travel, and network for the greater good of Historically Black Colleges & Universities. Part of the money earned from the cruise is used for HBCU Scholarships. That brings me to a great business venture we launched in 2004 called: "The HBCU Foundation." The mission of our Non-Profit is to raise money to send more kids to Historically Black Colleges & Universities.

Not only did we launch the foundation, but we also made a major change that really catapulted our business. We changed the company name from www.HBCU-Central.com to www.HBCUConnect.com. The name rolls off your tongue a little more smoothly, don't you think? Other competitive websites started popping up so we needed to keep our website fresh and on the cutting edge. We changed the look and feel of the website and launched more services to meet the needs of members and clients.

In 2005 we decided to expand our brand and create the "HBCU Connect 'On Campus' Student Magazine," which is distributed biannually to over 100,000 Students on 105 HBCU campuses.

The purpose of the magazine is to provide undergraduates and graduate students attending Historically Black Colleges & Universities with information, inspiration, and an exhaustive and lasting reference for opportunities specifically for African American college students. Of course we wanted to create a magazine for our Alumni audience, so we created "HBCU Connect Alum Magazine." This magazine rallies HBCU Alumni, family and friends together in an exchange of heartfelt and sobering dialogue designed to provoke personal, spiritual and professional growth within the HBCU community in which it supports.

Remember I told you, it takes partnerships to help develop a small business, especially when you're privately owned. Well our founder, William and Diversity City Media's founder got hip to the game and decided to join forces. No longer were we operating out of our small office on East Main Street, because we moved on up to a bigger office that was fit to hold two companies: Dante's and Will's. Dante is locked into Online PR for African Americans and Will is locked into Online Social Network for HBCU Alumni and Students. Mesh the two together and there you have: Lee Moss Media, LLC, aka: www.LeeMossMedia.com. Lee Moss Media is an online media powerhouse and the largest African American marketing, public relations, and diversity recruiting firm in the country. Based in Columbus, Ohio, our company owns the largest network of premium African American web properties. Our one-of-a-kind catalog boasts a number of Internet titles, such as HBCUconnect.com, BlackNews.com, BlackHistory.com, and BlackWomenConnect.com — just to name a few.



HBCU staff touring



William and his roommate Yohance Bunch with Chancellor Harvey Perlman at an Honors Ceremony



The Brand-HBCUConnect.com

In 2008, we made a historic move by purchasing HBCUNetwork. Our main competitor in HBCU Social Networking for the Alumni audience. Many people know www.HBCUNetwork.com from the HBCU Cruise they use to host. This is one of our most rewarding accomplishments. The website is still active and hosted on the Connect Platform. The Connect Platform (www.ConnectPlatform.com) was developed in 2008 as a white label social networking platform that will one day be the best in the business. For now we're targeting Black entrepreneurs, organizations, and businesses to help them create their very revenue-generating social networks. On a monthly basis, across our network of sites, we attract over 2 million monthly visitors and can deliver over 12 million ad impressions. Not only do we allow advertisers to run effective advertising campaigns on our sites, but they can also distribute press releases to the African American media through our BlackPR.com service. In addition, because most of our sites have career centers, employers can recruit active job seekers by posting jobs, sifting through over 40,000 resumes, and by being listed in our employer showcase.

The Connect Platform hosts over 1,500 different sites.

Most recognizable are:

BlackHistory.com—an online encyclopedia and social network for African American history and culture

BlackWomenConnect.com—the first ever social network for African American women

BlackInAmerica.com—the first ever social network for socially-conscious African Americans

All of them are growing exponentially with thousands of active members signing up daily

We've also been tapped to do social networks for TV One, Real Men Cook, October Gallery, Janet Jackson, Patti Labelle, Juanita Bynum, Pepa from Salt-N-Pepa, and other bigger brands.

What can you expect from HBCUConnect.com in the future? We have a number of things in the works for our members and clients. We will unleash more tools in our arsenal and continue to win the battle in remaining #1. We look forward to advancing to the next level. We want to continue to strengthen our partnerships with the HBCUs and be able to offer more opportunities to them and to our members. Stay locked in to www.hbcuconnect.com and be apart of the movement.

This company was once only a dream. It has taken a team of dedicated individuals with one common goal to make the dream work. HBCUConnect.com—We salute you! Congratulations to our members for helping us make this dream a reality. Until next time, I leave you with one of my big brothers/my boss/the CEOs favorite quotes; "Figure out what you want, and act accordingly."

Sean Combs's Howard University Roots and The Ultimate Business Man



By
Jehan
Bunch

"I didn't have a messed-up childhood. I had a beautiful childhood... I didn't have a father, but I had love." – Combs

Sean John Combs, the son of Janice and Melvin Combs, was born on November 4, 1969 in Harlem, New York to Melvin Combs, a board of education worker and cab driver, and his wife, Janice Combs. He grew up in Mount Vernon, New York. In 1972 when Combs was 2 years old his father was murdered in Central Park. Combs, commenting on his early years, recalled in an April 1998 Ebony article, "My mother was always there, making sure things were great for me, and I had my grandmother [Jessie Smalls] who did the same."

The hard work, drive, and perseverance exemplified by his mother and father spoke volumes to Combs. So much in fact, that it inspired him to be a hard worker and at the age of 12 he became a newspaper delivery boy. Combs acquired the "Puffy" nickname during high school. Some say he when he was a member of Mount Saint Michael's football team, he would puff out his chest in order to appear more threatening to the opposing team.

"I grew up in a family of working people. I know what it's like to struggle day after day in a job to put food on the table." – Combs

Combs graduated from high school in 1988 and immediately enrolled at Howard University. Howard is one of the most prominent Historically Black Universities located in Washington, D.C. Combs majored in Business Administration and like his younger days as a newspaper delivery



boy, he worked hard. Howard University was a training ground that allowed Mr. Combs the chance to develop his entrepreneur skills. He ran a shuttle service to the airport, promoted concerts and parties, and sold T-shirts and sodas. During his 2 years at Howard, Combs quickly gained a reputation as a party promoter, showing an early natural talent for marketing and promotions. Combs knew early on who he wanted to be, and he knew he needed training and education. Combs' friend from Mount Vernon, Dwight Myers, was known in the music industry as Heavy D; and his group Heavy D and the Boys recorded for the New York-based Uptown records, a subsidiary of MCA. In 1991 Heavy D recommended Combs to Andre Harrell and Harrell hired him as an unpaid intern in a display of his tenacity, Combs spent months commuting by Amtrak from Washington D.C. to New York every weekend to work at Uptown. Andre Harrell, described Combs as "the hardest-working intern ever." Harrell, who is Combs mentor, promoted him to director of artists and repertoire (A&R) in 1991.

He quickly became an accomplished producer, developing successful Uptown artists including Jodeci, Notorious B.I.G. and Mary J. Blige! Jodeci's single, "Come and Talk to me," the first record Combs produced, sold two million copies. His stature as a producer increased with the release of such successful albums as Jodeci's *Forever My Lady* (1991) and Mary J. Blige's *What's the 411?* (1992). While working at Uptown, Combs established Bad Boy Entertainment Group, a record, production, and management company. His plan was to distribute Bad Boy Records through Uptown. However due to conflict of interests Combs was fired in 1993. Combs kept grinding and he continued to produce music and develop artist.

During 1994–1995, Combs helped produce songs for TLC's *CrazySexyCool* album, which was the decade's best-selling R&B album. Combs also ventured successfully into other ventures that would prove profitable to not only him but also to his community. In 1997 he opened an upscale restaurant chain called Justin's, named after his oldest son. In 1998, Combs founded Sean John, a line of designer clothing for men.

Sean John has been acknowledged as paving the way for other entertainers to have their own clothing lines. Sean John, since its inception, has been nominated for a Council of Fashion Designers of America (CFDA) Award, and Combs won the CFDA's Top Men's Wear Designer of the Year Award in 2004. Combs acquired the Enyce clothing line from Liz Claiborne for \$20 million on October 21, 2008

Combs was the executive producer of the reality television series *Making the Band 2* which was MTV's third highest rated show, and *Making the Band 3* (2005). He also served as the executive producer of *P. Diddy Presents the Bad Boys of Comedy* (2005) and the coexecutive producer of *Run's House* (2005). Combs, who made his acting debut on the *The Steve Harvey Show* in 1997, made his film debut with a small role in *Made* (2001). In *Monster's Ball* (2001), he played Lawrence Musgrove,



a death-row inmate and husband of Leticia Musgrove, played by Halle Berry. Combs have also appeared in *Death of a Dynasty* (2003) and the made-for-television film, *Love in Vain* (2004). Combs helped attract more African Americans and young people to Broadway by starring in the 2004 Broadway play "A Raisin in the Sun" written by Lorraine Hansberry. He was cast as Walter Lee Younger, previously played by Sidney Poitier.

Combs has earned a variety of honors and awards including the NAACP Legal Defense and Educational Fund's Equal Justice Award, American Society of Composers, Authors and Publishers (ASCAP) Songwriter of the Year Award; ASCAP's Rhythm and Soul Award, 1995; Howard University's Alumni Achievement Award in Entertainment and Business, 1999; and World Music Awards for Best-Selling Rap Artist of the Year, 1998, and for Best-Selling New Artist, 1998. In addition, Combs had the honor of carrying the Olympic Torch through New York City's streets for one lap on June 19, 2004.

Combs have accomplished many things over the past 40 years but marriage is not one of them. He can often be seen with his on again, off again girlfriend Kim Porter. While he is not yet a husband, he is a proud father to 6 children, 3 boys and 3 girls, and very close to his family. But perhaps the most celebrated professional role for Combs over the last couple of years was in the political arena, where he ignited a powder-keg political youth movement through his nonprofit, nonpartisan



organization Citizen Change. He coined the term “Vote or Die,” and T-shirts with the words emblazoned on them became the catchphrase for political action among young people. When Election Day rolled around, droves of young people stood in lines for several hours to cast their vote. About 21 million young people voted in the 2004 election – that’s 4.5 million more than in 2000.

Just two months before the election, Combs raised more than \$1 million for New York’s education system by running in the New York City Marathon. His slogan: “Diddy Runs the City.” He even capped the magnificent year of 2009, off with a tour of the White House, compliments of President George W. Bush and the First Lady.

*“Don’t forget where you come from”
– Combs*

As Combs continues to strengthen and build his empire, he clearly hasn’t forgotten where he came from. In addition to his donation to the Christopher Wallace Foundation, Combs has contributed too many charitable institutions and organizations including Howard University. He is the founder of the Sean “Puffy” Combs and Janice Combs Endowed Scholarship Fund at Howard University. Over the years, Combs has created hundreds of thousands of job opportunities, and many of his business executives within his enterprise are products of Howard and other Historically Black Colleges and Universities. Perhaps Combs’ most well known charitable endeavor has been his completing the New York Marathon on November 2, 2003, for which he raised \$2 million for children’s charities.

Though years removed from his days at Howard University, Combs still keeps a close eye on the happenings at Howard and close ties to the alumni and students. During the 2009 protests on Howard’s campus concerning financial aid and housing discrepancies, Combs sent out the following message to the student body:

“NO JUSTICE! NO PEACE!!! Let me know if ya’ll need me to come down there ya’ll! I got ya’ll BACK! Let’s go!!! And do it in a peaceful way but DO IT!!! That’s your university!!! Do what we did and take IT OVER!!!! Let’s go! And do it in a peaceful way but DO IT!!... If you’re at HU go to the A building now and make sure they feel you!!! And send me updates!!! Let’s go! Howard University Students I love you! I know I haven’t been there enough. But I want to be and I will be! Keep the pressure on!” – Combs

How does Combs view himself? In a previous interview ran in the Sun, Combs said, “I just like being an entertainer. I just view myself as an entertainer and I really try to look at myself as the entertainers of old. They did many different things. They had albums and they acted and they also had some side businesses. I like entertaining people and pushing the culture of hip-hop forward, so that we can do other things that aren’t maybe written for us to do that are not very typical. And maybe that way we could raise our culture up.”

Sean Combs continues to raise the bar and as a young man prepped for success at Howard and now a man building and creating opportunities for many he is the ultimate businessman and classic example of what hard work can do and to never stop ... keep moving forward.

ALUMNI EVENTS



NATIONAL BLACK MBA ASSOCIATION, INC. ANNUAL CONFERENCE & EXPO

Place: Los Angeles Convention Center

Date: September 21 – 25, 2010

Website: www.nbmbaa.org

Description: The NBMBAA Annual Conference and Exposition attracts thousands of professionals and 100's of corporations. The conference is designed around NBMBAA's core channels (Education, Career, Leadership, Entrepreneurship and Lifestyle).



36th ANNUAL NSBE CONVENTION

Place: Toronto, Canada

Date: March 31 – April 4, 2010

Website: www.nsbe.org

Description: In March 2010, the National Society of Black Engineers (NSBE) will have its 36th Annual Convention in Toronto. The convention "Engineering a Global Impact" will center speakers and topics around empowering attendees for global success.



CIAA BASKETBALL TOURNAMENT 2010 WEEKEND

Place: Charlotte, North Carolina

Date: February 22 – 27, 2010

Website: www.ciaatournament.org

Description: The largest African American college basketball weekend and party spot. Over 120,000 jams packs the weekend which features fashion shows, concerts, comedy, step shows and more!



NATIONAL HBCU WEEK

Place: United States

Date: August 30 – September 5, 2010

Website: www.ed.gov/about/inits/list/whhbcu/edlite-index.html

Description: This week, we celebrate the accomplishments of HBCUs and look to the future with conviction and optimism. During National Historically Black Colleges and Universities Week, we recommit ourselves to never resting until equality is real, opportunity is universal, and all citizens can realize their dreams.



NAACP 101ST ANNUAL CONVENTION

Place: Kansas City, Missouri

Date: July 10 – 15, 2010

Website: www.naacp.org

Description: The Annual Convention of the Association shall establish policies and programs of action for the ensuing year. All actions of the Convention on questions of policy and programs, which are not contrary to the Constitution, shall be binding on the Board of Directors, the Executive Committee, the Officers and all Units, except as hereinafter provided.



2010 ESSENCE MUSIC FESTIVAL

Place: New Orleans, Louisiana

Date: July 2 – 4, 2010

Website: www.essencemusicfestival.com

Description: Celebrate the 40th Anniversary of ESSENCE at the 2010 ESSENCE Music Festival®. It will be the ultimate July 4 weekend of entertainment, empowerment, culture and community that you don't want to miss!



By
Jehan
Bunch

After the success of our last issue which we highlighted our “Top 50” Employers, HBCUConnect once again sought to highlight some of the best companies that are reaching out to HBCU Alumni. In this issue we take a look at two companies that are currently running strategic campaigns on HBCUConnect. These two companies share a common denominator . . . they know good talent when they see it.

Booz | Allen | Hamilton

strategy and technology consultants to the world

www.boozallen.com

In 1914, Booz Allen Hamilton founder Edwin Booz had an idea. He believed that companies would be more successful if they could call on someone outside their own organizations for expert, impartial advice. In doing so, he created a new profession—management consulting—and the firm that would bear his name, Booz Allen Hamilton.

Recognized as a firm with a commitment to supporting diversity in the workforce and a legacy of corporate social responsibility that gives back to the communities in which they work it's no wonder that Booz Allen Hamilton would invest in a partnership with HBCUConnect. As one of the leading strategy and technology consulting firms Booz Allen Hamilton is utilizing services on HBCUConnect to ‘call’ on and recruit top-notch diverse talents to join their more than 22,000 to deliver results that endure.

With a highly crafted campaign running that consists of unlimited jobs, resume access, print ads and more it is evident that they understand the importance of seizing every opportunity and is dedicated to finding quality talent. So, if you are ready to answer the ‘call’ check out Booz Allen Hamilton and the many opportunities they have in store for you.



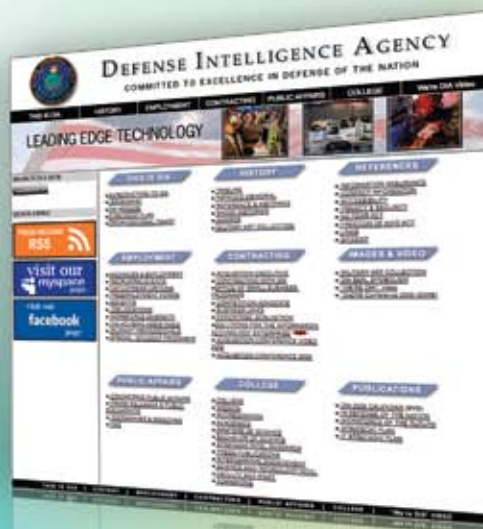
www.dia.mil

As HBCUConnect the Defense Intelligence Agency believes in Equal Opportunity for all. Headquartered at the Pentagon in Washington, D.C., the Defense Intelligence Agency is a Department of Defense combat support agency and an important member of the United States Intelligence Community. With more than 16,500 military and civilian employees worldwide, DIA is a major producer and manager of foreign military intelligence. It would be an underestimate to say that having a diverse workforce is a must in their book.

It is their mission to grow an environment of diverse perspectives that has the attributes and abilities to meet today's requirements and tomorrow's challenges. With a workforce skilled in areas of military history and doctrine, economics, physics, chemistry, world history, political science just to name a few they are constantly looking for ways to strengthen and expand and is currently running a diverse, thoughtful campaign on HBCUConnect that consists of job opportunities, banner/logo ads and more.

With their success depending on the skills of their diverse

workforce they know the importance of investing time and effort into finding the very best and are doing so. If you are driven and ready to explore the broad opportunities DIA has to offer then do not delay. Apply today.



on blast

'The Good, 'The Bad, 'The Ugly

L'ORÉAL
PARIS



'THE UGLY L'Oreal Ruling

Did you use any L'Oreal products? Do you use Garnier Fructis? Well guess what?

On June 24, 2009 L'Oreal was found guilty of racial discrimination after the highest court in France found out that executives for Garnier Fructis had sought an all-white team of sales staff to promote its shampoos. They purposely tried to keep black, Asian and Arab women from selling its Fructis shampoos.

So what proof did they have? The court was presented evidence by the prosecution that a Districom executive (Adecco, the temporary recruitment agency whose Districom division hired the sales representative, was also found guilty of racial discrimination) had sent a fax in 2000 saying that Garnier's sale representative should be aged 18 to 22, wear size 38 to 42 clothes and be "BBR."

So what "BBR"? Well, it stands for "bleu, blanc, rouge" (blue, white, red) — the colors of the French flag — and is a well-known code for white people.

The Paris Appeal Court has fined L'Oreal and Adecco €30,000 (\$42, 840) each and ordered them to pay a further €30,000 (\$42,840) each in damages to SOS Racisme, the anti-racist campaign group that filed the suit against L'Oreal.

Well, isn't that UGLY?!?!

WHAT ABOUT YOUR FRIENDS?



By Reginald
Culpepper

"ONE LOYAL FRIEND IS WORTH TEN THOUSAND RELATIVES."—EURIPIDES, GREEK PLAYWRIGHT



Did you ever sit and think about friends that you haven't heard from in awhile? What about thinking about someone you were cool with more than 10 years ago and now you are wondering where they are now and what they might be doing? Yeah, we all do that at some point. We tend to find the answers we are looking for either through our current friends and contacts or, if you just want to find out on your own, on the internet.

The most useful sites are social networking sites. These include sites such as MySpace, Orkut, Facebook, and Classmates.com just to name a few. More than likely, if that person is into computers

**"DO NOT SAVE YOUR LOVING SPEECHES FOR YOUR FRIENDS TILL THEY ARE DEAD; DO NOT WRITE THEM ON THEIR TOMBSTONES. SPEAK THEM RATHER NOW INSTEAD."
—ANNA CUMMINS**

and likes to surf the internet, you will eventually find them. Sometimes you can just "Google" them and find out about them either through a profile page or a page that they set up themselves.

Yes, the internet is a wonderful tool for searching for information. It is more useful than a stack of encyclopedias and spans information that can be collected from around the globe. It is indeed a big "internet" world out there and finding that certain roommate you were shackled up with for 3 months before they transferred can be a bit daunting. Well, hopefully, we are able to

assist you in your search with our Member Search tool on our site.

Currently, we have over 1.5 million members which you can search—we are talking about only HBCU members, alumni, students, faculty, and general interest members thus making our site saturated with members who you may have known while in college. Not only can you search by name and school, but you can also search by major, year graduated, and even age range, just in case you don't recall if that person was older or younger than you.

Do you ever wonder what happened to that guy who almost broke his neck trying to do a flip on the yard? What about the woman who was always starting fights by opening her mouth at the wrong time—wonder if someone finally beat her up? What about that teacher who helped you immensely while struggling in school? Who was that person who gave that awesome graduation day speech? SGA president—wonder if he's doing well financially or struggling to pay the bills just like you?

Well, the answers can be just a few clicks away. We get people signing up for our site everyday, so you do not have to worry if you do not find who you are searching for the first go around. Eventually, they will find their way home.

**"THE FRIENDSHIP THAT CAN CEASE HAS NEVER BEEN REAL."
—SAINT JEROME**

BLACK MEN AND DEPRESSION



By
Meghan
Leak

With the election of the first African American President in the history of the United States to the death of the King of Pop, the world continues to take note of the lives and influence of black men.

Since the beginning of 2009, the entire world has been forced to again witness, Black men hitting a new low. This low has consistently caused the world to re-think how they are viewed in the United States. But so does the beating Chris Brown gave Rihanna, the controversial appointment of Roland Burris to the U.S. Senate, the tragic death of Chris Henry, and the outing of Tiger Woods' and his "transgressions" against his wife and children. And who can forget Kanye West's outburst during Taylor Swift's acceptance speech at the Video Music Award's on MTV.

All of these men have beaten the odds and achieved a level of success that for some has resulted in record breaking talent. But, with this level of success comes a gray area. This gray area seems to be redefined by each individual. With these politicians, entertainers and athletes extortion, drugs, alcohol, and/or infidelity have all been mentioned in the media at some point. At the end of the day, what message is being sent and heard by our young Black boys!?

As a people with a history of wrongfully being sold into slavery and have struggled with our collective issues for identity, oppression, self esteem, pride and respect for centuries why is it that once a level of success has been achieved, does it seem that black men demonstrate a profound unconscious sense of self destruction? But why does this same thing keep happening to black men? Or it is that they keep doing this to themselves? But one can't help but ask "when will enough be enough?"

Success has been defined as a state of prosperity or fame. But what is it about success for a black man that causes him

to self destruct. Is it his need to compete with their white counter parts? However, traditionally in the black community, we are not very forgiving or understanding of what it means to have a healthy self perception, low self esteem or mental illness in men.

Some experts believe that depression is a major contributing factor for many black men's self destructive behavior. Called a "slow suicide" by Dr. Alvin Poussaint, MD, a Harvard psychiatrist and author of "Lay Down My Burden", has found that depression can result from loss of a job, death of a loved one, academic and/or professional failures, etc. However, Dr. Poussaint says that one specific way blacks used to cope with depression was to create blues music. Blues was invented as a way to sing about pain and distress, a means to vent about social, economic, and personal issues. He also believes that because blacks do not view themselves as a people capable of change, blacks have viewed depression as a part of life for centuries. He also says blacks pride themselves on being strong after surviving 250 years of slavery and years of segregation and discrimination. And with a diagnosis of depression, for a black man, it becomes a sign of weakness for them. Other self- destructive behavior that can accompany depression includes drug and alcohol addiction, gang involvement, an increase in sexual activity, all of which can and/or will lead to trouble with the law and has directly been correlated to death by suicide. But for a black man, is this really surviving?

According to infoplease.com approximately 10.4% of the entire African American male population in the United States aged 25 to 29 are incarcerated, by far the largest racial or ethnic group—by comparison, 2.4% of Hispanic men and 1.2% of white men in that same age group were incarcerated. According to a report by the Justice Policy Institute in 2002, the number of black men in prison has grown to five times the rate it

was twenty years ago. Today, more African American men are in jail than in college. In 2000 there were 791,600 black men in prison and 603,032 enrolled in college. In 1980, there were 143,000 black men in prison and 463,700 enrolled in college.

Despite this increase in numbers of black men being incarcerated, the topic of suicide is still considered "taboo". We slide all of these issues under the rug as we did when it was reported that, then head coach for the Indiana Colts, Tony Dungy's son committed suicide while attending college in Florida or even the accidental drug overdose of rapper/ producer Dr. Dre's son. While this is true nationwide among all groups, Alvin Poussaint, M.D. says the stigma is even stronger in the black community. One problem, he says, is the stigma associated with depression itself. More than 60 percent of black individuals don't see depression as a mental illness, which makes it unlikely they will seek help for it.

In a time when the United States has seen the World Trade Center Towers fall,



a war begin with no end in site and now combined with a recession resulting the loss of more jobs, banks not lending any money to support minority business, healthcare not being safe, and personal debit increasing are black men safe?

It appears they are not safe and that some of our black men are running a race with rocks in their pockets. If that is the case how much longer are we going to watch them struggle to get to the finish line?

As we embrace a new decade lets work towards building concrete walls for them to live in and change for all Black men that will lead them to a victory in this race called life.

Black Men and....

To be continued

2009 In Review

We want to take the time to highlight some of the successful campaigns we ran on HBCUConnect in 2009.



By
Jehan
Bunch

Allstate Insurance in conjunction with the Thurgood Marshall Fund ran an impressive campaign called 'Help Keep our Kids in HBCUs!' As part of Beyond February, Allstate's year-round commitment to the African American community, this program was developed to assist students at HBCUs in paying tuition and returning to school in the fall. For every auto insurance quote received Allstate donated \$5.00 to the Thurgood Marshall Fund to help benefit HBCUs.



McDonald's
Flavor
BATTLE



McDonald's integrated with the Sprite Step off ran a stellar campaign called 'The McDonald's Flavor Battle.' The McDonald's Flavor Battle was a new, national premier DJ competition. Additionally, Ronald McDonald House Charities and McDonald's will host college students at Ronald McDonald Houses across the country to help achieve the Sprite off Service Challenge national goal of 1.5 million service hours.

Coca-Cola in partnership with the Divine 9 ran an explosive campaign called '2009 Sprite Step off Competition.' The National Pan-Hellenic Council partnered with Sprite Step off to launch the most dynamic multicultural youth event of 2009. Sprite Step off is the largest college Greek stepping competition ever, featuring 30 events in more than 20 cities, with the largest combined stepping prize pool in history with 1.5 million in scholarships. The national finals will be held in January 2010 in Atlanta.

The Community College of Baltimore County Anticipated Fall 2010 Faculty Positions

The Community College of Baltimore County has a rich tradition of providing undergraduate education, workforce development, technology training and life enrichment in the Baltimore metropolitan area. Our graduates, many on scholarship, go on to attend some of the nation's finest colleges and universities. CCBC is the college of choice for nearly 70,000 students and 200 businesses each year – all with unique goals, strengths and requirements. By offering a holistic learning environment that is both accepting and challenging, we meet students where they are and take them where they want to go.

Benefits: CCBC offers an excellent benefits package which includes choice of one of two Maryland State Retirement Plans (contributory and non-contributory); choice of three college subsidized health care plans (including prescription drugs), dental and vision insurance plans for employee and eligible dependents; Employee Assistance Program for employee and family; 403 (b) supplemental retirement plans; 457 (b) deferred compensation plan; flexible spending accounts; eligibility for post retirement medical benefits; generous tuition reimbursement benefits; voluntary life, long-term disability, and accidental death and dismemberment insurances; holidays, sick and personal leave (vacation leave for 12-month faculty positions).

Starting Salary Ranges: 10-month faculty, \$47,963 - \$53,639 or 12-month faculty, \$57,556 - \$64,367. All positions, unless otherwise indicated, are full-time 10-month faculty and will be filled at the Instructor or Assistant Professor level.

CCBC invites applicants for the following positions:

Automotive (2 positions) (12 mo.)
Business (10 mo.)
Computer Information Services (10 mo.)
Dance Company Artistic Director (10 mo.)
Dance Program Coordinator (10 mo.)
English (3 positions) (10 mo.)

History (2 positions) (10 mo.)
Mathematics (7 positions) (10 mo.)
Physical Education/Health (10 mo.)
Reading (10 mo.)
Speech (10 mo.)
Teacher Education Coordinator (10 mo.)

For additional details or to apply, visit www.ccbcmdjobs.com.
For best consideration apply before March 1, 2010.



CCBC

The Community College
of Baltimore County

CCBC practices equal opportunity in education and employment and is strongly and actively committed to diversity within the college community. EEO/AA

2010 HBCU ALUMNI WEEKEND Conference & Exhibition

A HBCUConnect.com conference for HBCU Alumni

Charlotte Convention Center
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Save
the
Dates!

Attend 2010 HBCU Alumni Weekend to:

- + Attend the career fair of the #1 online career center for HBCU Alumni.
- + Promote your brand to a discerning audience of 1.5 million alumni, & students.
- + Reconnect with your College & Classmates.
- + Share innovative solutions for Alumni Giving, Technology and Career Searches.
- + Network with the largest professional affinity group within the African American community.
- + Discuss the current state of HBCUs.

For conference updates, visit www.HBCUConnect.com/2010

For more information call 877-416-5517 or email us at 2010@hbcuconnect.com.

**HBCU ALUMNI
HBCU EMPOWERMENT
HBCU SOLUTIONS**

GIVING *for a* *New Generation of Alumni*



By Daniel Moss

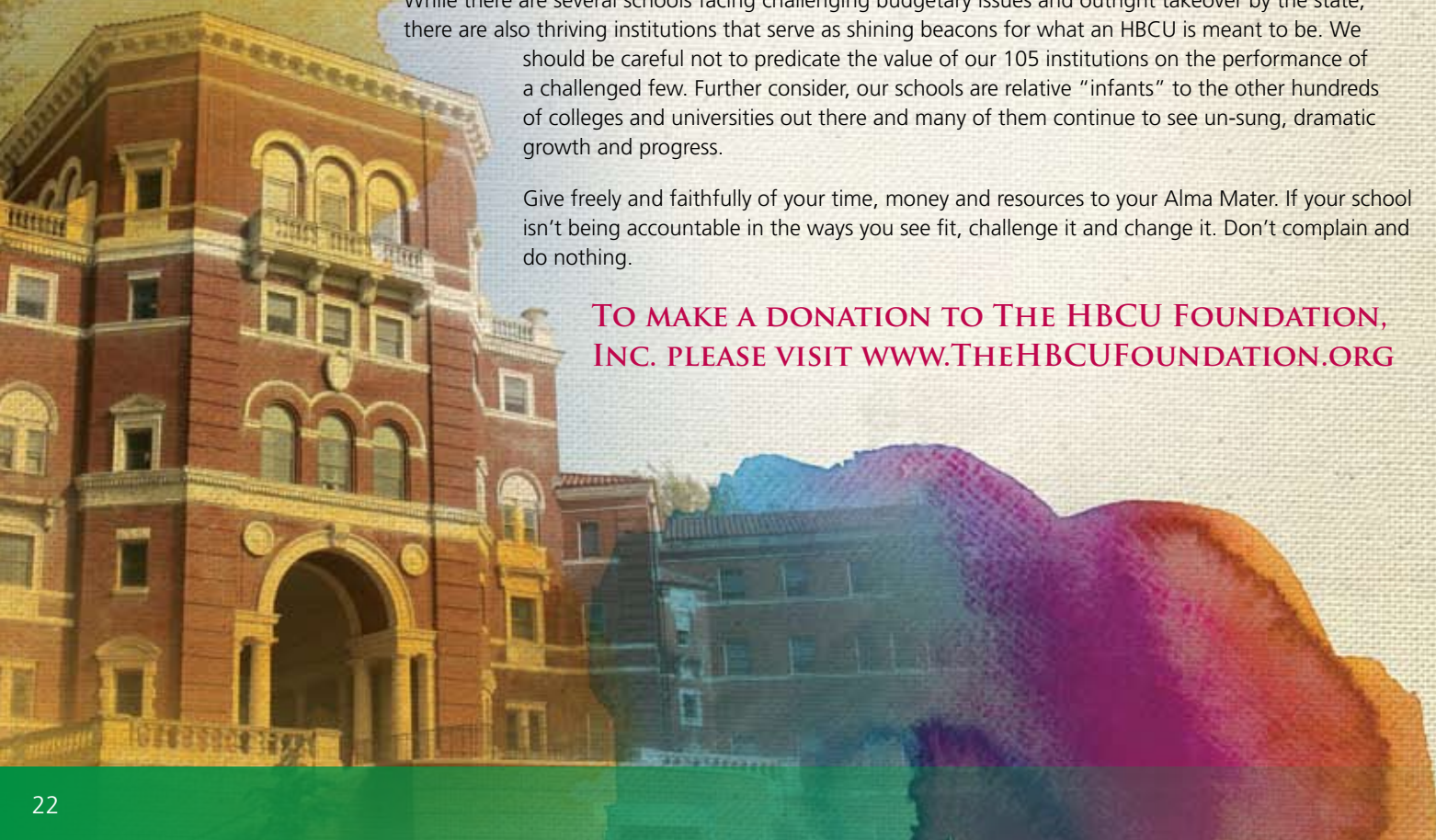
Is it just me, or is anyone else tired of all the reports that say HBCU Alumni do not give back to their institutions? Let's make 2010 the year that we all make a commitment to re-define what "giving" means and find ways to make a difference for our own beloved institutions.

When you consider that just a few generations ago, African Americans were not allowed to read, vote, speak our native language, play our own music, or practice our traditional cultural and spiritual beliefs, one has to marvel at the strides we have made collectively in this country as a people. Today we have several Billionaires, CEOs, VPs, Mayors, Doctors, Judges, Attorneys, and Teachers who have exploited opportunities across most major areas of commerce, industry and entertainment. Relatively speaking we have come a long way.

Consider then, that same perspective as we modestly examine alumni giving and make an assessment of the progress and current state of our Historically Black Colleges and Universities. These colleges were founded by freedom-loving Americans who saw a need to educate former enslaved-Africans who to that point had been denied opportunities to attend a college or university in these United States. Now, almost two-hundred years later, these institutions are fighting to convey their relevance to African Americans and society in general, as chattel slavery has long-ended in our land. To this point, these 105 institutions have all endured relative highs and lows over the decades, just as compared to any other "majority institutions" as it relates particularly to fiscal issues and leadership. Majority institutions have come and gone, started and failed, and have mirrored most if not all of the growing pains that these 105 HBCUs have experienced. While there are several schools facing challenging budgetary issues and outright takeover by the state, there are also thriving institutions that serve as shining beacons for what an HBCU is meant to be. We should be careful not to predicate the value of our 105 institutions on the performance of a challenged few. Further consider, our schools are relative "infants" to the other hundreds of colleges and universities out there and many of them continue to see un-sung, dramatic growth and progress.

Give freely and faithfully of your time, money and resources to your Alma Mater. If your school isn't being accountable in the ways you see fit, challenge it and change it. Don't complain and do nothing.

TO MAKE A DONATION TO THE HBCU FOUNDATION, INC. PLEASE VISIT WWW.THEHBCUFUNDATION.ORG



HBCUCONNECT

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www.hbcuconnectthemagazine.com

Letters to the Editor

Dear Sir/Madam,

I live in Maryland and am a member of the Bowie State University Alumni Association. We are sponsoring a career day for about 500 students and alumni. We would love to provide a copy of your magazine to career day attendees. How can we get copies of your magazine?

—David Nelson

Answer:

Simply email Jehan Bunch, jbunch@hbcuconnect.com with your name, mailing address and how many copies you would like.

Congratulations to HBCUConnect for the article, "Top 50 HBCU Employers" (Spring 2009). As an employee of one of the top 10 companies, I am convinced that you made the right choice in honoring their commitment to recruiting HBCU talent. The article will surely encourage recent graduates to consider a career at one of the featured companies. —HBCU Fan

We want to hear from you!

Please send us your thoughts and ideas on how we can make HBCU Connect Magazine better.



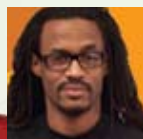
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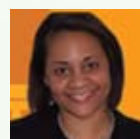
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