

National Association of Black Accountants, Inc.
Twin Cities Chapter
Corporate Partnership Prospectus



“Lifting As We Climb”

Letter from the President



Hello Corporate/Community Partner,

We are excited to invite you to participate as a Corporate Partner of NABA, Inc. – Twin Cities Chapter during our 2017 fiscal year (July 1, 2016 – June 30, 2017). Collaborating with NABA provides you with the opportunity to:

- § Widen your pool of talented candidates on both the collegiate and professional level
- § Build your company's brand recognition as an employer of choice
- § Provide leadership and professional development opportunities for your employees that join our organization
- § Promote your company's diversity, inclusiveness and employee performance strategies and goals

During the 2015/2016 calendar year we held our eighth Accounting Career Awareness Program, premiered 'Salsa- Sushi-Soul', an annual scholarship fundraising auction and celebration of multicultural professionals, and professional development sessions that allowed professionals to receive continuous education credits. As you review our Corporate Partnership prospectus, please consider how your company would like to support the NABA mission. We have listed specific programs and services NABA provides and the upcoming events and activities we have scheduled.

We intend to build on the momentum gained last year while focusing on the following goals for 2016/2017:

- § Support our sponsors' recruitment, retention and rank promotion initiatives directed toward diverse professionals and minorities, particularly women.
- § Continue to provide scholarships for exceptional minority students seeking to pursue a degree in business related disciplines with an emphasis on accounting, finance, tax, and information technology.
- § Grow our annual summer Accounting Career Awareness Program to build a pipeline of minority high school students interested in pursuing academic careers in accounting, finance, tax, and information technology.
- § Facilitate professional development sessions for our members on executive leadership and emerging competencies

All of these initiatives and programs are designed to ensure that future generations of minority professionals are provided every opportunity to enter into the profession, build a successful career and grow in the community long term.

On behalf of the NABA Twin Cities Chapter, we look forward to your support in helping us make a difference in our local community and in creating new opportunities for minority students and professionals. We look forward to building a strategic and valuable relationship with your company.

Sincerely,

A handwritten signature in blue ink that reads "Godson Sowah". The signature is stylized and written over a horizontal line.

Godson Sowah
President, NABA Twin Cities Chapter

NABA – Our Story: “Developing Leaders, Building Business”

NABA was founded in 1969 by nine African-American professionals in the New York area who were concerned with the limited participation of minorities in the accounting profession, particularly the number of Certified Public Accountants (CPAs). NABA’s founders saw the need for a national organization that could deal forthrightly and effectively with the many systematic problems faced by the growing number of African-Americans and other minorities in the accounting profession.

At the time of NABA’s formation, there were an estimated 10,000 African- Americans in the accounting profession, of which only 100 were CPAs. Today, through NABA’s efforts, as well as those of other interest groups, there are now over 200,000 African-Americans participating in the accounting profession, of which over 5,000 are CPAs. Since the founding of NABA’s first chapter, the organization has grown to serve professional and student members throughout the organizations 200 chapters around the country. NABA’s membership includes diverse individuals and careers, such as: entry and mid-level accountants, auditors and finance professionals, senior level managers and executives, firm partners, entrepreneurs as well as accounting, finance and business students.

About Us



NABA, Inc. is a premier association for minority professionals in the accounting, finance, business and IT professions. With over 7000 members in the United States, NABA maintains a strong presence and brand recognition amongst students, professionals and leading corporations. The motto of NABA, “Lifting As We Climb”, is exemplified best in our mission which addresses the professional needs of our members while developing and inspiring leaders who will shape tomorrow’s business-related professions. In our journey to strive for excellence and continue to be a valued resource, we have gained exceptional knowledge about our unique demographic; in doing so we have gained the support of several national corporations.

Read more at: www.nabainc.org

NABA Mission and Goals

The mission of NABA, Inc. is to address the professional needs of its members and to build leaders that shape the future of the accounting, finance, tax, and IT profession with an unflinching commitment to inspire the same in their successors.

The goals of NABA include, but are not limited to, the following:

- Promoting and developing the professional skills of its members
- Encouraging and assisting minority students in entering business-related professions
- Promoting public confidence in its members and the services they provide
- Encouraging cordial relations among members and cooperative relationships with other professionals
- Representing the interests of current and prospective business professionals
- Ensuring long-term financial stability and providing adequate resources to implement chapter, regional, and national programs

Minneapolis / St. Paul Chapter Officers



President: Godson Sowah
Ernst & Young, LLP



1st Vice President: Latricia Flowers
Wells Fargo



2nd Vice President: Orlando Bryant
Ernst & Young, LLP.



Treasurer: Angelica Enwesi -Imhoede
Protiviti



Secretary: Ashlee Malet
Cargill, Inc.

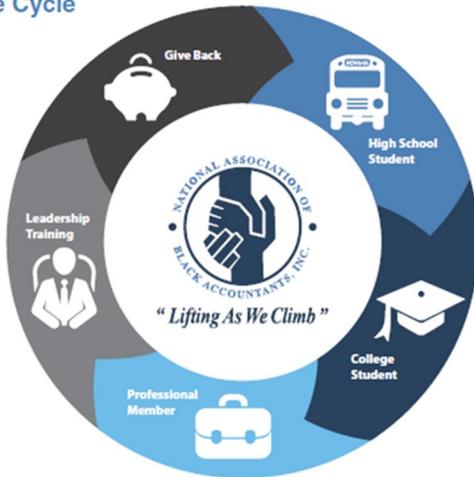


Vice Secretary: Benjamin Coleman
PwC, LLP.

Membership and national reach

NABA's vast network consists of 43 professional chapters and over 150 student chapters across the nation. Each chapter offers programming throughout the year to promote networking, education and leadership training.

NABA Life Cycle



- NABA membership is diverse and includes professionals from Accounting, Finance, Marketing, Tax, Consulting and Information Technology (IT)
- 51% of NABA members are employed in Corporate America; 40% have advanced degrees and 45% hold professional certifications
- Experience levels range from entrepreneurs, senior executives to staff accountants and provides a unique environment for both leadership and development
- Members may be transplants from other cities or 'Minnesota born-and-raised' but we are one NABA family
- Student membership includes scholars pursuing undergraduate and graduate degrees in business related disciplines. They receive academic scholarships, career counseling, mentoring, and opportunities for internships and entry-level job placements.

Local chapter quick facts:

- Twin Cities Chapter founded in 1980
- Part of the Central Region – consisting of over 550 minority student members within the fields of accounting, finance, information technology and business
- Membership and network of over 600 professionals in the Twin Cities
- 2 student chapters - University of MN and Iowa State University
- Chapter presidents in the last 5 years have been women
- Our corporate partners range from Big 4 Accounting Firms, Fortune 1000 companies, locally-owned small firms, government institutions and other non-profit agencies.

NABA - Twin Cities Programs

Professional Member Services

Professional Development

NABA develops personal and professional skills of our members through professional development sessions and career sponsorship programs. By offering a wide variety of topics, we are able to keep our members business savvy and ready for any emerging topic. During the 2016/2017 calendar years, continuing professional education credits will be offered to event attendees, when applicable. In addition to these sessions, many members may attend the National Convention where they can access leadership programs and expand their professional networks.

Collaboration Events

NABA hosts a variety of networking events throughout the year. These activities include NABA Corporate receptions and affinity groups mixers. We have partnered with leadership groups and economic development agencies to advance the attraction and retention of minority professionals to the region. Attendees have the opportunity to meet executives from major organizations, recruiters and learn more about upcoming chapter events and initiatives.

Community Outreach Services

Each year, our Chapter offers several community engagement activities such as the Volunteer Tax Assistance (VITA) program, Junior Achievement BizTown, AchieveMpls mentorship, etc.

Salsa Sushi Soul - Legacy Scholarship

An annual scholarship fundraising auction and celebration of multicultural professionals. Our objective is to establish a legacy fund to build a pipeline of young minority professionals to join the corporate community and address the gaps of minority representation and achievement in the Twin Cities. The scholarship fund will support the students to pursue academic careers in the fields of Accounting, Finance, Tax, Consulting and Information Technology. The Annual Scholarship Fundraiser is designed to ensure that future generations of minority professionals are provided every opportunity, into the profession, build a successful career and grow in the community long term.

ACAP

The Accounting Career Awareness Program (ACAP®), is a strategic career development program designed specifically for minority high school juniors and seniors. Its primary objective is to increase the number of minority high school students to pursue a major in accounting or business-related fields in colleges/universities. ACAP is planned and executed by NABA member volunteers.

During this week-long summer residency program at a university or college campus, a select group of students have the opportunity to explore careers in accounting and business via rigorous workshops and case study competition. ACAP® introduces the students to accounting, finance, and information technology concepts. Business professionals, leaders and professors share their knowledge, provide guidance for success and discuss educational opportunities. Students experience professional careers first-hand through tours of local public firms and companies in the private sector.

Since its launch in 2007, ACAP has supported over 150 students. The program is fully funded, with planning and execution from NABA volunteers and no cost to participants. Additionally, academic scholarships are awarded to outstanding students. Over \$100,000 has been awarded to approximately 60 high school students since 2007.

Student Support Services

Mentorship Programs

We offer mentorship/sponsorships for undergraduate and graduate students. Emphasis is placed on providing career guidance, academic support and other services to ensure the personal and professional development of students.

Diverse Student Career Forum

This career development and recruiting forum is aimed at helping diverse college students in business, accounting and finance to improve their professional development and to assist them with networking with corporate sponsors and other local employers. This event is co-sponsored with the Twin Cities Chapter of Association of Latino Professionals in Finance and Accounting (ALPFA)

Central Region Student Conference

This conference provides college students with the opportunity to obtain leading information on career and industry trends, interview with employers from across the country, and network with peers and professional NABA members.

<http://www.nabacr.net/>

Corporate Partnership Levels

Invest in Professional Member Services					
<input type="checkbox"/>	Premier Partner				\$ 6,000
	<ul style="list-style-type: none"> - Co-host diversity and inclusiveness event with NABA members at corporate site - 1 annual NABA student scholarship awarded in your company's name - 2 complimentary annual NABA professional memberships - Includes recruiting and advertising partner benefits 				
<input type="checkbox"/>	Recruiting Partner				\$ 3,000
	<ul style="list-style-type: none"> - Recruit at chapter events - Occasional speaking opportunities at chapter meetings, student meetings or networking events - 1 complimentary annual NABA professional membership - Scholarship Contributor - Includes advertising partner benefits 				
<input type="checkbox"/>	Advertising Partner				\$ 1,500
	<ul style="list-style-type: none"> - Website advertising - Job postings via NABA digital Newsletters and social media (Facebook and LinkedIn) - Dedicated e-mail blasts 				
<input type="checkbox"/>	Networking Event Partner – Sponsor networking event				\$ 500
Invest in Community Outreach					
Accounting Career Awareness Program					
<input type="checkbox"/>	ACAP Site Visit				\$ 5,000
	<ul style="list-style-type: none"> - Corporate employees lead/host workshop for ACAP students - Special invitation to judge case study competition - Company logo on ACAP shirts, programs and paraphernalia - Special recognition at ACAP Closing Luncheon 				
<input type="checkbox"/>	ACAP Scholarships				
	<input type="checkbox"/> Case Study Competition Winners Award				\$ 5,000
	<input type="checkbox"/> Outstanding Achievement Award				\$ 1,000
	<input type="checkbox"/> Academic Achievement Award				\$ 1,000
	<input type="checkbox"/> Spirit of Service Award				\$ 1,000
<input type="checkbox"/>	ACAP Closing Banquet				\$ 2,000
<input type="checkbox"/>	Sponsor ACAP Student				\$1,000/student
Legacy Scholarship Fund - Salsa Sushi Soul event					
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		Legacy	Trustee	Honor Roll	Signature
		\$3,000	\$2,500	\$2,000	\$500
	Opportunity for sponsor to speak at event	ü			
	1 Scholarship awarded in your company's name	ü			
	Special recognition at event	ü	ü		
	Visible signage at event location	ü	ü	ü	
	Advertising and brand promotion (logo & description)				
	<ul style="list-style-type: none"> • Mailchimp e-mail blasts (+700 distribution list) • social media (Twitter, Facebook, Instagram, Google+, and YouTube) • LinkedIn group mail blasts (+200 distribution list) 	ü	ü	ü	ü
	Complimentary event tickets	10	10	5	2

Corporate Partnership Form

Benefits of Corporate Sponsorship

- Recognition as a partner of one of the nation's largest minority professional organizations
- Build a pipeline for diverse candidates for the MN and IA markets
- Engage minority professionals employed at your organizations on career development, educational/CPE learning, peer networking, and, diversity and inclusiveness initiatives to support workplace retention, leadership development, career advancement, etc.
- Community engagement and social responsibility opportunities for employees
- Early identification of high performing minority candidates from high schools for Accounting, Finance and Management Information Systems academic programs
- Recruiting and professional development events at the regional and national level

We encourage your company to partner with us by completing the information below and returning the form.

Company Name: _____

Representative Name: _____

Mailing Address: _____

City, State, Zip code: _____

Phone number: _____

Email: _____

Total Amount Committed: _____

In-Kind Contributions: _____

Representative Signature: _____

Return form to:
E-mail: president@nabamn.org
Fax: 1-866-839-1814

Mail:
NABA Twin Cities Chapter
P. O. Box 2816
Minneapolis, MN - 55402

Direct any questions regarding this packet to:

Godson Sowah at (612)-371-8622
president@nabamn.org

NABA is a 501(c) (3) organization and all donations are tax deductible.

Visit our website: www.nabamn.org