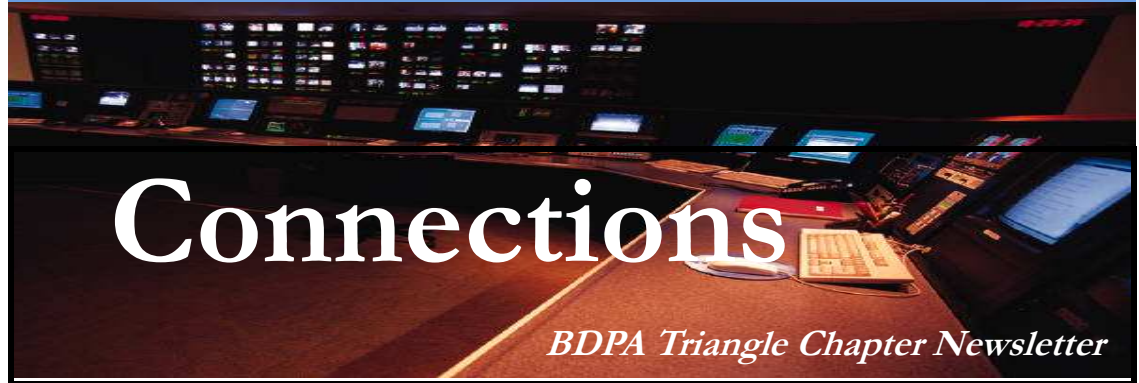


Triangle (NC) Chapter
www.bdpatriangle.org

Information Technology Thought Leaders



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"From the President's Desktop"

BDPA Triangle Chapter prepares to close-out another year of successfully delivering high quality services and quantifiable benefits for its membership. What's in store for the new year you ask? Well — expect even more. And, with your continued support and increased participation we're ready to crank it up a notch.

Through sponsorships and partnerships, we plan to continue our Chapter's steady growth. Our Executive Committee has done an outstanding job in areas such as selecting pertinent topics and securing top notched speakers.

The committee has met every challenge albeit through creativity, innovation or diligence no matter the task at hand. Also, note that our brand has grown tremendously in the Triangle region. Corporations, government officials and the higher education community are truly taking notice of our Chapter.

If you have ideas about what you'd like to see achieved by the Chapter, come to our monthly meetings or just send us an email. We'd certainly prefer to see members back-up their input and feedback with leadership attached. Ideas are great, but let's prove the organizational norm wrong for a change (ie...10% of the folks does 90% of the work).

To share an excerpt from one of the most influential icons of the 20th Century—Dr. Arthur Fletcher's "*Victorious Living Creed*":

"I believe my living will not be in vain because I am convinced God provided me with one or more gifts and talents, and that with my own efforts and his help, plus the aid of education and training, I can develop my gifts and talents into skills, technical or professional abilities and be rendered able to do some of the worlds work.

I believe my living will not be in vain because I am convinced that if I try God will help me find ways to use my skills, technical or professional ability in service to his cause.

I believe my living will not be in vain because I am convinced that in serving God's cause, I will be able to sustain my own life and be of benefit to mankind and humanity in the process".

For the new year let's follow "The Creed". Let's all ask ourselves how can I help the Chapter? If you've benefited greatly through membership — and you know you have — then remember the old proverb, "You get out of it what you put in it".



Local Sponsors



Have a wonderful holiday season and keep tuning in!!

Ahead of the Curve



Martin Davis,
*Executive VP and
Corporate CIO
Information Technology
Wachovia*

IT Leader Ready for New Challenges!

Wachovia's diversity council.

Martin Davis took an active role in the 2001 merger of First Union-Wachovia (Winston-Salem/Charlotte, NC). As CIO for commercial technology, "My job is to support the IT related to our wholesale and commercial banking," he says. He is responsible for a \$50+ million budget.

He played a similar role at the pre-merger Wachovia. He was senior technology officer for the wealth management line of business, with total IT responsibilities for that line.

Wachovia is the fourth-largest bank holding company in the country. It has over thirteen million household and business customers, \$754 billion in assets, \$422 billion in deposits and 110,000 employees. It offers full financial services in 23 states and Washington, DC; in addition to full-service brokerage throughout the US; and global services through in 40 international offices.

Davis is one of two African Americans among its seven top IT managers and he serves on

Davis is one of just three percent of CIOs nationwide who are African American. "Once you begin to climb the managerial ranks, very few people look like you," he remarks. To help remedy the situation, Davis is a member of the Information Technology Senior Management Forum (ITSMF), made up of about fifty black IT execs. The group meets quarterly to share their experiences, talk about job opportunities they've heard of, and, in general, help each other and other aspiring African American IT managers. Membership is restricted to CIOs and CTOs at major corporations, and entrepreneurs who own their own sizable technology firms. "It's a very impressive list," says Davis.

ITSMF is closely tied to BDPA. "Every third quarter we meet jointly with BDPA," Davis explains. BDPA is a great help to the ITSMF mentoring program, which connects forum members with up and coming IT people. "We leverage BDPA to help bring young African

American individuals through the pipeline," Davis says. Davis himself has mentored a young woman at Ford Motor Co (Dearborn, MI). "I try to identify the career obstacles I have personally run into and help her avoid them," he says.

"I believe very much in the PIE model, which means Performance, Image and Exposure," Davis says. From the beginning of his career, he was on the lookout for projects that would attract influential mentors and boost his career into high gear. When he first arrived at Wachovia in 1984 as a co-op student, he managed to get involved with the company's Automated Clearing House project for moving money electronically between accounts. "It's a high-dollar, time-sensitive, critical system for the bank, and I got great exposure for working on it," he says. "I was recognized as someone with some upward potential and from that point on, my potential was developed." Wachovia is now working on a formal mentoring program, but back then Davis had to find his own mentors. "Some recognized my strengths and others recognized the areas where I needed developing," he says. "They reached out to me to help me along."

Davis majored in business information systems at Winston-Salem State University (Winston-Salem, NC). He joined the company full time when he completed his BS degree in 1986.

Davis enjoys home life with his wife, Robin, and three children.

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Committee

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=====

For more on NBDPA,
log-on to:
www.bdpa.org



"Cutting Edge"



Job Seekers over 40

Job seekers over 40 often face discrimination and may confront hurdles getting an interview that younger applicants do not.

Here are some helpful tips to overcome the ageism obstacles.

Focus On The Future

Your résumé needs to highlight accomplishments in the context of future service; it shouldn't read like the testimonial at your retirement dinner. Avoid lengthy recitations of your entire career; you want an interview for a new job, not a gold watch for prior work.

Emphasize What You Can Do...

Not what you've done. For example: "Experienced salesman with long track record of success," becomes "Learned x, y and z about selling and developed broad network of sales contacts sure to be enormously valuable in future sales positions."

Tailor Your Résumé

Hiring managers often get hundreds of applications for every opening, especially now that job-seekers can simply apply online. Tailor your résumé to each job you apply to, so that you can match your skills and experience to the particular job description.

Don't Avoid Dates

Don't be defensive, and don't omit dates. Hiding dates sends an "I'm old" signal to the employer. Instead, emphasize your vitality, energy and commitment to work for five, 10 or 20 more years.

Use Creative Ways To Follow Up

Make sure to follow up on your résumé submission in relevant ways to establish your qualifications for a job. Show potential employers that you don't shy away from new technology.

Less Can Be More

Consider sending out fewer résumés but spending more time on pursuing each job you seek. Sending a résumé is not like buying a lottery ticket; sending out more will not double your chances of winning a job.

Out of the Box

7 Tips on How to Write a Cover Letter

Your cover letter is a first impression—you only get one chance. Here are tips from the experts:

No. 1: Limit It to One Page

The key is being succinct and remembering you're not writing a book.

No. 2: Keep to the Point

Something that is short, succinct, well-written and leaves the reader with the desire to learn more about that particular candidate.

No. 3: Be Original

Intrigue and originality "is what makes you a great individual that could translate as a great addition as an employee."

No. 4: Tell the Truth

Stick to the facts. If you're a College students who doesn't have a lot of experience, don't balloon your background on the cover letter.

No. 5: Don't Use Pictures

"Less is more". I doesn't necessarily help to include a headshot.

No. 6: Proofread/Spell Check

Part of writing a compelling cover letter is looking over your work. Applicants should have other people proofread their cover letter for errors and correct grammar before submitting a final draft.

No. 7: Reveal a Disability? It Depends

It's up to the individual to decide whether he or she is comfortable disclosing a disability.



Wired: News You Can Use

Supplier Diversity is Good Business!

Marriott won three \$1-billion-dollar contracts from 3 different city governments on the basis of superior supplier diversity.

Supplier diversity is not charity. It is a process by which companies improve their business. Properly implemented, supplier diversity lowers costs and increases margin and/or revenue.

There are several ways this happens:

- ↻ If you increase the number of suppliers with which you're doing business, you will lower overall procurement costs.
- ↻ Women/minority business enterprises (W/MBEs) are forming and growing at a much faster rate than business in general. Aligning your business with a growth sector is a good strategy.
- ↻ If your company is a consumer company, supplier diversity will help your company brand new consumers (your suppliers and their employees). In the process of doing business, your company will learn the skills necessary to better form relationships with people of color and/or women.
- ↻ If your company is a business-to-business company, you should know that other progressive businesses are asking for supplier-diversity numbers on RFPs. Companies are at a competitive disadvantage if they do not have a good record to show.
- ↻ If your company is a business-to-government company, you already know that supplier diversity is a mandate. Beyond mandates, however, is intent. Progressive governmental agencies (they're not all the same) are looking for exceptional performance.
- ↻ There is ample anecdotal evidence that shows that broadening your supplier base to include M/WBEs decreases costs AND increases innovation.
- ↻ Supplier diversity can increase the economic sustainability of a local economy by broadening and strengthening the economic base of the region. This is most quickly done by working with people who have formerly been excluded and/or oppressed (you get the most gain from an underutilized asset).
- ↻ Supplier diversity is a sound business practice, especially practiced by companies that outperform the general stock-market indexes. The 2007 DiversityInc Top 50 Companies averaged 9.3 percent of their procurement spend with M/WBEs; The estimated national spend is 2 percent.

This short list of factors cited above is not inclusive of all the reasons to promote supplier diversity, but it may give cause to ponder why supplier diversity isn't more widespread.

Diversity management is like managing any other business discipline: Expectations must be clear, accountability must be absolute and vigorous metrics must be utilized.



Did You Know:



**Microsoft, Verizon, Others
Use Virtual Worlds to Recruit;
Dressing Avatars for Success**

A Job Interview You Don't Have to Show Up For

It's now possible to meet with recruiters without actually showing up for a job interview.

Some employers are experimenting with Second Life, the online virtual community owned by San Francisco-based Linden Lab, to screen prospective hires. The program allows job seekers to create a computer-generated image to represent themselves -- known as an "avatar" -- and communicate with executives of prospective employers as though they were instant-messaging.

A number of big companies put the new medium to a test earlier this year, when recruitment-advertising firm TMP Worldwide Advertising & Communications LLC hosted a virtual job fair with employers such as Hewlett-Packard Co., Microsoft Corp., Verizon Communications Inc. and Sodexo Alliance SA, a food and facilities-management services company. TMP says it will host more virtual job fairs in 2008.

Calendar of Events 2007

Chapter Program Meetings

January 15, 2007 – “*Project Management*”

Presenter: Cara Faucette, Fidelity Investments

February 19, 2007 - “*Security & Digital Rights*”

Presenter: Eric McNeil, IBM Corporation

March 19, 2007 – “*Wireless Networks*”

Presenter: Lin Phelps, Clearwire Corporation

April 16, 2007 - “*Real Time Communications*”

Presenter: Rik Nelson, Cisco Systems, Inc.

May 21, 2007 – “*IT Recruiter Forum*”

Presenter: Scott Boren, Compuware

June 18, 2007 – “*Starting Your Own Business*”

Presenter: Tony Marshall, CMSDC/MBEIC

July 21, 2007 - “*Chapter Picnic @ Lake Crabtree Park*”

August 23, 2007 - “*Chapter Open House @ Compuware*”

Sept. 17, 2007 - “*Path to Wealth for IT Professionals*”

Presenter: William Graham, Primerica Financial Services

October 15, 2007 - “*Leadership & Future of the Triangle*”

Presenter: Kevin Johnson, Research Triangle Park Fdn

November 12, 2007 - “*Communication & Team Building*”

Presenter: Edgar Murphy, Nortel

December 8, 2007 – “*Holiday Social @ Yancy’s*”

Note: Chapter meetings are held at First Flight Venture Center (Conference Room) - 2 Davis Drive, RTP, NC ; 6:30 — 8:00 pm

**Meeting topics subject to change - see website for updates*

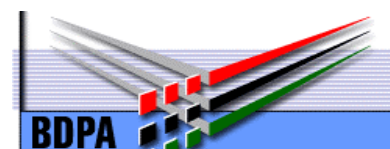
Planned Chapter & Community Events

- ✦ Collegiate Speaker Series - sponsored by Credit Suisse
- ✦ BDPATC / RDUMBA / CMSDC MBEIC co-sponsored activities to be announced.

Save the Date

August 6—9, 2008 - *BDPA National Conference*

Location: Hyatt Regency Hotel; Atlanta, GA



On the Move



Corporate Leader Dedicated to Education

Edgar Murphy (BDPA member)

*Director, Community and Government
Relations at Nortel Networks*

Edgar D. Murphy is currently responsible for Community/Government Relations for Nortel in the RTP area. In this role, he handles the implementation of Nortel's strategic community relations program of which K - 12 public education is the primary focus. Murphy is well known in business and education circles for his leadership in developing successful partnerships between public education leaders and senior business leaders from the technology sector.

In 1999, Murphy was appointed to the NC State Board of Education by then Gov. Jim Hunt. He serves on the Durham Public Education Network Board of Directors; the North Carolina Council on Economic Education Board of Directors; the NC Science, Mathematics, and Technology Education Center Board; the NC E-learning Commission; and serves as Chairman of the North Carolina Citizens for Business and Industry's Education Committee, a division of the North Carolina Chamber of Commerce.

Murphy earned his BS degree in Industrial Technology from NC A&T University in Greensboro, NC. He also is certified in Corporate Community Involvement by the Boston College Carroll School of Management. In addition to his current role, Murphy has worked as a test engineer, a manufacturing supervisor, a customer service director, and a human resources director. This broad background along with his networking ability allows him to bring a refreshing perspective to any project requiring systemic change and innovative thinking.



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**Join Us for Our
Holiday Gathering at
Yancy's Restaurant
319 Fayetteville St, Raleigh, NC
Saturday, December 8th
RSVP@bdpatriangle.org**

