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A NOTE FROM THE PUBLISHER

Dear Reader,

In any workplace, the path to personal accomplishment is inevitably strewn with a variety of obstacles and challenges. But for today's black professional woman, the path to success can be overwhelming—sometimes seemingly impossible—because of the unevenness of the playing field, the persistent prevalence of glass ceilings, and the many other limitations that evolved over the forty years since the American workplace was opened to citizens of any background. **THE NIA GUIDE FOR BLACK WOMEN: ACHIEVING CAREER SUCCESS ON YOUR TERMS (Agate, 1-932841-01-6, African American/Business and Economics, October 22, \$12.95)** provides an abundance of effective strategies for overcoming these barriers to success, as well as tips on how black women can preserve their sense of cultural identity at work, promote their own professional value and marketability, and build up their professional network.

The story of Nia is the story of a journey begun by **Cheryl Mayberry McKissack**, the founder and CEO of Nia Enterprises, LLC. In the midst of a highly successful career as a technology executive (first with IBM, then with U.S. Robotics/3Com), she set out to take control of her own professional path in a way that would help other black women do the same. In October 2000, she founded NiaOnline.com, a community designed to provide empowering advice for overcoming workplace and lifestyle challenges unique to black women; establish a forum to connect aspiring black women to one another; and offer marketing research support to companies that market to black families. (*Nia* is the Swahili word for “purpose.”)

NiaOnline's combination of valuable advice, dynamic membership, and sense of purpose has improved the lives of aspiring black women, at work and at home. Events like the Nia Leadership Summit Series have connected community members in person, and now, under the direction of Nia's editor-in-chief **Sheryl Huggins**, Nia has extended its reach to the printed page with this guide—the first in a new Nia Guide series published by Agate. The next, on balancing work and life, is due in March 2005, and the third in June 2005.

In addition to appearances in their respective hometowns (Ms. McKissack is in Chicago and Ms. Huggins in New York), the co-editors are available for phone-in interviews everywhere. I sincerely hope that you will contact me to set something up—847.475.4457 or seibold@agatepublishing.com.

Yours,

Doug Seibold

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FOR IMMEDIATE RELEASE

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The Nia Guide for Black Women: Achieving Career Success on Your Terms **Edited By Sheryl Huggins and Cheryl Mayberry McKissack**

**Announcing the first in a new series of titles developed with the creators
of NiaOnline.com—the web’s premier community for black women.**

The Nia Guide for Black Women: Achieving Career Success on Your Terms is a practical guide to pursuing workplace success, developing leadership skills, climbing the corporate ladder, and achieving career empowerment for today’s black working woman. It’s full of useful, up-to-the minute data, helpful tips and exercises, and personal stories from other successful black women. It addresses such topics as:

- Are You the Sole Sister in the Office?
- Getting Paid What You're Really Worth
- Shattering the Glass Ceiling
- What to Do When You Suspect Bias in the Workplace
- Creating Your Own Old Girl's Network
- Mentoring and Being Mentored

Among the many successful black women whose wisdom is shared in this book are **Harriette Cole**, author and syndicated columnist; **Jennifer Lewis-Hall**, author and former CNBC correspondent; and a raft of top female executives and leaders. *Nia* means “purpose” in Swahili, and purpose is the key to any truly satisfying career. Everything you’ll find here is aimed not only to help you achieve success, but to enjoy it; not only to gain power, but to bring purpose to power.

**“The women of NiaOnline are onto this truth: you *can* get ahead without
surrendering your identity, selling your soul, or compromising your dreams!”**
—Carol Moseley Braun

About the Editors and NiaOnline.com: **Sheryl Huggins** is the editor-in-chief of NiaOnline.com. **Cheryl Mayberry McKissack** is the founder, president, and CEO of Nia Enterprises, LLC, and NiaOnline.com. **NiaOnline.com** is a Chicago-based online community and research/marketing service dedicated to black women and their families.

***The Nia Guide for Black Women: Achieving Career Success on Your Terms*, \$12.95,
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