

The NMSDC Advanced Management Education Program (AMEP)

June 1-5, 2008

This Program is designed to provide certified, established, expansion-oriented MBEs with the tools and skills needed to achieve and sustain accelerated growth. Combining NMSDC's knowledge of MBEs with Kellogg's World-class ability to develop and deliver leading-edge executive education, this four-day management program is unique. It will help high-potential MBEs achieve the next level of business success.

The program distills NMSDC's institutional knowledge, as well as countless interviews with corporate buyers and MBEs. "NMSDC is the logical place to start to offer top-shelf learning events because of its nationwide network and acceptance in corporate America and the minority business community," said Arthur C. Martinez, former Chairman of the Board, NMSDC and Chairman of the Board and CEO of Sears, Roebuck and Co. In the Tradition that made Kellogg a World-renowned business school, this curriculum uses interactive, team-based study.

For maximum results, each class will be limited to 40 participants and the curriculum will be custom tailored to the needs of that class. This dynamic course design is achieved by surveying the class and structuring the course content accordingly.

PROGRAM OBJECTIVES

To position high-potential MBEs for accelerated growth, this program helps CEOs:

- Develop a growth-oriented strategy that identifies and charts profitable new business opportunities
- Develop an understanding of the links between business strategy and successful marketing
- Learn techniques for analyzing and appraising marketing strategies
- Improve leadership and management skills and implement a company and self-assessment process
- Develop an organizational capability plan to support growth objectives
- Understand the latest socioeconomic, corporate and public policy trends and their impact on MBE prospects and strategies

Form valuable working relationships with other successful minority executives

PARTICIPANTS

The program is designed for minority men and women CEOs/owners of NMSDC-certified businesses who have demonstrated sustained levels of solid performance and are ready and interested in accelerating their growth.

Businesses should be at least three years old, with sales of over \$3 million for manufacturing and distribution firms and at least \$1 million for service firms. Additional factors for consideration are; hold a position on the board, sponsor event(s), and/or has been on a committee.

Firms must also be recommended by an NMSDC National Corporate Member or a local member in conjunction with the local council to be considered for the limited seats in each class. Current financial statements are required.

CURRICULUM TOPICS

Whether or not a minority business stays profitable - and grows - depends on the MBE's knowledge-based capabilities. The AMEP address the demands of management for the next millennium.

Access to Public and Private Markets

- Sector Analysis
- Government's evolving role

Change-driven Threats and Opportunities

- Outsourcing
- Changing Supplier Relationships
- Growth in MBE programs
- Challenges to government programs
- Untapped sectors and markets
- International markets

Changing Corporate Expectations

Core Competencies of High-Growth MBEs

- Strategy
- Marketing and Sales
- Operational/Organizational Capability
- Technology
- Financial

Aspirations-based Strategic Planning

- Where do you really want to be in three to five years?

Critical Entrepreneurial/Leadership Traits

Capital Markets and Capital Budgeting

FORMAT

Rigorous program sessions are led by a team: faculty members of Northwestern University's J.L. Kellogg Graduate School of Management; corporate buyers; finance and other functional specialists; and independent business consultants. Preparatory case work, discussions, case studies, and exercises ensure maximum preparation and involvement.

Each evening after dinner, studies continue and participants work in study groups to prepare exercises and projects for class discussion. MBEs also spend time during the program analyzing the strategies of their firms. Each participant receives a comprehensive reference manual of readings and course materials that will serve as a helpful resource in the future.

NMSDC Advanced Management Education Program
2008 Application

CEO/APPLICANT'S NAME/TITLE _____

COMPANY NAME _____

ADDRESS _____

CITY/STATE/ZIP _____

PHONE _____ FAX _____

E-MAIL ADDRESS (if available) _____

BUSINESS DESCRIPTION _____

LENGTH OF TIME IN BUSINESS _____

SALES FOR LAST THREE YEARS:	2004	2005	2006
	\$ _____ MILLION	\$ _____ MILLION	\$ _____ MILLION

EVENT SPONSORED	_____	_____	_____
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OFFICE POSITION HELD	_____	_____	_____
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COMMITTEE POSITION	_____	_____	_____
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NOMINATED BY: _____

CERTIFIED BY _____

(Applicants must be certified by the NMSDC-affiliated council closest to its headquarters)

SIGNATURE BY APPLICANT

DATE

Send to:

FMSDC
6880 Lake Ellenor Dr, Suite 104A
Orlando, FL 32809
407-245-6062
407-857-8647 - Fax

SUBMIT