

# W



## MINORITY BUSINESS EXECUTIVE PROGRAM

Operating, Sustaining and Growing a Minority Business / September 16-21, 2018

### EXECUTIVE EDUCATION

In partnership with the UW Consulting and Business Development Center







Joe Hinrichs

The National Minority Supplier Development Council is pleased to partner with the University of Washington's Foster School of Business on its dynamic Minority Business Executive Program. As the global leader in connecting Asian, Black, Hispanic and Native American business enterprises to the global corporate supply chain, NMSDC understands the invaluable role that continuous learning plays in the growth, success and competitiveness of small and minority-owned firms. The MBE Program is an excellent addition to our expanding portfolio of executive education offerings.

The Northwest Mountain Minority Supplier Development Council – one of our 23 affiliate regional councils – is a long-standing strategic partner in this insightful, comprehensive program that will become a sought-after educational resource for the 12,000 NMSDC-certified minority business enterprises (MBEs) throughout our network.

The one-week intensive course features an interactive curriculum focused on an interactive and accounting; leadership; marketing and brand strategy; relationship marketing and strategic thinking. In today's business environment, success in these six functional areas will help position minority suppliers for increased procurement opportunities in the domestic and global supply chain.

Together with the Foster School of Business, NMSDC is creating learning programs that will establish a pipeline for MBEs to grow, build capacity and transform their businesses into leading global suppliers for NMSDC corporate members. I encourage you to enroll in this exciting program and advance your business.

Regards,

Joe Hinrichs  
Chairman of the Board of Directors  
NMSDC  
President, Global Operations  
Ford Motor Company



For over 20 years, the Consulting and Business Development Center at the Foster School of Business has helped grow the management capabilities of minority-owned businesses. Over time, the Center has helped generate millions of dollars in revenues and thousands of jobs for businesses participating in the Center's programs.

In 2008, we launched the Minority Business Executive (MBE) Program in conjunction with the Northwest Mountain Minority Supplier Development Council, Boeing, Microsoft, and Zions.

The MBE Program is an intensive week-long program designed to impart new business knowledge to the participating executive and grow the sales and profitability of their minority-owned companies. Since then, a growing list of corporations and government agencies have helped us refine this powerful program. In 2013, we were honored to begin a partnership with the National Minority Supplier Development Council to increase opportunities for executives from minority-owned firms around the U.S. to attend this game-changing program.

MBE Program participants will have the opportunity to learn from faculty members who are experts in strategy and innovation and who have taught successful business leaders around the world. We invite you to join us in a program that will engage you in rethinking how your company can gain a competitive advantage in a challenging global business environment.

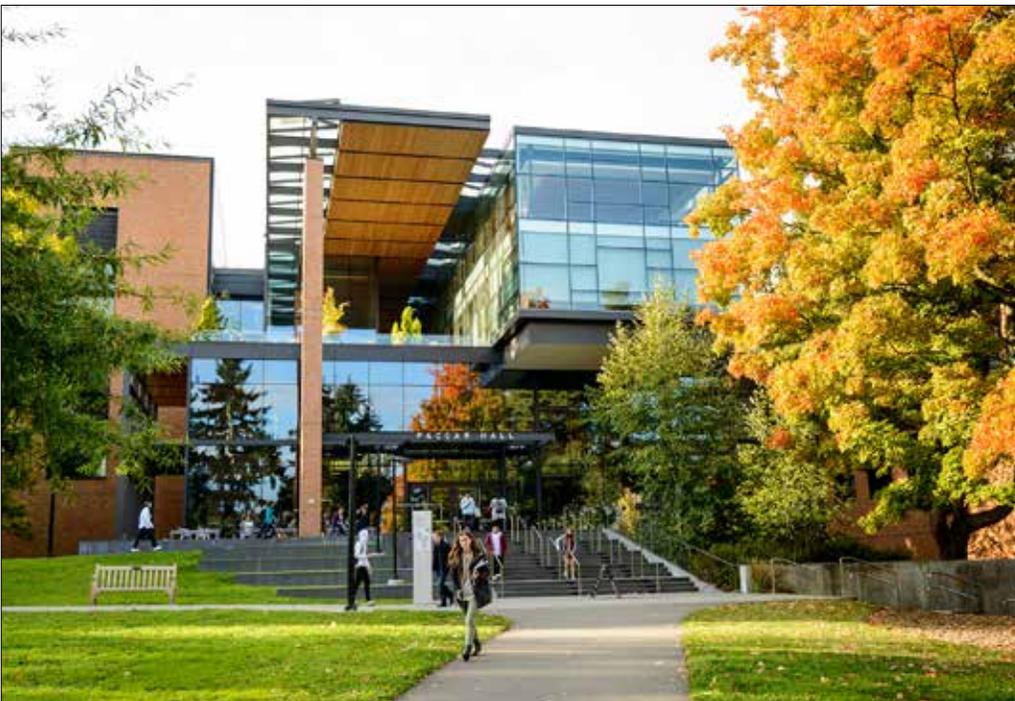
JIM JIAMBALVO

Dean, Michael G. Foster School of Business, University of Washington



# WHY CHOOSE THE UNIVERSITY OF WASHINGTON FOSTER SCHOOL OF BUSINESS?

- The University of Washington has the largest group of faculty of any business school in the country that focuses research on diversity in business. The faculty, under the leadership of Professor William Bradford, research and publish studies on issues ranging from minority entrepreneurship to multicultural marketing, and from management diversity to financing of minority and women-owned businesses. Professor Bradford is also the Faculty Director for the Minority Business Executive (MBE) Program. Many of the faculty who teach in the MBE Program also teach in other Foster MBA programs.
- The Michael G. Foster School of Business at the University of Washington consistently ranks among the top business schools in the United States—for both undergraduate and graduate degrees. The Evening MBA Program was ranked #13 in the U.S. News & World Report rankings of public universities, with A+ ratings for teaching quality, caliber of classmates and curriculum for 2018.



- The Princeton Review ranks Foster #14 for Entrepreneurship and #10 in Greatest Opportunity for Women.

- The Executive Education department has provided educational development partnerships for companies for 55 years. These partnerships are critical in helping academic researchers connect and share knowledge with the business community.

- Since 1995, the UW Foster Consulting and Business Development Center has been linking students, faculty and staff with a racially and ethnically-diverse business community.
- The Consulting and Business Development Center assists small minority businesses to grow and to create and retain jobs. They also open educational opportunities for underrepresented minority students, and stimulate innovative economic development research.



# Gain knowledge, tools and a valuable network

This accelerated one-week intensive program is designed to assist minority business leaders in facing current and future business challenges. Participants will learn to utilize financial tools to make more effective decisions, develop and understand long-term strategic plans for growth and sustainability, learn how to market their products and services more effectively, manage their businesses more efficiently, and develop their leadership skills. They return to their businesses with new skills, a renewed personal energy, and a valuable network of fellow minority and women business leaders.

## PROGRAM HISTORY

In 2008, the UW Executive Education office and the Consulting and Business Development Center created a strategic partnership with the Northwest Mountain Minority Supplier Development Council to develop and grow the MBE Program, which has been designed to increase the competitiveness of minority business enterprises.

For more than 40 years, the NW MTN MSDC has been an advocate for minority businesses by working with corporations and public agencies that understand the importance of having a diverse supply base that reflects their customers, as well as today's global economy. The organization currently serves the states of Washington, Alaska, Oregon, Montana, Wyoming and Utah.

A major component in launching the MBE Program was the generous financial support from our Founding Partners: The Boeing Company, Microsoft and Zones (Corporate Plus member of NMSDC). Their financial support and expertise allowed for the development, specialization and launch of this program. The Michael G. Foster School of Business wishes to acknowledge and thank them for their support.



## CURRENT PARTNERS



# Curriculum tailored for success

The Minority Business Executive Program utilizes interactivity through a combination of lectures, discussions, guest speakers, panels, interactive simulations, team exercises, and self-assessments. Participants gain knowledge, tools and a valuable network to help them achieve their business goals. The key topic areas of this program are:

## FINANCE AND ACCOUNTING

- Learn to interpret and use accounting data for planning, decision-making and financial reporting
- Enhance your understanding of finance principles and practices, including cash flow analysis and capital budgeting risk and return

## NEGOTIATIONS

- Learn how to prepare for negotiations and examine various approaches to negotiating
- Learn practical strategies, tactics, and tools for negotiating
- Examine cooperative and competitive elements that are present within most negotiation sessions

## STRATEGIC THINKING

- Understand the concept, content and process of strategy formulation and implementation, and explore strategy frameworks and how to identify ways to grow a venture
- Learn about the strategies of high growth firms and a framework to screen ideas for success
- Explore how to manage risk during innovation

## MARKETING AND BRAND STRATEGY

- Learn how to develop marketing strategies that uniquely serve your customers and maximize customer lifetime value
- Identify brand execution tactics that leverage your strategy and increase product and firm equity

## LEADERSHIP

- Learn to apply successful leadership and decision-making models to develop your full potential as a leader
- Develop critical leading and influencing skills necessary to sustain long-term organizational success through a combination of lecture, discussion, simulation, and self-assessment

## SUPPLY CHAIN MANAGEMENT

- Discuss how the supply chain function can support business strategy and financial performance
- Understand the benefits of supplier diversity and requirements of both buyers and suppliers

For more information on program topics and faculty, please visit: [foster.uw.edu/mbep](https://foster.uw.edu/mbep)

*“During my 20+ years in the corporate world, I have not experienced training and course work as good as the MBE Program.”*

**DENNIS BROOKS | FOUNDER & PRESIDENT  
TRIO NATIVE AMERICAN ENTERPRISES**



# Energize yourself and your business in just one week

## PROGRAM OUTLINE

- Day 1  
Sunday
- Arrive in Seattle
  - Program Orientation
  - Welcome Dinner

- Day 4  
Wednesday
- Supply Chain Management
  - Guest Speaker & Lunch
  - Negotiations

- Day 2  
Monday
- Understanding Financial Statements
  - Business Performance Evaluation
  - Guest Speaker & Lunch
  - Strategy
  - The Innovation Value Chain

- Day 5  
Thursday
- The Essence of Effective Leadership I & II
  - Guest Speaker & Lunch
  - Leadership Simulation
  - Teamwork: A Critical Leadership Obligation

- Day 3  
Tuesday
- Financing the Business I & II
  - Guest Speaker & Lunch
  - Marketing Strategy & Branding I & II
  - Sticky Messaging

- Day 6  
Friday
- The Impact of Culture I & II
  - Guest Speaker & Lunch
  - Leadership and Decision-Making
  - The Leader of the Future
  - Graduation & Sponsor Dinner

University of Washington Executive Education continuously updates its program to better serve clients' needs. Program content may change from the schedule listed above.

In addition to classroom instruction from leading business professors, participants will engage with corporate leaders in international business, highly successful entrepreneurs, and business owners who have taken theory and transformed it into highly profitable business ventures.

*"MBEP is beyond excellent. All of the concepts I have learned are what I was looking for to improve my skill set and business. The program has improved my ability to be a better leader and gave me perspective on how I compare myself with others as leaders."*

**HAREGU NEMARIAM | PRINCIPAL ENGINEER  
HAREGU NEMARIAM ENGINEERING, LLC**



# Faculty: Partners in your success

William Bradford, Ph.D.  
 Faculty Director of MBE Program  
 Professor of Finance  
 Business and Economic Development Endowed Professor



William D. Bradford received a BA in Economics from Howard University, an MBA in Finance and a Ph.D. in Finance and Economics from Ohio State University. He served as Assistant and Associate Professor of Finance at the Graduate School of Business at Stanford University from 1972-80. From 1980-94, he was Professor of Finance at the University of Maryland, where he also served as Chair of the Finance Department, Associate Dean and Acting Dean at the Business School. From 1994 to 1999 he was Dean of the Foster School of Business at the University of Washington, and was awarded the Endowed Professorship in Business and Economic Development upon his joining the faculty.

Professor Bradford's teaching areas are Business Finance and Entrepreneurial Finance. His areas of research include small and minority business development, banking and corporate finance. He serves on the boards of Commerce Bank, Russell Trust Company, the Executive Committee of the Seattle Chamber of Commerce, and Northwest Capital Network, among others. He had visiting professorships at Ohio State, New York University, UCLA and Yale University. He has been a consultant to numerous firms and has had international lectureships in Corporate Finance and Entrepreneurship in Indonesia, Egypt, the Ivory Coast, South Korea, China, and South Africa. He lectured in Finance in the Executive MBA Program at Shanghai Jiao Tong University in 2005 and 2006. He has written three books and more than 50 articles on Finance during his career. His current research includes small and minority business issues, minority-focused venture capital funds in the U.S., and bank management issues in China. In 2013 he was inducted into the Minority Business Hall of Fame.

Patrick Bettin, Ph.D.  
 Faculty, Foster School of Business  
 Leadership and Management



Former leader of the Battelle Professional Development Center, Patrick Bettin is an internationally known expert in leadership and management development. He serves as University of Washington faculty and as a consultant for a wide variety of private and government organizations.

Warren Boeker, Ph.D.  
 Professor of Management  
 Douglas E. Olesen Excellence Chair



Warren Boeker specializes in competition, corporate strategy, entrepreneurship, and international business. His current research focuses on the dynamics of strategy formulation and execution.

Mark Forehand, Ph.D.  
 Professor of Marketing  
 Pigott Family Professor in Business Administration



Mark Forehand specializes in implicit cognition, consumer social identity, public health marketing, and brand management. His current research focuses on implicit attitude formation and measurement and consumer social identity and advertising response.

Greg Magnan, Ph.D.  
 Professor, Operations Management  
 Albers School of Business & Economics, Seattle University



Greg Magnan specializes in supply chain management, operations strategy, and business strategy. His current research interests involve enhancing effectiveness and performance through supply chain integration strategies and leading change in organizations.

Daniel Turner, Ph.D.  
 Associate Dean, Masters Programs  
 Peter and Noydena Brix Endowed Faculty Fellow



Dan Turner specializes in pricing, retailing and marketing models. His current research focuses on student evaluation of teaching effectiveness and student learning.

Elizabeth Umphress, Ph.D.  
 Associate Professor of Management  
 Evert McCabe Endowed Fellow



Elizabeth Umphress specializes in corporate social responsibility, negotiations, ethics and organizational behavior. Her current research focuses on ethical decision making, organizational justice, and diversity issues.



*"During the MBE Program, I gained valuable experiences through working with knowledgeable UW Foster faculty in addition to a diverse group of fellow business leaders. I was able to sharpen some very practical skills that I immediately applied to my company. I would highly recommend this program, as it is applicable learning in a convenient, one-week format."*

**JENNIFER BROWN | PRESIDENT  
 BROWN PEAR SOLUTIONS**

# TAKE THE NEXT STEP

## **PARTICIPANT CRITERIA**

This program is designed for owners, executives and senior staff of minority and women-owned businesses with at least \$300,000 in annual revenues. In past sessions the companies represented have had annual revenues ranging from \$300,000 to \$35 million.

## **TUITION**

- Tuition: \$4,250 USD
- The tuition includes instruction, all instructional materials, lunches, most dinners, coffee and refreshments, and a Certificate of Completion from the Michael G. Foster School of Business.

## **ADVANCE PREPARATION**

The program requires advance study so that participants can maximize their learning. Study materials will be provided prior to the start of the program. Please review the assignments thoroughly, so you are well prepared for classroom discussions.



## **ACCOMMODATIONS**

This is a residential program and all participants are required to stay at the Hotel Deca during the program regardless of where their residence is located.

A special discounted rate of \$129 USD per night has been arranged with the Hotel Deca, which is located within walking distance of the University of Washington campus. Participants are responsible for making their own hotel reservation and payment.

Please advise the hotel that you are an MBE Program participant to receive the discounted rate when making your reservation.

Hotel Deca  
4507 Brooklyn Ave NE | Seattle, WA 98105  
[www.hoteldeca.com](http://www.hoteldeca.com) | 1.800.899.0251



# NMSDC Minority Business Executive Program 2018 Application

PROGRAM DATES: September 16 - 21, 2018  
TUITION: \$4,250

## APPLICANT DATA

CEO/APPLICANT'S NAME/TITLE \_\_\_\_\_

NICKNAME \_\_\_\_\_ RACE/ETHNICITY \_\_\_\_\_

COMPANY NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY/STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

EMAIL ADDRESS \_\_\_\_\_

WEB SITE \_\_\_\_\_

## BUSINESS DATA

BUSINESS DESCRIPTION \_\_\_\_\_  
\_\_\_\_\_

LENGTH OF TIME IN BUSINESS \_\_\_\_\_

SALES FOR LAST THREE YEARS	2017	2016	2015
	\$ _____	\$ _____	\$ _____

CERTIFIED BY \_\_\_\_\_

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

NOMINATED BY \_\_\_\_\_

SPONSORED BY \_\_\_\_\_

SIGNATURE OF APPLICANT \_\_\_\_\_ DATE \_\_\_\_\_

**Please complete and return this form and copy of NMSDC certification  
no later than 8/15/2018 to:**

Minority Business Executive Program  
National Minority Supplier Development Council, Inc.  
Attn: Marta Morales, Administrative Coordinator, Programs and Enterprise Learning  
1359 Broadway, 10th Floor, Suite 1000  
New York, New York 10018  
Phone: 212-944-2430, ext. 120  
Fax: 212-719-9611  
Email: mbep@nmsdc.org

## Applications

Applicants to the Minority Business Executive Program must be recommended by an NMSDC national corporate member familiar with the applicant's capabilities.

Each application is reviewed by an NMSDC admissions committee to ensure a diverse industry, geographical and ethnic mix.

It is expected that participants will be free of other duties and will devote full time to the program.

An application is included in this brochure. Early application is recommended. Applications are due no later than 30 days before the start of the program.

## Cost

The cost of the program is \$4,250. This fee covers tuition, all instructional materials, lunches, most dinners, coffee and refreshments, and a Certificate of Completion from the Michael G. Foster School of Business.

The fee is payable in full at the time of registration.

Program participants are responsible for making their own hotel reservation and payment for lodging at Hotel Deca.

Cancellations received within 30 days of the start of the program will receive a 75% refund. Cancellations made within 14 days of the program will receive a 50% refund. No refund will be paid if cancellation is made within 10 business days of the start of the program.

# W

## REGISTER ONLINE TODAY

PHONE: 206.543.8560

E-MAIL: [execed@uw.edu](mailto:execed@uw.edu)

Michael G. Foster School of Business

Bank of America Executive Center, 228Q - Box 353225

Seattle, WA 98195-3225, USA

[foster.uw.edu/mbep](http://foster.uw.edu/mbep)

**FOSTER**  
SCHOOL OF **BUSINESS**  
Executive Education