Minority Business Executive Program
Operating, Sustaining and Growing a Minority Business
June 14-19, 2015
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 24 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 finance and accounting; human resource management; 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.

Joset Wright-Lacy

President
National Minority Supplier Development Council
For nearly 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 Program (MBEP) in conjunction with the Northwest Mountain Minority Supplier Development Council, Boeing, Microsoft, and Zones. MBEP 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.

MBEP 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 UW Evening MBA Program was ranked #15 in the U.S. News & World Report rankings, with A+ ratings for teaching quality, caliber of classmates and curriculum for 2014.

• The Princeton Review ranked Foster #5 for Best Campus Environment and #8 in Great Opportunities for Women in 2012.

• The Executive Education department has provided educational development partnerships for U.S., Asian and European companies for nearly 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.
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 30 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. 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.
The Minority Business Executive Program (MBEP) 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

**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

**HUMAN RESOURCE MANAGEMENT**
- Understand employment laws and learn practical skills for managing employee relations
- Explore strategies and tactics for managing training and staff development
- Enhance your understanding of compensation, incentives, performance management, and productivity

**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

**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

**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.washington.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
# Program Outline

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

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

## Day 3
- **Tuesday**
  - Supply Chain Management
  - Guest Speaker & Lunch
  - Marketing Strategy & Branding I & II
  - HR Deal Making to Advantage

## Day 4
- **Wednesday**
  - Financing the Business I & II
  - Guest Speaker & Lunch
  - HR Leadership Brand
  - Performance Management & Productivity Enhancement I & II

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

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

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*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 some of the 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.

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*“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
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.

Faculty: Partners in your success

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/Battele Endowed 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.

Vandra Huber, Ph.D.
Professor of Human Resources Management

Vandra Huber specializes in human resources management, compensation and performance management (metrics and scorecards). Her current research focuses on the role of employee fit in managerial hiring decisions for short- and long-term employees.

Greg Magnan, Ph.D.
Professor, Operations Management
Director, Professional MBA Program
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.

“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
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 $130 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 | 1.800.899.0251
NMSDC
Minority Business Executive Program
2015 Application

PROGRAM DATES: JUNE 14-19, 2015
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
2014   2013   2012
$_________ $_________ $_________

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 5/15/2015 to:

Minority Business Executive Program
National Minority Supplier Development Council, Inc.
Attn: Maggie Chaparro, Senior Director, Enterprise Learning Solutions
1359 Broadway, 10th Floor, Suite 1000
New York, New York 10018
Phone: 212-944-2430
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.
APPLY ONLINE TODAY
WEB: foster.washington.edu/mbep
PHONE: 206.543.8560
E-MAIL: execed@uw.edu
Michael G. Foster School of Business
Bank of America Executive Center, 228Q - Box 353225
Seattle, WA 98195-3225, USA