KELLOGG EXECUTIVE PROGRAMS
JAMES ALLEN CENTER

AMEP
ADVANCED MANAGEMENT EDUCATION PROGRAM 2016
SUMMER SESSION

June 12-16

NORTHWESTERN UNIVERSITY

NMSDC
A custom executive program offered by the National Minority Supplier Development Council, Inc.®

Kellogg
School of Management
For more than 15 years, NMSDC has collaborated with the prestigious Kellogg School of Management to present the Advanced Management Education Program (AMEP)—jointly created expressly for Asian, Black, Hispanic and Native American suppliers. Rigorously researched, this enduring program is a work-in-progress developed by James H. Lowry, a nationally-known and respected consultant and a former Kellogg faculty member. Since its inception, Kellogg’s stellar faculty and constantly evolving curriculum have helped nearly 500 NMSDC-certified minority business CEOs turn new ideas into bigger business opportunities.

In our continuing effort to promote the growth and development of minority business enterprises (MBEs) nationwide, we are proud to present the 2016 session of our Advanced Management Education Program. This executive education program is uniquely designed to address the issues and goals of growth-oriented minority businesses.

Business management has never been more complex or multifaceted—often requiring professional learning environments where entrepreneurs can extend their skills. MBEs consistently report that we deliver a comprehensive program that combines talents and resources in a way that positively impacts performance and prospects.

Central to our confidence in the success of the program: the powerful combination of NMSDC’s 43 years of national experience with MBEs and corporations, the executive education resources at the top-ranked Kellogg School of Management, and a select group of high-potential minority business owners.

Key to this collaboration is the faculty—who are also working executives and professionals. They provide real-world, up-to-the-minute information that program participants can apply to their businesses to achieve greater success.

Indeed, as a hallmark of both NMSDC and Kellogg, the Advanced Management Education Program is customized to suit the needs of each class of minority business CEOs. Whether through group study, guest speaker presentations or case studies, the curriculum is aligned with the MBEs’ educational needs and the current business climate.

Explore new directions in today’s fast-changing business world and put this dynamic program on your calendar now. Join us.

Joset Wright-Lacy
President
National Minority Supplier Development Council, Inc.
The National Minority Supplier Development Council is the global leader in advancing business opportunities for certified Asian, Black, Hispanic and Native American business enterprises and connecting them to corporate members. One of the country’s leading corporate membership organizations, NMSDC was chartered in 1972 to provide increased procurement and business opportunities for minority businesses of all sizes.

“The Advanced Management Education Program is the cornerstone of our development opportunities for certified Asian, Black, Hispanic and Native American business owners. The world of business is increasingly global and technology-driven. Embracing that reality, this program uses the expertise of Kellogg’s outstanding faculty to guide participants to the next level of business success.”

Joset Wright-Lacy
President
National Minority Supplier Development Council, Inc.

The NMSDC Network includes a national office in New York and 24 affiliate councils across the country. There are 1,800 corporate members throughout the network, including most of America’s largest publicly-owned, privately-owned and foreign-owned companies, as well as universities, hospitals and other buying institutions. The regional councils certify and match more than 12,000 minority-owned businesses with member corporations that want to purchase their products, services and solutions.

Our corporate members report that they contract more than $100 billion in products and/or services with minority-owned businesses annually.

The James L. Allen Center provides an ideal setting for executive education.

Thank you for considering the 2016 Advanced Management Education Program at the Kellogg School of Management at Northwestern University. Continuing our tradition of excellence in executive education, we are delighted to offer this customized program once again through our partnership with the National Minority Supplier Development Council.

I am confident that there is no better place than Kellogg for deepening your knowledge of markets, management and the broader challenges facing business executives in the 21st century.

I invite you to experience our pioneering approach to management education. By choosing Kellogg, you’ll share in our intellectual energy and our passion for collaboration. You’ll participate in an exciting exchange of ideas at the James L. Allen Center, our state-of-the-art hub for executive education. We will equip and inspire you to make a lasting impact in your organizations. Come learn with us.

Best wishes,

William Garrett
Associate Dean of Executive Education
Kellogg School of Management
Northwestern University
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, into a curriculum that is focused on the most managerially relevant topics to MBEs. 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.

“AMEP is customized to suit the needs of each class of minority business CEOs.”

**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 greater than $5 million for manufacturing and distribution firms and at least $3 million for service firms.

Firms must also be recommended by an NMSDC national corporate member or a local member in conjunction with the regional council to be considered for the limited seats in each class.
Rigorous program sessions are led by a team: faculty members of Northwestern University’s Kellogg 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 serve as resources for the future.

Curriculum Topics
What determines whether or not a minority business stays profitable — and grows depends on the MBEs’ knowledge-based capabilities. The Advanced Management Education Program (AMEP) is designed to assist participants in focusing on growth strategies—specifically, to build capacity and sustainability for the future.

Managing Strategic Change & Growth
- Managing Growth in Entrepreneurial Firms

Aligning Innovation with Strategy
- Achieving Strategic Innovation
- The Senior Executive as an Innovation Catalyst
- Understanding Corporate Entrepreneurship
- New Business Design

Business Plan Development
- Writing a Business Plan
- Business Plan versus Strategic Plan
- Essential Elements of a Business Plan

Defending Your Brand
- Keys to Trust
- Risk Management-Beyond the Obvious
- Reputational Terrain
- Crisis Management-Steps to take

Capital Markets
- Abridged Guidelines for Successful Access to Capital
  - Capital Structure
  - Cash Flow
  - Enterprise Life Cycle

Entrepreneurial Finance
- Acquiring a Business
- Access to Capital
- Investment Criteria - The Shifting Process

Entrepreneurial Finance
- Acquiring a Business
- Access to Capital
- Investment Criteria - The Shifting Process

Transition from Automotive to Aerospace/Defense/Heavy Equipment

Private Capital Fund Managers
“I refer to the AMEP as the “entrepreneurial enlightening program”.

The AMEP Program gave me the confidence to streamline our business growth and change strategies. Absolutely rewarding!

The opportunity to share the stories and experiences with other entrepreneurs is one of the great benefits of the AMEP Program. After all, success comes within the proximity of your connections.”

Marie A. Rosado
President
3A Press Corp.

“I strongly recommend the NMSDC AMEP for growing MBEs. The Kellogg AMEP challenges MBEs to rethink “what you’re doing, how you are doing it and why you are doing it”, which is exactly what we needed.

The professors are not just academically knowledgeable but also have the “real world” knowledge and experience to provide guidance and advice to MBEs. Overall the experience was intellectually challenging, engaging and very professional. I could not wait to get back and implement what I learned.”

Sylvia Nealy David, MBA
Human and Technology Capital Advisors LLC

“The AMEP program was a wonderful experience. The education from the elite professors/professionals and the networking with other minority business owners were both invaluable opportunities.

Since returning, I’ve been able to employ many of the growth philosophies and other learnings to make our business stronger. I look forward to keeping in touch with the life-long friendships formed at Kellogg.”

Courtney Gaik, CPA
Vice President – Accounting and Finance
Agile Sourcing Partners, Inc.
The program is taught by a dynamic combination of Kellogg's distinguished faculty members; corporate buyers; financial and other functional specialists; and business consultants well-versed in addressing the issues of MBEs.

Derrick K. Collins

Dean, College of Business, Chicago State University

Mr. Collins is a former assistant clinical professor of finance at Northwestern’s Kellogg School of Business, where he taught courses in venture capital and entrepreneurial finance. As the Dean of the College of Business at Chicago State University, he is focused on establishing the college as a leading urban institution that prepares its graduates for entrepreneurship and leadership positions in corporate and global business environs. His previous professional experience includes general partner of venture capital firm Polestar Capital Partners, L.P., presidency of Shorebank Capital Corporation, vice president of South Shore Bank of Chicago, and positions with Ameritech Corporation and Northrup Corporation.

MBA, University of Chicago; BS, Prairie View A&M University

Timothy Feddersen

Wendell Hobbs Professor of Managerial Politics

Professor Timothy Feddersen joined the faculty at the Kellogg School of Management in 1995. He is the Director of the Social Enterprise at Kellogg Program (SEEK). Professor Feddersen’s research centers on the manner in which elections aggregate dispersed information; the linkage between information and participation in elections; modeling ethically motivated agents in games; bargaining in legislatures; and the informal role of activists in the economy. He is currently investigating models of whistle-blowing and the way in which the need to rationalize choice constrains decision making. Professor Feddersen also teaches several classes at Kellogg including Strategy in the Nonmarket Environment, Values-Based Leadership and Values and Strategic Crisis Management. All of these classes focus on the way leaders must anticipate the reaction of stakeholder groups within the firm, in the media, in legislatures, courts and in public opinion broadly.

Ph.D., University of Rochester; BA, Indiana University

A Unique Learning Environment

The James L. Allen Center, a facility created specifically for executive learning, offers every amenity for your comfort, from lodging, dining and classrooms, to state-of-the-art computer systems.

In the heart of Northwestern University’s Evanston campus, the Allen Center overlooks Lake Michigan and combines the benefits of a quiet, residential campus environment with proximity to downtown Chicago and O’Hare International Airport.
**Paul M. Hirsch**

**MANAGEMENT & ORGANIZATIONS**

**James L. Allen Professor of Strategy & Management & Organizations**

Paul M. Hirsch is the James L. Allen Professor of Strategy & Organizations at the Kellogg School of Management at Northwestern University. In 2009, he was elected President of the Western Academy of Management, and earlier served as co-editor of its Journal of Management Inquiry.

Professor Hirsch has written extensively about careers and organizational change; his articles have appeared in a wide variety of scholarly journals - most recently Strategic Organization and American Sociological Review. He was among the first to anticipate and write on widespread changes in the employment relationship stemming from corporate mergers and continuing on through the present. Hirsch’s recent work has also focused on policy and ethical issues raised by the mortgage meltdown. He has published articles and organized conferences about it, and is co-editor of Markets on Trial, a volume of original essays exploring the meltdown’s origins and consequences.

Professor Hirsch has received the “Distinguished Scholar” award of the Academy of Management’s Organization and Management Theory Division, and served as Chair of the American Sociological Association’s Section on Occupations, Organizations and Work.

*Ph.D., University of Michigan*

**James H. Lowry**

**AMEP Academic Director**

Mr. Lowry recently retired as the head of The Boston Consulting Group’s workforce diversity, ethnic marketing and minority business development consulting practice. Previous to his position with BCG, he was president and CEO of his own firm, James H. Lowry & Associates, since 1975. He is a nationally recognized workforce and supplier diversity expert. In 2005, he authored a new study, Realizing the New Agenda for Minority Business Development. Mr. Lowry was honored in the inaugural class of the Minority Business Hall of Fame. Mr. Lowry serves as chairman of The City of Chicago/Durban, South Africa Sister Cities Committee; is a member of the Howard School of Business board and also serves as chairman of the Howard University Entrepreneurship Center.

*PMD, Harvard Business School; MA, University of Pittsburgh; BA, Grinnell College*

**Mitchell A. Petersen**

**Glen Vasel Professor of Finance**

**Director of the Heizer Center for Private Equity and Venture Capital**

Mitchell Petersen is the Glen Vasel Professor of Finance. Professor Petersen’s research is in the area of empirical corporate finance - the questions of how firms evaluate potential investment projects and how they fund such projects. His recent writing focuses on the funding of small firms and how such funding has been altered by technology and changes in the financial (banking) market. He was awarded the Smith-Breeden Prize for Outstanding Paper in the Journal of Finance in 1995 and the Michael Brennan Award for Best Paper in the Review of Financial Studies in 1998.

He has been a member of the editorial board of various journals, including the Journal of Finance, Financial Management, Review of Financial Studies and the Journal of Financial Intermediation. He is also a research associate with the National Bureau of Economic Research (NBER) and is a member of the Moody’s Academic Advisory and Research Committee and served on the Board of Directors of L.R. Nelson.


*Ph.D., Massachusetts Institute of Technology*
Robert Wolcott

**Clinical Professor of Innovation & Entrepreneurship**
**Co-Founder and Executive Director, Kellogg Innovation Network**

Robert Wolcott is the Co-Founder & Executive Director of the Kellogg Innovation Network (KIN) and a Clinical Professor of Entrepreneurship & Innovation at the Kellogg School of Management, Northwestern University. He teaches corporate innovation and entrepreneurship for Kellogg in Evanston, Miami and Hong Kong (with HKUST). Formerly a Visiting Professor at the Keio Business School (Tokyo, Japan) a member of the advisory boards for the Nordic Innovation Center, Nordic Council, Oslo, Norway, the Global Technology Council of Kraft Foods, Inc. and the Innovation Accelerator for GE Corporate.

His book with Dr. Michael Lippitz, Grow From Within: Mastering Corporate Entrepreneurship and Innovation (McGraw-Hill, 2010) shares over a decade of research into how established companies create innovation for business value and has since been published in Chinese and Japanese.

Wolcott received a BA, European and Chinese History; and an MS and Ph.D., Industrial Engineering & Management Science, Northwestern University, Evanston, Illinois. He and his wife, Ada Yung, have two daughters, Jolie and Sage, and reside in Chicago, Illinois.

*BA, MS and Ph.D., Northwestern University, Evanston, Illinois.*

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Gregory White

**Professor**

Mr. White has more than 15 years of investment, entrepreneurial and finance experience. He teaches a course entitled "Entrepreneurship and New Venture Formation" as well as courses in Kellogg's executive education program. He is also the president and chief executive officer of the LEARN Charter School Network, a nationally-recognized network of high-performing college prep elementary schools serving low-income communities in Chicago. LEARN was recently awarded a $1 million grant from Oprah Winfrey's Angel Network. Prior to LEARN, Mr. White was the vice president of strategy and operations for the Chicago Community Trust, a $1.8 billion community foundation that made over $155 million in grants annually.

*MBA, Harvard Business School; BA, Brown University*

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Alfred Sharp

Mr. Sharp is Principal in Investments and Client Services ("ICS") at Muller & Monroe Asset Management, LLC, ("M2") where he is responsible for investments and client coverage for key relationships of the firm. M2 is a private equity firm that invests exclusively in emerging and niche managers on behalf of institutional investors, using a disciplined and differentiated investment process. He has extensive corporate investment and entrepreneurial experience. For the past several years, he has created entrepreneurial ventures and has held senior executive and consulting roles in start-up companies and turnaround situations. Prior to his entrepreneurial activities, Mr. Sharp was a Vice President at the Prudential Capital Group, where he invested in private debt and equity instruments of companies headquartered in the Midwest. During his tenure, he executed over 40 deals totaling approximately $2.0 billion.

*MBA, Harvard Graduate School of Business Administration; BA, Morehouse College*
NMSDC Advanced Management Education Program
2016 Application

SUMMER SESSION
JUNE 12 - 16
TUITION: $5,800

APPLICANT DATA

CEO/APPLICANT’S NAME/TITLE ________________________________
NICKNAME ________________________________ RACE/ETHNICITY ________________________________
COMPANY NAME ________________________________
ADDRESS _______________________________________
CITY/STATE ___________________________ ZIP __________
PHONE ___________________________ FAX ___________________________
E-MAIL ADDRESS ________________________________
WEB SITE ________________________________

BUSINESS DATA

BUSINESS DESCRIPTION ______________________________________

LENGTH OF TIME IN BUSINESS ________________________________

SALES FOR LAST THREE YEARS: 2015  $______ MILLION  2014  $______ MILLION  2013  $______ MILLION

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 that 5/5/2016 to:

Advanced Management Education Program
National Minority Supplier Development Council, Inc.
Attn: Maggie Chaparro, Vice President, Enterprise Learning Solutions/OD
1359 Broadway, 10th Floor
New York, New York 10018
Phone: 212-944-2430
Fax: 212-719-9611
Email: amep@nmsdc.org

Applications

Applicants to the Advanced Management Education 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 $5,800. This fee covers tuition, class materials, lodging and meals. Please make checks payable to the National Minority Supplier Development Council.

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

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 ten (10) business days of the start of the program.
ACKNOWLEDGMENTS

NMSDC would like to thank the following sponsors of 2015 scholarships for the Advanced Management Education Program (AMEP):

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