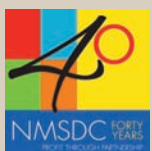


KELLOGG EXECUTIVE PROGRAMS JAMES ALLEN CENTER

AMEP
ADVANCED MANAGEMENT EDUCATION PROGRAM 2012
SUMMER SESSION

June 3-7



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



Kellogg
School of Management



Joset B. Wright

For more than 15 years, NMSDC has collaborated with the prestigious J.L. Kellogg School of Management to present the Advanced Management Education Program (AMEP)—jointly created expressly for Asian, Black, Hispanic and Native American entrepreneurs. Rigorously researched, this enduring program is a work-in-progress developed by James H. Lowry, a nationally-known and respected consultant and a 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 2012 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 40 years of NMSDC's nationwide 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 B. Wright
President
National Minority Supplier
Development Council, Inc.®

About NMSDC®

Providing a direct link between corporate America and Asian, Black, Hispanic and Native American-owned businesses is the primary objective of the National Minority Supplier Development Council, 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 B. WRIGHT
PRESIDENT
NATIONAL MINORITY
SUPPLIER DEVELOPMENT COUNCIL INC.®**

The NMSDC Network includes a national office in New York and 37 Regional Councils across the country. There are 3,500 corporate members throughout the network, including many Fortune 500 companies as national members. The Regional Councils certify and match more than 16,000 minority-owned businesses with member corporations that want to purchase their goods and services.

Our corporate members reported that they contracted more than \$100 billion in products and/or services with minority-owned businesses.

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



About the Kellogg School of Management



Thank you for considering the 2012 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, our passion for collaboration, and our belief in the transformative power of markets – the cornerstones of our unique culture. And, you'll participate in an exciting exchange of ideas from the James L. Allen Center, our state-of-the-art hub for executive education.

We will equip you, educate you and inspire you to build better, stronger organizations and to make a lasting impact on markets and communities. Come learn with us.

Best wishes,

Sally Blount '92
Dean, Kellogg School of Management
Northwestern University



Kellogg
School of Management

Advanced Management Education Program

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.

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



Highly-skilled instructors — many with experience as entrepreneurs — teach the challenging program curriculum.



Team-based study lets CEOs discuss contemporary management trends and challenges.

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.

Program Outline

	Sunday	Monday	Tuesday	Wednesday	Thursday
Morning		Managing Strategic Change in the 21st Century Organizational DNA Growing Businesses of Size	Case Discussion Managing Intellectual Property Frameworks, Value Transference and Articulation	Case Discussion Access to Capital	Emerging Markets and Globalization Follow-Up/Support Process
Afternoon	Arrival Overview Program Goals and Objectives Calendar of Events Introduction	Lunch Capital Markets Capturing Value in Today's Hyper-Competitive Markets	Lunch Business and Personal Life Cycles Guest Speaker (Corporate Executive)	Lunch Entrepreneurial Finance Guest Speaker	Lunch Closing Ceremonies
Evening	Dinner Managing Strategic Change in the 21st Century Group Project	Dinner Innovation and Intellectual Capital Management Case Analysis/Prepare Case Presentations	Dinner Global Trends Case Analysis/Prepare Case Presentations	Dinner Open Discussion	



Nearly 500 Asian, Black, Hispanic and Native American CEOs have graduated from the AMEP program since 1996.

Dynamic Course Design—Specific course content will be adapted based on surveying the interests and needs of the participants in each AMEP class.

FORMAT

Rigorous program sessions are led by a team: faculty members of Northwestern University's J.L. 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 serves as resources for the future.

CURRICULUM TOPICS

Whether or not a minority business stays profitable and grows depends on the MBE's 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 in the 21st Century

- Managing Growth in Entrepreneurial Firms
- The Five Stages of Growth

- The Seven Types of Organizational DNA
- Growing Businesses of Size**
 - A Changing Global Economy and a New Agenda for Minority Business Development
- Capital Markets**
 - Abridged Guidelines for Successful Access to Capital
 - Capital Structure
 - Cash Flow
 - Enterprise Life Cycle
 - Determining Appropriate Source
 - Making the Pitch
 - Valuation
- Capturing Value in Today's Hyper-Competitive Markets**
 - Overview of the Marketing Process
 - Creating Value in the Face of Price Competition
 - Creating Value and the Importance of Target Focus
- Innovation and Intellectual Capital Management**
 - The Value of a Patent to the Entrepreneur
 - Innovation and Sustainable Competitive Advantage
 - Intellectual Capital (IC) and Intellectual Property (IP)
 - The Basic Frameworks, Value Transference and Articulation
- Business and Personal Life Cycles**
- Global Trends**
 - Outlook for the U.S. Economy
- Access to Capital**
 - Case: Numbers Alone Can Tell a Story
 - Entrepreneurial Finance
- Emerging Markets and Globalization**

Testimonials

“I am an entrepreneur with more than 30 years of experience. I have an MBA, as well as extensive professional management and leadership training. I mention that only to say that this was certainly one of – if not – the best educational programs I have attended. The atmosphere, the quality and breadth of MBE owners, the professors and the topics were all outstanding. I will also add that it was very refreshing to be taught by talented minority professors who were very engaging.”

*Roger Ball
President and Chief Executive Officer
Century Industries, Inc.*

Rich Foreman Photo © 2011



The 2011 graduates of NMSDC's AMEP join a distinguished group of program alumni.

“This program was like none I had ever attended before. The classes were packed with incredible instructors and business tools. It almost felt as though the course was tailor-made for me, even though there were about 40 other business owners in attendance. I was able to meet a phenomenal group of like-minded people and I look forward to long-lasting relationships with them all. Thank you all for putting together such an awesome program.”

*Sabrina Ary
President
A-RYEN Unlimited Staffing Solutions*



The spacious Allen Center allows for maximum interaction among the AMEP participants.

“The program was an extraordinary learning experience and I am already seeing the benefits of the lessons they taught us. The staff at Northwestern’s James Allen Center was incredible and very welcoming. The professors that participated in the program were knowledgeable and pushed us to maximize our potential while we were there. They provided us with invaluable information that will help me guide my company to a prosperous future.”

*Miguel Andux
President and
Chief Executive Officer
Alpha Boilers, Inc.*

“The Advanced Management Education Program at Kellogg was phenomenal! It was like an MBA on steroids, what with the caliber of faculty and guest speakers and was by far the best training experience I have had in my lifetime. I can honestly say that the course was like a jolt of electricity for me as the founder and CEO of net.America. Since returning, I have been applying many of the principles with great success, especially what we learned in Professor Rogers’ sessions.”

*Clare Razaq-Hines
Founder and
Chief Executive Officer
net.America Corporation*

“When I was selected to attend the AMEP at Kellogg, I had no idea what I was in for. I soon learned I was provided with a great gift of education. The timing could not have been better. Our company was growing and looking to obtain a larger piece of the market share. After each classroom session, I discovered new tools that would help take our company to the next level. The goal of any education is to give the student the ability to reason and think critically. AMEP was the enabler that fully developed my critical thinking skills.”

*Vanessa Troyer
Co-founder and Chief Executive Officer
Architectural Mailboxes LLC.*

The Faculty

The program is taught by a dynamic combination of members of Kellogg's distinguished faculty; corporate buyers; financial and other functional specialists; and business consultants well-versed in addressing the issues of MBEs.



Derrick K. Collins

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



James G. Conley

James G. Conley

Clinical Professor of Technology

Mr. Conley serves on the faculty of both the Kellogg School of Management and the McCormick School of Engineering at Northwestern University. He is a faculty contributor in the Kellogg Center for Research in Technology & Innovation and serves as a Faculty Fellow at the Institute for Design Engineering and Application (NU IDEA). His research investigates the strategic use of intangible assets and intellectual properties to build and sustain competitive advantage. Additionally, he engineers product design and development technologies and studies the impact of computer automation on product realization.

MBA, Northwestern University; Ph.D., Northwestern University; BS, University of Virginia

Julie Hennessy

Clinical Associate Professor of Marketing

Ms. Hennessy teaches courses in marketing and marketing strategy. Her professional experience includes prior positions with Kraft Foods, leading major business units, and General Mills, heading up established and new business sectors. Over the course of her career she has done general management strategy consulting for major companies like British Petroleum, Corporate Express, Microsoft, McDonald's Corporation, Samsung, Sony and United Airlines.

MBA, J. L. Kellogg School of Management; BS, Indiana University



Julie Hennessy

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 five (5) business days of the start of the program.

Paul Hirsch

James L. Allen Distinguished Professor of Strategy and Organization Behavior

Noted for his teaching and research in the fields of strategy and organizational change, Mr. Hirsch's research, writing and outside activities in recent years have focused on the human resource and managerial implications of organizational restructurings, management succession, product redefinitions and downsizings.

Ph.D., MA, University of Michigan; BA, City College of New York



Paul Hirsch

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



James Lowry

Steven Rogers

Clinical Professor of Management and Finance

Director of the Levy Institute for Entrepreneurial Practice

Mr. Rogers was named one of the top entrepreneurial teachers in the nation by *Business Week*. He has been involved in entrepreneurial finance and management as a consultant to venture capital firms and start-up companies, and as the founder of two manufacturing firms and one retail operation. In 2005, he was named the Lawrence G. Lavengood Outstanding Professor of the Year. He currently serves on the board of directors of Amcore Financial, Duquesne Light, SC Johnson Wax and Supervalu.

MBA, Harvard Business School; BA, Williams College



Steven Rogers

NMSDC Advanced Management Education Program 2012 Application

SUMMER SESSION

JUNE 3 – 7

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: 2011 2010 2009
 \$ _____ MILLION \$ _____ MILLION \$ _____ 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 to:

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



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.

ACKNOWLEDGMENTS

NMSDC thanks the following sponsors of 2011 scholarships
for the Advanced Management Education Program (AMEP)

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AT&T Foundation

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The Walt Disney Company

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Hilton Worldwide

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Johnson & Johnson

Johnson Controls, Inc.

MetLife, Inc.

Minority Supplier Development Council of Pennsylvania, New Jersey and Delaware (Highmark)

D.W. Morgan Company, Inc.

net.America Corporation

Pfizer Inc.

Sempra Energy

Southern California Edison Company

Toyota Motor Engineering and Manufacturing North America, Inc.

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