AMEP
ADVANCED MANAGEMENT EXECUTIVE PROGRAM

July 25 - 29, 2022
BUILDING SUSTAINABLE GROWTH-ORIENTED MINORITY BUSINESSES

The NMSDC Kellogg Advanced Management Executive Program is designed to provide certified, established, growth-oriented minority-owned business owners with the tools and skills needed to achieve and sustain accelerated growth in the constantly changing business environment. The leading-edge, four-day immersive program provides minority entrepreneurs the opportunity to work “on” their business in an interactive environment instructed by educators and professionals with real-world experiences.

Going beyond the MBA curriculum, this program examines proven best practices to address common entrepreneurial issues in the context of today’s business environment. Business owners network and learn together while developing lasting business relationships.

Program Objectives

• Develop a growth-oriented strategy that identifies and charts profitable new business opportunities.
• Strengthen negotiation skills through team exercises.
• Learn strategies for defending brand.
• 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 business prospects and strategies.
• Form valuable working relationships with other successful minority executives.
• Obtain first-hand knowledge from a corporate senior executive and their views on supplier diversity engagement.

Dr. James H. Lowry, AMEP Academic Director, and then President of NMSDC, Dr. Harriet Michel created the dynamic Advance Management Executive Program in 1996 to grow competitive minority-owned business with sizable scale and capacity to handle corporate America’s supply chain needs and opportunities.

Utilizing their joint skillsets in working with and encouraging corporations and minority business focused supplier diversity programs, the two founders understood that the skills that got minority business to level of success would need to be further enhanced to grow and be sustainable for the future.

More than 500 minority business owners have participated in AMEP. To close the racial equality gap, more work, more commitment and more actions are needed to visualize the reality we all talk about. AMEP turns learning into action.

“We want to see minority-owned billion-dollar businesses become a fact and not an aspiration.”

James H. Lowry
AMEP Academic Director
Sample Curriculum

<table>
<thead>
<tr>
<th>MORNING</th>
<th>MONDAY</th>
<th>TUESDAY</th>
<th>WEDNESDAY</th>
<th>THURSDAY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Managing Strategic Change &amp; Growth</td>
<td>Business Plan Development</td>
<td>Case Discussion - Acquiring A Business</td>
<td>Program Conclusion: NMSDC President</td>
</tr>
<tr>
<td></td>
<td>Minority Business Growth, Global Economy</td>
<td>Business Plan Development (Contd)</td>
<td>Access to Capital</td>
<td>Lesson Learned</td>
</tr>
<tr>
<td>AFTERNOON</td>
<td>LUNCH Negotiations</td>
<td>LUNCH Defending Your Brand Capital Markets</td>
<td>LUNCH Private Capital Fund Managers</td>
<td>Closing Ceremonies</td>
</tr>
<tr>
<td></td>
<td>Overview</td>
<td>Individual Study</td>
<td>Entrepreneurial Guest Speaker</td>
<td>LUNCH</td>
</tr>
<tr>
<td></td>
<td>Program Goals and Objectives</td>
<td>Forensic Accounting</td>
<td>Individual Study</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Introductions</td>
<td></td>
<td>Growth Strategies for Entrepreneurs</td>
<td></td>
</tr>
<tr>
<td>EVENING</td>
<td>DINNER Managing Strategic Change &amp; Growth</td>
<td>DINNER Introduction to Entrepreneurial Finance</td>
<td>DINNER Study Groups Case Discussion</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Guest Speaker: TBD</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Case Analysis</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Prepare Case Presentations</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Each application is reviewed by an NMSDC admissions committee to ensure a diverse industry, geographical and ethnic mix. Participants are expected to be free of other duties and devote full time to the program. Attendees reside in James Allen Center dorm rooms throughout the program. The program fees of $5800 include tuition, class materials, lodging and meals. Each accepted applicant is responsible for their own travel.

Scholarships for the program are available thanks to the contributions of NMSDC corporate members. Please complete and submit scholarship request in conjunction with the AMEP Student Application.

Scholarships for the program are available thanks to the contributions of NMSDC corporate members. Please complete and submit scholarship request in conjunction with the AMEP Student Application.

Questions?

Kevin Bell
NMSDC Programs Consultant
Kevin.bell@nmsdc.org

Contact us via email:

Terri Quinton
AMEP Alumni President
terri@q2marketinggroup.com
Thank You to each of the corporations and organizations that have funded scholarships and made it possible for minority-owned business owners to attend the AMEP!

“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.

“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