



## EDISON ELECTRIC INSTITUTE EXECUTIVE MANAGEMENT EDUCATION PROGRAM/APPLICATION

This program is designed to provide certified, established, expansion-oriented Diverse Businesses with the tools and skills needed to achieve and sustain accelerated growth. It will assist high potential Diverse Businesses achieve the next level of business success.

### Program Objectives

To position potential Diverse Businesses for accelerated growth, this program will:

- 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 self-assessment process
- Develop an organizational capability building plan to support growth objectives
- Understand the latest socio-economic, corporate and public policy trends and their impact on Diverse Business prospects and strategies;
- Form valuable working relationships with other successful minority Executives

### Application Submission:

- Via fax (202) 508-5789
- Via email [dmatthews@eei.org](mailto:dmatthews@eei.org)
- **Application deadline: April 16, 2010**

**Note:** Any recipient who is unable to attend the program in the year in which they have indicated the recipient must forfeit the sponsorship. All monies will return to the fund for future recipients.



**EEI Executive Management Education Program  
Nomination/Application for Diverse Business Owners**

Company submitting nomination \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company Name and Address: \_\_\_\_\_

Certification:  NMSDC Affiliate  WBENC  SBA

Describe Your Business (Include Products & Services): \_\_\_\_\_

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Length of Time in this Business: \_\_\_\_\_

Number of Employees: \_\_\_\_\_

Are you currently or have you previously done business with any of the Investor Owned electric utilities (EEI) member companies?  Yes  No

2008 Sales/Revenue: \_\_\_\_\_

2009 Sales/Revenue: \_\_\_\_\_

Explain how your business would benefit if you were awarded this sponsorship:

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Training Schedule:  July, 2010  Advance Class

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