



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 high-potential Diverse Businesses for accelerated growth, this program helps to:

- 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



EI 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): _____

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

2006 Sales/Revenue: _____

2007 Sales/Revenue: _____

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

Training Schedule: July, 2008 July, 2009 Advance Class

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