

GNEMSDC ADVANCED LEADERSHIP PROGRAM (GALP)



CLASS 2013



GNEMSDC Advanced Leadership Program (GALP)

The purpose of this program is to assist Categories 3 and 4 MBEs achieve rapid growth. The program utilizes world class professors and bestselling business authors.

The program consists of 5 full-day sessions led by outstanding business professors and writers. The professors in this program represent the best executive educators in the world, and are from the top business schools in the world. At lunch during each day of the program, we will have corporate CEOs and other C-Level executives speak to the program participants. The program begins on Friday October 4, 2013 and ending on Friday, November 8. (There will be no class on November 1 because of the NMSDC conference.)

The program is geared to the owner/entrepreneurs of firms with \$10 million in annual sales or more who are looking to significantly grow their business's top and bottom lines. Participants will not only experience the wisdom of the assembled professors, participants will benefit greatly by learning from the other high powered MBE owners in attendance. Space is limited to 25 MBEs.

Participants will receive a certificate signed by all professors in the program. This will be a valuable reminder of the time invested in this innovative program.

The professors in the program are:

October 4, 2013



Dr. Olav Sorensen, Yale School of Management

Professor Sorensen's research interests include economic geography, economic sociology, entrepreneurship, organizational ecology, the sociology and management of science and technology, and business and corporate strategy. His most extensive line of research examines how social networks affect transactions, thereby shaping the geography and evolution of industries. Although Professor Sorensen has investigated these issues in a wide variety of settings, including banking, biotechnology, and footwear manufacturing, he has most extensively studied the entertainment industries and venture capital.

Prior to joining the Yale School of Management, Professor Sorensen held the Jeffrey S. Skoll Chair in Technical Innovation and Entrepreneurship at the University of Toronto's Rotman School of Management. He has also taught at the University of Chicago, UCLA, and London Business School.

October 11, 2013



Jeffrey Fox, Best Selling New York Times and Wall Street Journal author, (How to Become Rainmaker and How to Become a Fierce Competitor)

For over 25 years, Jeffrey Fox has been helping clients grow revenues and increase gross margins. Jeffrey is founder of Fox and Company, a management consulting firm that shows clients how to dollarize their value proposition to overcome the price objection and to shorten the sales cycle. Fox has written eleven best-selling business books that have been translated into over thirty languages.

Jeff is the author of "How to Become CEO," which was on the NY Times, Business Week, Wall Street Journal, Knight-Ridder, Amazon.com, best seller lists. His books have been best sellers in France, Germany, Singapore, Hong Kong and Russia. His book, "How to Become a Rainmaker," was selected as one of the 100 best business books ever written. His "Dollarization Discipline" was selected as one off the top thirty business books of 2006. He is a popular speaker, appearing regularly before senior management groups and sales forces. Jeff is a graduate of Harvard Business School. Fox and Company is in Chester, Conn.

October 18, 2013



Professor Steven Rogers, Harvard School of Business

Steven Rogers is a Senior Lecturer in General Management and teaches the Field Immersion Experiences for Leadership Development (FIELD) course in the MBA program. A 1985 graduate of the school, Professor Rogers holds a Bachelor of Arts degree from Williams College. Prior to teaching at HBS, Professor Rogers taught in the MBA program at the Kellogg School of Management in addition to Kellogg executive programs in the U.S., Toronto and Hong Kong, including the Northwestern University PhD program. He received the Outstanding Professor Award for the Executive Program 26 times.

Before joining the Kellogg Faculty, he owned and operated two manufacturing firms and one retail operation. Prior to becoming an entrepreneur, Professor Rogers worked at Bain and Company Consulting firm, Cummins Engine Company and UNC Ventures, a venture capital firm.

In 2000, he received the 'Bicentennial Medal for Distinguished Achievement' by an alum from Williams College. In 2005, he received the 'Bert King Award for Service' from the African American Student Union at Harvard Business School. In 2006, he was selected as one of the "100 Men Impacting Supplier Diversity." In 2009, Ebony Magazine named him one of the top 150 influential people in America. In 2011, he joined Chicago Mayor Emmanuel's Supplier Diversity Task Force.

October 25, 2013



Fred McKinney, GNEMSDC President and CEO and Yale Economics Ph.D.

Fred McKinney is the President and CEO of the Greater New England Minority Supplier Development Council. The GNEMSDC's mission is to advance business opportunities for certified MBEs and connect them to corporate members. Prior to coming to the GNEMSDC, Dr. McKinney was a professor of business at the University of Connecticut School of Business where he taught economics, forecasting and entrepreneurship. Dr. McKinney has published three books on minority business development and has over 25 articles published on the subject of minority business development. Dr. McKinney served on the White House Council of Economic Advisors in 1978-79. Dr. McKinney has extensive board experience in the for-profit and non-profit sectors. Dr. McKinney received his Ph.D. in economics from Yale University.

November 8, 2013



Leonard Greenhalgh, Professor Tuck School of Management

Leonard Greenhalgh is professor of management at the Tuck School of Business at Dartmouth, where he has taught since 1978. He is also Director, Programs for Minority- and Women-Owned Businesses, as well as Director, Native American Business Programs. He teaches an MBA elective course in Managing Strategic Business Relationships. His research interests include changing workforce demographics, supply chain management, negotiation, top management team effectiveness, and managing strategic alliances. He is the author of *Minority Business Success: Refocusing on the American Dream*, Stanford University Press, 2011; and *Managing Strategic Relationships: The Key to Business Success*, The Free Press, 2001.

Additional Luncheon Presenters:



Rodney Powell, President and COO Yankee Gas



Kevin Kelleher, President and CEO Cartus



William Jennings, President and CEO, Bridgeport Hospital



Joseph Black, Chief Procurement Officer, Aetna



Anne Nobel, President and CEO, Connecticut Lottery Corporation



Carlton Highsmith, Chairman CLH Holdings

Program Schedule

October 4, 2013	Dr. Olav Sorenson, Professor Yale School of Management Topic - Strategy and Positioning
October 11, 2013	Jeffrey Fox, Best Selling Wall Street Journal Author and Consultant Topic - Sales and Marketing
October 18, 2013	Professor Steven Rogers, Harvard Business School Topic - Finance
October 25, 2013	Dr. Leonard Greenhalgh, Tuck School of Business Topic - Joint Ventures, Strategic Alliances and Exit Strategies
November 8, 2013	Dr. Fred McKinney, President and CEO GNEMSDC Topic - Economics, Power and Communication Graduation Ceremony

The Eligibility and Investment:

Only Category 3 and 4 MBEs are eligible to participate in the program. Participants will have to purchase the full program. There is no ability to pick and choose individual full-day sessions. The program will be limited to 25 participants on a first come - first serve basis.

The cost of the program is \$4,000.00 for all five sessions. There will be no refunds or partial refunds for missed classes. Programs of this quality can easily cost two to five times the investment we are asking you to make in yourself and your business.

The Location:

All classes will take place at the GNEMSDC offices at 333 State Street, Bridgeport, CT. The program starts at 8:30 AM and end at 4:30 PM. Lunch and buffet breakfast are included in the program.

The recommended hotels are the Bridgeport Holiday Inn or the Trumbull Marriott.