



7/30/2021

Dear MBE,

Your company has been recommended to participate in a pilot NMSDC Center of Excellence Certificate Program (COECP). Done in partnership with the Mountain Plains Minority Supplier Development Council (MPMSDC), this program was specially designed to facilitate the growth of Class II certified minority owned businesses.

The program is comprised of:

- An Executive Education curriculum developed and instructed by Rutgers University to sharpen the knowledge base and business skills of certified MBEs;
- The expertise of our Corporate Members shared through one-on-one Executive Coaching forums designed to facilitate the practical application of the professional business skills necessary to go to the next level;
- Mastermind sessions consisting of speakers and/or seminars that will build on the key concepts taught throughout the program; and
- Dynamic peer to peer sessions to discuss growth strategies and establish ongoing relationships that could lead to future Tier I/Tier II opportunities.

The following is an overview of the program objectives:

Participants will develop a Strategic Growth Plan (SGP) and implement it with support and guidance from Corporate Member Executive Coaches.

By the end of this program, participants will be able to:

- Apply sharper business management and leadership skills;
- Build the capacity of their business through committed and loyal employees;
- Confidently respond to RFPs and pursue Tier1/Tier 2 Supplier Diversity opportunities;
- Maintain a healthy flow of Working Capital in their business;
- Increase the influence of their Brand in the marketplace in a way that clearly and succinctly communicates the competitive advantages of doing business with their firm;
- Develop and launch new products and/or services that strategically align to the business-critical goals of Corporate Member firms; and
- Streamline work processes through innovation and transformational leadership that optimizes performance and eliminates inefficiencies.

Along with instruction from the Rutgers University Center for Urban Entrepreneurship &



Economic Development, MBE participants will have the opportunity to work one-on-one with Council corporate members.

The monthly time commitment for participation in this program is approximately 8 hours. This includes classroom, coaching, mentoring, meetings, seminars and assignments.

Below is a list of events you would be required to attend:

<b><u>PHASE I: BUSINESS THEORY &amp; BEST PRACTICES</u></b> (September 14 to December 7 or 14, 2021)	
<b>Events</b>	<b>Date</b>
COECP Welcome & Orientation (Cohort Kick-Off) RBS CUEED Entrepreneurship Education (Showcase)	9/14/2021 12:00-3:30PM/ET
· CUEED: Principles of Business Enterprise	10/5/2021 12:00-3:30PM/ET
· CUEED: Advanced Negotiations	11/15/21 (Mon) 12:00-3:30 PM/ET
<b><u>PHASE 2: FLAWLESS EXECUTION</u></b> (January 10 to March 22, 2022)	
· CUEED: Managing the Growth Venture Part 1	1/25/2022 12:00-3:30 PM/ET
· CUEED: Leveraging Supplier Diversity Efforts & Managing Your Operations	2/8/2022 12:00-3:30 PM/ET
· CUEED: Entrepreneurial Finance	3/1/2022 12:00-3:30 PM/ET
<b><u>PHASE 3: RAPID PURSUITS</u></b> (April 5 to May 17, 2022)	
· CUEED: Managing the Growth Venture Part 2	4/5/2022 12:00-3:30PM/ET
· Program Wrap Up & Graduation	5/17/2022 12:00-3:30PM/ET
<b><u>PHASE I: BUSINESS THEORY &amp; BEST PRACTICES</u></b> (September 14 to December 7 or 14, 2021)	
<b>Events</b>	<b>Date</b>
· MF: HR Management Best Practices	10/19/2021 12:00-1:30 PM/et
<b><u>PHASE 2: FLAWLESS EXECUTION</u></b> (January 10 to March 22, 2022)	
· MF: Building a Sales Culture & Engaging in E-Commerce	1/11/2022 12:00-1:30 PM/ET
· MF: Risk Management & Cyber Security	3/22/2022 12:00-1:30 PM/ET
<b><u>PHASE 3: RAPID PURSUITS</u></b> (April 5 to May 17, 2022)	
· MF: Attracting Capital Investment	5/3/2022 12:00-1:30PM/ET

<b><u>PHASE I: BUSINESS THEORY &amp; BEST PRACTICES</u></b> (September 14 to December 7 or 14, 2021)	
COECP Welcome & Orientation (Cohort Kick-Off) RBS CUEED Entrepreneurship Education (Showcase)	9/14/2021 12:00-3:30PM/ET
· EC&M: Supplier Diversity Initiatives & Procurement Goals and Strategic Growth Plan	9/28/2021 12:00-3:30PM/ET
· EC&M: Navigating the Procurement Process & Responding to RFPs More Effectively	12/7/2021 12:00-3:30 PM/ET
<b><u>PHASE 2: FLAWLESS EXECUTION</u></b> (January 10 to March 22, 2022)	
· EC&M: Matching your Products/Services to the needs of Corporate Category Managers	2/22/2022 12:00-3:30 PM/ET
<b><u>PHASE 3: RAPID PURSUITS</u></b> (April 5 to May 17, 2022)	
· EC&M: Leveraging Tier 2 Supplier Diversity Opportunities	4/19/2022 12:00-3:30PM/ET
· Program Wrap Up & Graduation	5/17/2022 12:00-3:30PM/ET



If you are seriously interested in participating in this prestigious and innovative business development program, and can commit to the time requirements specified above, please click on the link below to begin the application process:

[Click here for Application](#)

**Your application must be completed by 08/09/2021 by 11:59 PM MST.** If your qualifications and reasons for wanting to participate in this program align with the program's overall objectives, you will be notified of your acceptance.

Please note that applying does not guarantee that you will be selected. If you have questions contact April Burdick, Administrative Coordinator MPMSDC at (303) 623-3037 or email [april@mpmsdc.org](mailto:april@mpmsdc.org)

Sincerely,

April

