



## 2008 BUSINESS DEVELOPMENT TRAINING PROGRAM

### WHAT IS THE BUSINESS DEVELOPMENT TRAINING PROGRAM?

The Milwaukee Metropolitan Sewerage District (MMSD) initiated the Business Development Training Program (a component of the Workforce Development Training and Placement Program), which is coordinated and managed by Prism Technical Institute, to build the capacity and capabilities of small, women, minority, emerging and disadvantaged enterprises in order that they may better compete for and successfully complete MMSD contracts and other construction industry projects.

In collaboration with various established businesses and mentors and through participation in customized training, assessment, coaching and mentoring, Program participants will prepare and plan for business improvement, increasing the likelihood of thriving in their industries, and thereby increasing their own success and creating opportunities for others to do the same.

Small, women, minority, emerging and disadvantaged business owners and managers can enroll -- at no cost. An 8 month commitment to this enriching training/mentoring experience will yield benefits for years to come.

### PROGRAM COMPONENTS

- Customized business development training at no cost
- Professional and business development support from mentor-protégé relationship with experienced business/individual
- Networking and social events with additional activities organized by mentors
- Competitive grants awarded for firm development needs
- Computer software programs provided to participants who complete training

## PROGRAM ELIGIBILITY CRITERIA

- One year in business, or must provide a business plan
- Employs at least one employee
- Certified SBE, MBE, WBE, EBE, DBE by at least one Wisconsin entity
- Written commitment to participate fully, attending training classes mentor-protégé meetings and coaching session(s)
- MUST BE ONE OF THE FOLLOWING:
  - ✓ Business owner or operating partner
  - ✓ Operating officer or executive manager
  - ✓ Critical decision maker for the firm
- A MAXIMUM OF TWO INDIVIDUALS FROM THE SAME FIRM MAY PARTICIPATE

## FACULTY

Program faculty will be comprised of business development trainers, subject matter experts and a host of presenters, coaches and mentors.

## SELECTION PROCESS

Interested applicants must complete and submit the enrollment application by February 1, 2008. Applications will be reviewed by representatives or designees of MMSD and Prism Technical Institute. A selection of applicants may be interviewed prior to final Participant selection.



## 2008 BUSINESS DEVELOPMENT TRAINING PROGRAM Enrollment Application

Name of Applicant \_\_\_\_\_

Company Name \_\_\_\_\_

Title or Position \_\_\_\_\_ Year Business Started \_\_\_\_\_

Business Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Business Telephone (        ) \_\_\_\_\_ Business Fax (        ) \_\_\_\_\_

Business E-mail Address \_\_\_\_\_

How often do you check your email?  
 Several Times Per Day \_\_\_\_\_ / Once Per Day \_\_\_\_\_ / A Few Times Per Week \_\_\_\_\_ / Rarely \_\_\_\_\_

Business Website Address \_\_\_\_\_

Residential Telephone (        ) \_\_\_\_\_ Mobile Telephone (        ) \_\_\_\_\_

Personal E-mail Address \_\_\_\_\_

Company Sales in 2006: \$10,000 or less \_\_\_ / \$10K - \$50K \_\_\_ / \$50K - 100K \_\_\_ /  
 \$100K - \$250K \_\_\_ / \$250K - \$500K \_\_\_ / \$500K - \$750K \_\_\_ / \$750K - \$1 million \_\_\_ / \$1 - 2  
 million \_\_\_ / Over \$2 million \_\_\_

Do you have a bank line of credit? \_\_\_ If so, how much? \$ \_\_\_\_\_ / Number of employees: \_\_\_\_\_

Who does your books? You \_\_\_ / Spouse \_\_\_ / Employee \_\_\_ / Accountant \_\_\_ / Lawyer \_\_\_

Do you use accounting / financial software? \_\_\_ If so, what product(s)? \_\_\_\_\_

\_\_\_\_\_

**What is your level of proficiency with the following software programs?** (Circle one for each program)  
 MS-Word: None / Have used / Use often and am comfortable / Advanced user  
 MS-Excel: None / Have used / Use often and am comfortable / Advanced user  
 MS-Project: None / Have used / Use often and am comfortable / Advanced user

**What is the highest level of education you have completed?** Did not finish high school \_\_\_ /  
 HS diploma or GED \_\_\_ / Apprenticeship \_\_\_ / Some trade or tech. school \_\_\_ / Some college \_\_\_ /  
 Journeyman or Associates Degree \_\_\_ / BA or BS Degree \_\_\_ / Graduate School or Degree \_\_\_

**How Is Your Business Certified?** (Please circle all that apply and attach a copy of at least one certification):  
 MMSD: SBE / State of Wisc.: MBE / WBE / City of Milw.: EBE /  
 Milw. County or WisDOT: DBE / SBA - SDB / SBA - 8(A)

**REFERENCES:**

Please list below one business and one personal reference.

(BUSINESS) Relationship \_\_\_\_\_  
NAME \_\_\_\_\_  
COMPANY NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_  
PHONE \_\_\_\_\_ FAX \_\_\_\_\_ EMAIL \_\_\_\_\_

(PERSONAL) Relationship \_\_\_\_\_  
NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_  
PHONE \_\_\_\_\_ FAX \_\_\_\_\_ EMAIL \_\_\_\_\_

**APPLICANT INFORMATION** – Complete the following information

(Attach additional pages if necessary)

**A. Company Summary**

Please Provide a Brief Synopsis of Your Company’s History and the Type of Work that Your Company Does

**B. Construction or Construction–Related Work Experience**

List and describe 2 – 3 construction (or construction–related) contracts that you have completed in the past 3–5 years.

**C. Construction Contract Clients**

Indicate all major current and past firms (or governmental entities) with whom you have contracted.

**D. Related Professional Development and Continuing Education**

List any professional development and/or continuing education (i.e. licenses, certifications, training seminars) you have completed related to your field.

**E. Skills and Talents**

Identify your professional skills and personal talents that are particularly valuable in working in your business.

**F. Professional / Personal Development**

List personal and/or professional skills that you want to develop or improve.

**G. Program Interest / Suitability**

Describe why you are interested in the MMSD Business Development Training Program and what makes you an ideal candidate.

**Attach the following to your application:**

- ✓ Literature/information about your company
- ✓ Résumé or statement of your background, experience, etc.
- ✓ Copy of at least one Certification: SBE/WBE/MBE/EBE/DBE
- ✓ Business Plan (Must submit if in business less than one year; optional for others)

Please note that all individuals chosen for participation in the 2008 MMSD Business Development Program will be required to sign a Memorandum of Understanding (MOU). The MOU will state that the Participant agrees, at minimum, to attend a Protégé Training Session and scheduled classes and to share certain financial, technical and market information with the Program Manager. Such information, which is necessary to gauge company needs and Program effectiveness, will be kept in the strictest confidence.

By signing below, the Applicant affirms the truth of all information submitted in this Application and acknowledges the requirement to sign a Memorandum of Understanding in order to participate in the Program.

**Signature (Required)** \_\_\_\_\_

Submit all application materials to: **Lafayette Crump**  
**PRISM TECHNICAL INSTITUTE**  
**6114 West Capitol Drive - Suite 200**  
**Milwaukee, WI 53216**  
**FAX: 414.847.0992**

**Application deadline: February 1, 2008**

**Additional Applications will be available at <http://www.prismtechnical.com/pti.htm> in early 2008.**

**Questions? Call 414.847.0990, e-mail [lcrump@prismtechnical.com](mailto:lcrump@prismtechnical.com), or see <http://www.prismtechnical.com/pti.htm>**