

# Women-Owned Businesses are Integral to a Strong Economy.

If you provide construction-related services, this program is for you!



*Now taking applications for the*  
**DSDA 2016**  
**Q4/FALL PROGRAM**  
*for*  
**Construction-Related**  
**Businesses**

*Contractors • Manufacturers  
Architects • Engineers  
Roadway Pavers • Finishers  
Tradesmen • Support Services*

## **6 Half-Day, 4-Hour Highly Interactive Customized Workshops** *featuring*

Project Management | Funding | Making Profitable Estimates  
Risk Management (Insurance) | Marketing and Leadership Sessions  
Estimating | Hiring the Right People | Much More!

Your participation is sponsored by our funders and partners at no cost to you.

### **Don't Miss Your Chance to Participate – Program Begins Nov. 29!**

Workshops will be held on Nov. 29, Dec. 1, Dec. 6, Dec. 8, Dec. 13, Dec. 15, 2016



**APPLY TODAY!**

Go to <http://tinyurl.com/DSDAappl>  
or scan the QR Code at the left



**Diverse Supplier  
Development Academy**<sup>®</sup>  
a 501c3 non-profit

The DSDA propels business owners with hands-on business support, long-term executive mentorship, support services, and a full network of business services. All at no cost. **That's the DSDA Difference.**

# The DSDA Snapshot

## Professional Advice, Resources and a Hands-on Team at No Cost

- Half-day, highly interactive customized workshops
- Business development topics include marketing, business growth, finance, and legal
- Access to resources and specialists who understand your challenges
- Development of an actionable, strategic plan for growth and profit
- Expert guidance growing your business
- Test and hone negotiation and presentation skills
- Brainshare with like-minded diverse business owners
- Discover breakthrough growth expansion ideas and profitability
- Connect and network with other professionals
- Exposure to local corporations

### That's the DSDA Difference!

**Don't Wait Until the 2016 Fall Program to Start Your Mentoring Partnership.**

**Mentoring begins well in advance of scheduled sessions.**

**Participants who have signed up for the Fall 2016 program, to begin November 29, can start to develop and grow their business right away.**

#### Sponsors

- Avangrid Foundation
- Connecticut Natural Gas
- Eversource Energy
- Southern Connecticut Gas
- The Travelers Companies, Inc.
- United Illuminating

#### Partners

- CULI – Connecticut Urban Legal Initiative
- Greater New England Minority Supplier Development Council
- MetroHartford Alliance
- UConn Law School Intellectual (IP) Property Clinic
- Women's Business Center, University of Hartford

**Visit** [www.dsda.org](http://www.dsda.org) to learn more about the DSDA or becoming a sponsor or partner, or contact Executive Director Lori Johnson, [lmjohnson@dsda.org](mailto:lmjohnson@dsda.org).

**To apply** <http://tinyurl.com/DSDAappl>



**Grow. Thrive. Profit.**



## DSDA 2016 Q4/Fall Program Schedule

Session	Date and Time	Business Growth & Development Topic
Session 1	Tuesday, November 29 9:30 a.m.-2:00 p.m.	<ul style="list-style-type: none"><li>• Participation Goals. Yours and Ours</li><li>• Orientation and Welcome</li><li>• Leadership and Attaining Your Goals</li><li>• Business Vision &amp; Growth: You and Your Mentor; Capstone Project</li></ul>
Session 2	Thursday, December 1 9:30 a.m.-2:00 p.m.	<ul style="list-style-type: none"><li>• Leveraging Your Diversity: Resources and Your Diversity Plan</li><li>• Marketing and Its Relation to Business Growth</li><li>• Business Analysis</li><li>• Market Analysis – Your Position</li><li>• Marketing Strategy</li></ul>
Session 3	Tuesday, December 6 9:30 a.m.-2:00 p.m.	<ul style="list-style-type: none"><li>• Development Support</li><li>• Financial and Managerial Accounting for Non-Financial Managers – The Basics</li><li>• Conducting Financial Statement and Ratio Analysis</li><li>• Business Funding</li></ul>
Session 4	Thursday, December 8 9:30 a.m.-2:00 p.m.	<ul style="list-style-type: none"><li>• Business Unit Planning and Budgeting</li><li>• What Financial Statements Tell Us About Business Performance, Problems and Future Health</li><li>• Corporate Engagement</li></ul>
Session 5	Tuesday, December 13 9:30 a.m.-2:00 p.m.	<ul style="list-style-type: none"><li>• Review and Q&amp;A: Marketing</li><li>• Review and Q&amp;A: Finance</li><li>• Capstone Project work</li></ul>
Session 6	Thursday, December 15 8:30 a.m.-2:30 p.m.	<ul style="list-style-type: none"><li>• Capstone Presentations</li><li>• Program Feedback</li><li>• Networking and Celebration</li></ul>

# DSDA PROGRAM APPLICATION

Please fill out completely. All fields are mandatory. Or complete an online application at <http://tinyurl.com/DSDAappl>

## APPLICANT INFORMATION

APPLICANT NAME & TITLE:

COMPANY NAME:

DIVERSE QUALIFICATION:

DBE/SDB-OWNED

PHYSICAL & MAILING ADDRESSES ARE THE SAME

PHYSICAL ADDRESS1:

PHYSICAL ADDRESS2:

CITY:

STATE:

ZIP CODE:

MAILING ADDRESS1:

MAILING ADDRESS2:

CITY:

STATE:

ZIP CODE:

TELEPHONE:

FAX:

EMAIL:

WEBSITE:

## BUSINESS INFORMATION

INDUSTRY:

BRIEF BUSINESS DESCRIPTION:

NAICS 5-DIGIT CODE(S):

MISSION:

DATE BUSINESS EST:

YEARS IN BUSINESS:

NUMBER OF EMPLOYEES:

LEGAL STRUCTURE (LCC, etc.)

## GROSS SALES FOR LAST THREE YEARS

CURRENT YEAR

LAST YEAR

2 YEARS AGO

## ADDITIONAL INFORMATION ABOUT YOUR BUSINESS (no more than 80 words)

## INSTRUCTIONS

Submit additional information to [lmjohnson@dsdact.org](mailto:lmjohnson@dsdact.org). Send your business plan, if available. *Optional:* Include three years' worth of Financial Statements (Income Statements, Balance Sheet and Cash Flow Statements). If you have further questions, please call Executive Director Lori Johnson at (203) 306-7882.

*\*By signing below, I agree that, upon acceptance into the Diverse Supplier Development Academy, I will pay a refundable fee of \$750 in order to participate in the program (remit to 167 Cherry St., Suite #406, Milford, CT 06460). This \$750 will be refunded to me upon successful completion of the program.*

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

The DSDA will maintain the confidentiality of this application and the information contained herein. However, the DSDA may aggregate applicant information for program assessment purposes without disclosure of identifiable information concerning any individual applicant.