

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*

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.dsdact.org to learn more about the DSDA or becoming a sponsor or partner, or contact Executive Director Lori Johnson, lmjohnson@dsdact.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"> • Participation Goals. Yours and Ours • Orientation and Welcome • Leadership and Attaining Your Goals • Business Vision & Growth: You and Your Mentor; Capstone Project
Session 2	Thursday, December 1 9:30 a.m.-2:00 p.m.	<ul style="list-style-type: none"> • Leveraging Your Diversity: Resources and Your Diversity Plan • Marketing and Its Relation to Business Growth • Business Analysis • Market Analysis – Your Position • Marketing Strategy
Session 3	Tuesday, December 6 9:30 a.m.-2:00 p.m.	<ul style="list-style-type: none"> • Development Support • Financial and Managerial Accounting for Non-Financial Managers – The Basics • Conducting Financial Statement and Ratio Analysis • Business Funding
Session 4	Thursday, December 8 9:30 a.m.-2:00 p.m.	<ul style="list-style-type: none"> • Business Unit Planning and Budgeting • What Financial Statements Tell Us About Business Performance, Problems and Future Health • Corporate Engagement
Session 5	Tuesday, December 13 9:30 a.m.-2:00 p.m.	<ul style="list-style-type: none"> • Review and Q&A: Marketing • Review and Q&A: Finance • Capstone Project work
Session 6	Thursday, December 15 8:30 a.m.-2:30 p.m.	<ul style="list-style-type: none"> • Capstone Presentations • Program Feedback • Networking and Celebration

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. 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.

