



The Strategic Planning Program for Corporate Executives of a Growing Firm

The Advanced Business Management Program, offered through WSU Tri-Cities Business LINKS, is designed for established business owners, CEO's and Corporate Executives who wish to increase profitability through improved organization, management, and operation of their business. Benefits include: practical information on business principles and trends that can be applied to your business immediately and the opportunity to learn from other business owners facing similar challenges.

- Each workshop is instructed by business professionals, provides a hands-on exercise during the working lunch and a forum for networking and mentoring with other business owners through round table discussions.
- The workshops focus on specific business topics including marketing, personnel issues, legal issues, risk management. The 2008 Spring workshop series schedule is:

▪ Strategy Formation for Existing Businesses	February 1	8am-4pm	Registration ends January 25
▪ Marketing and Communications Strategies	March 28	8am-4pm	Registration ends March 21
▪ Financial Budget and Planning Strategies	April 25	8am-4pm and	Registration ends April 18
	April 26	8am-12pm	
▪ Resource Management and Exit Strategies	May 9	8am-4pm and	Registration ends May 2
	May 10	8am-12pm	

Selection Criteria

In order to maintain the quality of the program and provide the maximum benefit to all participants, seminars will be limited to 15 non-competing businesses. The following criteria have been established for the selection of candidates.

- Be the business owner, CEO or Corporate Executive with active daily involvement of the business
- Be established and operating for at least one year on a full-time basis.
- Operate for profit or not-for-profit
- Understand that seminars are educational and participatory in nature

Tuition

Tuition for the Advanced Business Management Program is \$525. per workshop. The registration allows up to two participants from the business to attend, lunch and refreshments, participant materials. A 15% discount is provided for businesses registering for the entire series. All workshops are held at Washington State University Tri-Cities Consolidated Information Center (CIC) Room 221, 2770 University Drive, Richland WA 99354

Information or Questions

Please contact Johan Curtiss, Business Outreach Manager-509.372.7142 or jcurtiss@tricity.wsu.edu

Business Name _____

Address _____ City _____ State _____ Zip _____

1st Attendee Name _____ Title _____

2nd Attendee Name _____ Title _____

1st Attendee e-mail _____ 2nd Attendee e-mail _____

Phone _____ Fax _____ Payment Method Check Visa MasterCard

To pay by check, please make payable to WSU Tri-Cities and mail along with form to WSU Tri-Cities Business LINKS, 2710 University Drive, Richland WA 99354-1671. For payment by credit card, please provide the required information and mail form to the above address or fax to 509.372.7377.

Card Number _____ Expiration Date _____

Name on Card _____

Billing Address _____ City _____ State _____ Zip _____

Card Authorized Signature _____

Please select session attending:

<input type="checkbox"/>	Strategy Formation for Existing Businesses	February 1 st
<input type="checkbox"/>	Marketing and Communications Strategies	March 28 th
<input type="checkbox"/>	Financial Budget and Planning Strategies	April 25 th and 26 th
<input type="checkbox"/>	Resource Management and Exit Strategies	May 9 th and May 10 th