



MICHIGAN STATE
UNIVERSITY

Executive Development Programs
Broad College of Business

October 21–25, 2018 | Michigan State University | East Lansing, MI

NAMA Executive Development Program

ACCELERATE YOUR CAREER





Join the hundreds of leaders in the convenience services industry who have accelerated their careers and grown their businesses through this high-level program.

► **WHO SHOULD ATTEND?**

This program is designed for aspiring leaders in all aspects of the business. The intensive 5-day course will help you think like a CEO and move your career to the next level.

► **WHAT ARE THE BENEFITS?**

You'll come away with a better understanding of the industry as well as tools for improving your leadership skills and advancing your career.

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The most informative five days that I have ever had. Not only did I learn from all the guest speakers, but I also learned a lot from the other attendees.

—Barbie Manchester, G&J Marketing



I was able to take home the tools and understanding needed to better manage and support my company. I also developed a brand new network of business partners and friends.

—Kory Solomon, Vistar

► WHAT MAKES THIS PROGRAM UNIQUE?

Interactive Case Study » A key component of this program is a team-focused case study involving a full-line convenience services operation. Participants work in groups to develop strategies in the areas of finance, human resources, technology, marketing and strategic planning. The program concludes with team presentations that highlight how you and your colleagues transformed the company into a strong and profitable organization.

Networking and Brainstorming » The intensive nature of this program and its small group size allow you to make deeper connections than at other industry programs. Through classroom discussion, interactive learning and social activities, you'll develop valuable relationships that will last a lifetime.

Personal Action Plan » Each participant leaves with a customized Personal Action Plan, documenting specific ideas and strategies for immediate application back at the office. From customer service to technology, marketing to finance, your plan will delineate all the important concepts that were covered in class and how each should be applied to your business for optimal results.

► PROGRAM DETAILS

Schedule » The program begins on Sunday, October 21, 2018 at 2:00 pm with an introduction to the program and case study followed by a reception and light dinner. Most classes begin each day at 8:00 am, with continental breakfast at 7:30 am. Evening sessions are with case study teams Sunday through Wednesday. The program concludes on Thursday with a reception and dinner followed by a celebratory graduation ceremony. (Your travel plans should accommodate full participation in the program, including the graduation ceremony.) Dress is business casual except for Thursday evening, which calls for business attire.

Venue » The program is held at the James B. Henry Center for Executive Development at Michigan State University. The world-class complex includes the newly renovated Candlewood Suites (an extended-stay hotel), the University Club (a private dining and recreational club), a fitness center/spa and an 18-hole championship golf course. Forest Akers Golf Courses, home to MSU's Big Ten champion golf teams, are recognized as two of the best public golf courses in Michigan.

Accommodations » Candlewood Suites is an extended-stay hotel attached to the Henry Center. For reservations, contact the hotel directly at (517) 351-8181. Be sure to mention that you are with the MSU NAMA Program to get the reduced rate of \$95/night for a studio suite or \$135/night for a one-bedroom suite. You are responsible for all of your travel arrangements and expenses.



REGISTER TODAY!

2018 NAMA Executive Development Program

October 21-25, 2018

Michigan State University

East Lansing, MI

For more information, visit namanow.org/education

NAMA Members | **\$3,475**

Non-Members | **\$4,475**

Scholarships are available from the NAMA Foundation

► Fee includes:

- 5 days of customized curriculum led by world-renowned professors of the top-ranked Hospitality Business program at MSU and industry leaders
- All educational materials and a Personal Action Plan documenting new ideas and strategies for you and your team
- Continental breakfast and lunch daily, three dinners and two receptions
- Personalized Michigan State University Certificate of Completion presented during a graduation ceremony

► Questions?

Contact Rori Ferensic at rferensic@namanow.org

Event Cancellation and Refund Policy » Cancellations must be submitted in writing (email is acceptable) by September 28 to qualify for a refund, less a \$50 processing fee. Registration fees may be transferred to a substitute attendee prior to the event, without penalty. Fees are non-refundable and non-transferable for no-shows.