



The Executive Management Institute (EMI) is designed for contractor executives who hold senior management positions and have responsibility for managing and growing their businesses for at least 10 years. EMI features two face-to-face class sessions: Four days in Chicago in December 2011 and one-and-a-half days during the International Roofing Expo in February 2012 in Orlando, Fla. Please complete the following application and return it Amy Staska at NRCA.

Name \_\_\_\_\_

Address \_\_\_\_\_

Work telephone \_\_\_\_\_ Mobile telephone \_\_\_\_\_ E-mail address \_\_\_\_\_

Company name and location \_\_\_\_\_

Current title \_\_\_\_\_ Number of years in position \_\_\_\_\_

Previous executive experience \_\_\_\_\_

This year's Executive Management Institute offers two in-depth courses addressing leadership and marketing. For each of the following, assess your current effectiveness and provide comments about your experiences, as well as goals you would like to achieve in the near future.

**Leadership**

**Decision making**

(Inadequate) 1 2 3 4 5 6 7 8 9 10 (Superior)

Comments: \_\_\_\_\_

**Team building**

(Inadequate) 1 2 3 4 5 6 7 8 9 10 (Superior)

Comments: \_\_\_\_\_

**Visioning**

(Inadequate) 1 2 3 4 5 6 7 8 9 10 (Superior)

Comments: \_\_\_\_\_

**Motivating employees**

(Inadequate) 1 2 3 4 5 6 7 8 9 10 (Superior)

Comments: \_\_\_\_\_

**Maximizing time**

(Inadequate) 1 2 3 4 5 6 7 8 9 10 (Superior)

Comments: \_\_\_\_\_

**Overall strength as a leader**

(Inadequate) 1 2 3 4 5 6 7 8 9 10 (Superior)

Comments: \_\_\_\_\_

## Marketing

### Strategic thinking

(Inadequate) 1 2 3 4 5 6 7 8 9 10 (Superior)

Comments: \_\_\_\_\_

### Positioning

(Inadequate) 1 2 3 4 5 6 7 8 9 10 (Superior)

Comments: \_\_\_\_\_

### Branding

(Inadequate) 1 2 3 4 5 6 7 8 9 10 (Superior)

Comments: \_\_\_\_\_

### Creating strong marketing plans

(Inadequate) 1 2 3 4 5 6 7 8 9 10 (Superior)

Comments: \_\_\_\_\_

### Quantifying value

(Inadequate) 1 2 3 4 5 6 7 8 9 10 (Superior)

Comments: \_\_\_\_\_

### Using marketing avenues such as social media

(Inadequate) 1 2 3 4 5 6 7 8 9 10 (Superior)

Comments: \_\_\_\_\_

### Overall strength in marketing

(Inadequate) 1 2 3 4 5 6 7 8 9 10 (Superior)

Comments: \_\_\_\_\_

**Please submit the following by Nov. 11, 2011:** • Completed application • Resume

More than one person from the same company may apply to the program. However, class size is limited to 25 and a second candidate from the same company only will be considered if there are seats available. As such, these candidates are subject to an interview by the EMI Admissions Committee.

	Early application deadline: Oct. 21, 2011	Final application deadline: Nov. 11, 2011
<b>NRCA Member</b>	\$6,995 <i>(\$500 savings)</i>	\$7,495
<b>Nonmember</b>	\$9,495	\$9,495



## National Roofing Contractors Association

Please return via fax or e-mail to Amy Staska

NRCA Executive Management Institute

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