



DEALER EXECUTIVE EDUCATION AT BABSON COLLEGE

THE SECOND COHORT OF THE DEALER EXECUTIVE EDUCATION AT BABSON COLLEGE WILL BE CONDUCTED ACCORDING TO THE FOLLOWING SCHEDULE:

Module 1—July 12–17, 2009

- Leading in a Dynamic Environment
• Elective: Assessing Your Dealership's Operation and Financial Footprint

Module 2—October 2009 (dates TBD)

- Developing Strategies for Innovation and Growth
• Elective: Fostering Effective Manufacturer Relationships

Module 3—January 2010 (dates TBD)

- Strategic Human Resources Management
• Elective: Living Within the Law: Regulations and Compliance

Module 4—April 2010 (dates TBD)

- Optimizing Assets to Improve Profitability
• Elective: Managing Your Image: Media and Public Relations

Module 5—July 2010 (dates TBD)

- Managing for Long Term Success
• Elective: Planning the Future of Your Estate

Module 6—October 2010 (dates TBD)

- Marketing and Experience Innovation
• Elective: Negotiating for the Win-Win

Graduation—October 2010 (date TBD)

APPLICANT INFORMATION

LAST NAME FIRST NAME MI SUFFIX

DATE OF BIRTH SOCIAL SECURITY NUMBER

EMAIL ADDRESS

STREET ADDRESS (HOME)

CITY STATE ZIP CODE

HOME TELEPHONE COUNTRY (IF OTHER THAN US)

CELL PHONE INTERNATIONAL PHONE # (IF OTHER THAN US)

CURRENT JOB TITLE

YEARS IN THIS POSITION EDUCATION COMPLETED

YEARS EMPLOYED FULL-TIME IN INDUSTRY

EMPLOYER INFORMATION

DEALERSHIP NAME

STREET ADDRESS

CITY STATE ZIP CODE

DEALERSHIP PHONE DEALERSHIP FAX

DEALERSHIP WEB SITE

LIST ALL FRANCHISES SOLD AT YOUR DEALERSHIPS

FEES, TUITION, AND ROOM AND BOARD

FEES AND TUITION (to be paid to NADA Dealer Academy)

- Application Fee (nonrefundable) – payable with application ... \$600
- Tuition \$20,500

ROOM AND BOARD (to be paid to Babson College each class week, a total of six class weeks)

- Room and Board \$1,500 per class week
Travel costs not included.

APPLICATION PROCESS

Step #1: Apply for the program of study by submitting the following to NADA:

- This application form
- A 400-600 word essay on the topics provided (see instructions below)
- Four references and two letters of recommendation (see instructions below)
- Payment of the \$600 nonrefundable application fee

Step #2: An application evaluation and verification process will take place, in which written materials will be reviewed, references will be checked, and a phone interview will be conducted. The applicant may be contacted with a request for additional information.

Step #3: Upon acceptance into the Dealer Executive Education at Babson College program, the applicant is enrolled into a cohort and notified of the start date.

Step #4: Upon receipt of one half of the tuition (\$10,250), a student identification number is assigned and registration is complete.

IMPORTANT: TO BE SUBMITTED WITH THIS APPLICATION

ESSAY: Please prepare a single, 400-600 word essay that addresses all of the following topics and submit with your application.

1. Describe your prior accomplishments that will qualify you for this program. Please include any specific, measurable goals that you met and ways your dealership benefited from your initiative.
2. How would this program be important to you and your career?
3. If accepted into this program, what unique contribution can you bring to the program that will enhance the value of the classroom experience for your classmates?

LETTERS OF RECOMMENDATION: Arrange to have two letters of professional (nonacademic) recommendation supporting your enrollment in this program sent directly to the NADA address listed near the bottom of this form.

REFERENCES:

PROFESSIONAL REFERENCE #1: (Name, Phone, Email)

PROFESSIONAL REFERENCE #2: (Name, Phone, Email)

PERSONAL REFERENCE #1: (Name, Phone, Email)

PERSONAL REFERENCE #2: (Name, Phone, Email)

DISCONTINUATION AND REFUND SCHEDULE

- Cancellations made within 60 days prior to the start of the first class week will result in a refund of 50% of the first tuition installment. Cancellations made after the first class week are not eligible for a refund.
- Room and Board payments cannot be waived in the event of a cancellation made within 30 days of the start of any class week. Seventy-five percent of the weekly hotel room charge will be payable in such cases.

PAYMENT METHOD

- Payment may be made by credit card (VISA, MasterCard, or American Express) or by check made payable to “National Automobile Dealers Association,” referencing the executive education program.
- The one-time nonrefundable application fee of \$600 is due at the time of application.
- One-half of the tuition (\$10,250) is due at least 60 days prior to the start of the initial class week. If payment is not received 60 days prior to the start of the initial class week, the seat may be made available to a student on the waiting list.
- The second half of the tuition is due at least 30 days prior to the second class week.
- Room and Board payments of \$1,500 per class week will be made to Babson College at the end of each class week.
- All payments must be made in U.S. funds.

PAYMENT INFORMATION

- VISA MasterCard AmEx
- Check Money Order

CARD NUMBER

NAME AS IT APPEARS ON CARD

EXPIRATION DATE

/

AMOUNT \$ _____

CARDHOLDER SIGNATURE

MAIL COMPLETED APPLICATION AND LETTERS OF RECOMMENDATION TO

NADA Executive Education
8400 Westpark Drive
Mail Stop #11
McLean, VA 22102

QUESTIONS? Please call 703-760-7574

I have carefully reviewed all of the information requested in this application and I have answered fully and honestly to the best of my knowledge.

Applicant Signature

Date