



EAGL EXECUTIVE ACADEMY
FOR GROWTH & LEADERSHIP

APPLICATION FOR ENROLLMENT

Please complete this application as a candidate to join the EAGL program. We appreciate your interest: the application process helps us ensure appropriate mix of attendees. Space is limited and available seats will be offered as applications are received.

PERSONAL INFORMATION

Name _____

Company _____

Title/Position _____

Business Address _____

Business Telephone _____

Mobile Phone _____

Email Address _____

Are you the chief executive in your business? If not, to whom do you report? What is his/her position in the company?

Please briefly describe your responsibilities in the management of the business.

Please provide a short paragraph about your business.

Please list your past work experience over the last 15 years. *Please include name of firm, dates with firm (year is sufficient), and title/position held.*

What is your educational background? Please include high school, colleges, and any previous management programs. *List name of school/program, year(s) attended, degree earned, and field of study.*

THE FOLLOWING INFORMATION IS CONFIDENTIAL AND WILL ONLY BE SHARED WITH FACULTY.

What was your company's total annual revenue for the last fiscal year?

As a percentage of your company's total annual revenue, what is your EBITDA (earnings before interest, taxes, depreciation and amortization)?

Please list your percentage of sales last year for the following plant types. Answers should sum to 100%.

_____ % Deciduous shade and flowering trees

_____ % Deciduous shrubs

_____ % Broad-leaved evergreen shrubs (excluding azaleas)

_____ % Narrow-leaved evergreen shrubs

_____ % Evergreen trees

_____ % Azaleas

_____ % Vines and grounds covers

_____ % Roses

_____ % Herbaceous perennials

_____ % Bedding plants – flowering annuals

_____ % Bedding plants – vegetables, fruits, and herbs

_____ % Flowering potted plants

_____ % Christmas trees (live or cut)

_____ % Tree fruits

_____ % Foliage

_____ % Propagated material (liners, cuttings, plugs, etc.)

_____ % Other (please list) _____

As a percentage, please indicate your annual sales last year of wholesale and retail.

Answers should sum to 100%.

_____ % Wholesale

_____ % Retail

If you sell wholesale, what percentage of your wholesale sales were to the following types of outlets? *Answers should sum to 100%.*

_____ % Mass merchandisers (general merchandise stores, supermarkets, etc.)

_____ % Home Centers (home improvement, building supply outlets, hardware, etc.)

_____ % Single location garden centers

_____ % Multiple location garden centers

_____ % Landscape firms (in-house or external)

_____ % Re-wholesalers (brokers, other growers, etc.)

How many people, including yourself, are actively involved in the management of the business? *Please indicate a number for each.*

_____ Family (both extended relatives and immediate family members)

_____ Non-family

What is your most significant business or management challenge? *Please limit to 100 words.*

What specific industry trends, company initiatives, and/or personal development needs have prompted you to enroll in the EAGL program?

During the EAGL program, you will be given case study assignments to be completed in a group comprised of 2-3 other executives. What is the most significant strength you will bring to the group process?

EAGL Tuition & Payment Terms

Your total EAGL Tuition of \$18,995 is payable throughout the year. The initial deposit of \$5,495 will be due upon approval of the application via check or credit card. Your 9 monthly installments of \$1500 will be due beginning June 1, 2017, then on the first of each month thereafter (concluding February 1, 2018).

Checks will be made out to EAGL's administrative partner, MonkeyBar Management.

Thank you for your interest in EAGL. Please return this application to Kellee O'Reilly by email at kellee@monkeybarmanagement.com.

Applications will be considered on a rolling basis by the selection committee as they are received, and you should expect to receive notification of your status within 3 weeks of submission.

Signature _____

Date _____

EAGL – ZETA Cohort / In Person Module Dates

Module	Location	Dates
Kickoff & Pre-Strategy	WEBINAR	Thursday June 1, 11am Eastern / 8am Pacific (75 minutes)
Strategy Module	Chicago, IL	Tues June 27 – Thurs June 29, 2017
Marketing	Minneapolis, MN	Wed September 6 – Fri September 8, 2017
Finance	Austin, TX	Mon October 23 – Weds October 25, 2017
Capstone & Graduation	Atlanta, GA	Weds January 31 – Fri February 2, 2018

