

**STL-CEL Core Program Application**

Thank you for your interest in participating in the STL-CEL Core Program!

Please provide your responses to the following and email your completed application to: [patricia.wilson@nypa.gov](mailto:patricia.wilson@nypa.gov)  
 All information provided is considered confidential.

Personal Information	
Title (Miss, Mrs. Ms., Mr., Dr., Prof)	
Last Name	
First Name	
Professional Title	
Company Name	
Street Address	
City	
Zip Code	
Telephone with Area Code	
Email	
Company website URL	
Education	
College	
Year Graduated	
Degree	
College	
Year Graduated	
Degree	

Company Information			
Total Annual Sales: last (full) year	\$	<i>Calendar Year:</i>	
Total Annual Sales: year prior to above	\$	<i>Year:</i>	
Total Annual Sales: year prior to above	\$	<i>Year:</i>	
Current number of employees			
Year company founded			
Were you a founder? (yes or no)			
Do you own, operate or have equity in any other companies (yes or no)			
If yes, please provide company name(s):			
Ownership of company			
Your ownership %			
Family members %			
Partner(s) %			
Other %		<i>Specify:</i>	
Public %			
Total % should = 100%			
Provide a brief (2-3 sentences) description of your business:			

Describe your entrepreneurial abilities and characteristics:	
Describe the personal objectives you hope to advance by participating in the STL-CEL program and the way in which achievement of these personal objectives relates to the needs of your business:	

To assist us in matching the program agenda to the objectives of the participants, put an **X in the box that most closely describes the amount of prior experience and familiarity you have** with each of the following areas:

Strong	Moderate	Little/None	
			Accounting and control
			Marketing, promotion, and sales
			Finance and financial analysis
			Personnel management
			Production or operations
			Information systems

How did you learn about the STL-CEL Program?	
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## Program Costs & Scholarships

During these challenging times, we recognize the strain on resources for our area's businesses. Since we know the program can help businesses rise to meet these pressures, candidates for our upcoming program are eligible for a special, limited time offer of **\$500 per person** to attend the STL-CEL program when your completed application and payment is received prior to August 30th.

This represents a significant discount on the regular program pricing (\$2,250) and space is limited to the first 12 leaders from non-competing businesses. So, we encourage you to submit your application and payment as soon as possible.

The STL-CEL program provides:

- Expert-led business and leadership workshops, plus up to 12 Clinics (based on total participant number)
- A Mentor team to help you achieve your growth goals in the program
- Celebratory graduation dinner at completion of program, and weekly session refreshments

*In addition, you may be eligible for a reimbursement scholarship ...*

### **Thomas A. Plastino Scholarship: \*TAP Your Potential**

Thanks to the generosity of our sponsors, scholarship funds are available to participants who qualify. These **reimbursement scholarships** are offered to qualifying participants upon completion of program milestones.

We know our participants have a lot of demands on their time, and fully expect you'll have to miss occasional sessions. But, having everyone participate as much as they possibly can will help every participant get the most out of the program. So, qualifying scholarship recipients are those who are paid in full, and participate in at least 80% of the offered sessions, including their own Clinic presentation. **Participation by everyone helps everyone succeed!**

Successfully completing those program milestones will make you eligible to receive a reimbursement of \$200/person at the conclusion of the program.

Please send your completed application and invoice request to: [patricia.wilson@nypa.gov](mailto:patricia.wilson@nypa.gov)