

# LOBSTER ACADEMY

An Educational Forum Unique to The Industry



## Lobster Academy Application with Salmon Academy Elective 2012 Sessions A 4-day/3-night educational program

New! Enroll in Lobster Academy for the Spring and enjoy optional Salmon Academy electives at no additional cost.

### General Information

I would like to register for the following session:

June 4 – 7

October 1 – 4

Name: \_\_\_\_\_

Nickname: *(Name which will appear on all materials)* \_\_\_\_\_

Job Title or Position: \_\_\_\_\_

Division (If Applicable): \_\_\_\_\_

Company/ Organization Name/ Parent Company: \_\_\_\_\_

Address: \_\_\_\_\_

Email Address: \_\_\_\_\_

Telephone: \_\_\_\_\_

Cell Phone: \_\_\_\_\_

Guest Policy – Although most students attend Lobster Academy by themselves or with their co-workers, in some instances attendees are accompanied by guests. Please note that we adhere to 2-person maximum per room policy. As such, one guest will share accommodations with one student (in either a queen room or two double bed accommodations and will incur a \$750 guest fee.) If bringing a guest, please check here and indicate name. Thank you.

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### Company

1. What function best describes your position? (*check one only*)

- Manufacturing and Operations       Sales  
 Marketing       Quality Control  
 Product Development       Other *Specify*: \_\_\_\_\_  
 Purchasing

2. Circle the amount that best corresponds to the volume of seafood your organization purchases:

- A. Under \$1 million    B. \$1- 5 million    C. \$5- \$10 million  
D. \$10 - \$20 million    E. \$20- \$50 million    F. \$50 million +

3. Circle the amount that best corresponds to the total volume your organization does annually in **lobster**:

- A. Currently, no sales of lobster    B. Less than \$50,000    C. \$50,000- \$250,000  
D. \$250,000- \$1,000,000    E. \$1,000,000 +

4. What percentage is lobster? \_\_\_\_\_

5. Circle the amount that best corresponds to the total volume your organization does annually in **salmon**: (Optional)

- B. Currently, no sales of salmon    B. Less than \$50,000    C. \$50,000- \$250,000  
E. \$250,000- \$1,000,000    E. \$1,000,000 +

6. What percentage is salmon? (Optional) \_\_\_\_\_

7. In regards to your particular business, what are your top 5 selling seafood items?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Work Experience**

8. It is important to note that Lobster Academy™ is beneficial for those with lobster experience and those who do not have experience with lobster. **We have also included optional electives on salmon. The same principle applies. This educational program benefits those with and without experience with salmon.**

In order to help us better understand your business needs, please share your previous experience with lobster (if any).

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

9. Please share your previous experience with salmon (if any).

\_\_\_\_\_

\_\_\_\_\_

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10. To better understand your experience, please list your most recent position in reverse chronological order, starting with your current one:

Name of Company	Title or Position	From Year	To Year
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11. Please describe your current responsibilities.

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12. What are the most formidable challenges facing your organization and/or business unit dealing with lobster and/or salmon (if applicable)?

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13. Describe what you think other program participants may learn from you (E.G. Perspectives, Skills, Expertise).

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14. Please write a brief description telling us why you would like to attend Lobster Academy™ and what you hope to learn during the experience.

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15. How did you hear about Lobster Academy?

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Signature of Applicant: \_\_\_\_\_ Date: \_\_\_\_\_

**Application Policy**

Please note that space is limited (due to class size of approximately 20), and we will process and accept applications on a first come first serve basis. Due to the nature of the learning environment and to ensure the best experience for all involved, Lobster Academy classes must be based on contribution and diversity which applicants might bring to the group. It is essential that the right balance of domestic vs. international, and retail vs. food service be achieved as an optimal class mix. If applicants can not be confirmed for the next session, due to limits on their particular customer category, they will be given priority for the next scheduled session(s.)

## **Lodging Policy**

Unless otherwise notified, lodging will be the Anderson House – an executive retreat centre on the Huntsman Marine Science Centre's campus. Lodging is available at single and double rates and if requesting a double rate, a gender appropriate roommate will be assigned.

Per person, double occupancy:	\$1250 (CAD) + 13% Canadian HST
Per person, single occupancy:	\$1700 (CAD) + 13% Canadian HST
Guests sharing Room with Student:	+\$750 (CAD) + 13% Canadian HST

## **Fee Policy**

Due to the international nature of our attendees and associated travel fees, Lobster Academy™ participants are responsible for transportation, the program fee per student plus Canadian HST, which includes three nights of lodging during the event, a world class curriculum and all meals, classes, and transportation during the Academy. Payment is due in full upon receipt of invoice. We accept VISA and MasterCard and wire transfers.

## **Cancellation Policy**

Due to the program demand and the volume of pre-program preparation, cancellations or deferrals received within 45 days prior to the start of your confirmed program dates, are subject to forfeit of 100% of full cost. Cancellations or deferrals 60 days prior are subject to 50% of full cost.

Lobster Academy™

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