

THE
LOBSTER ACADEMY™

September 21-24 2010
Application Form

General Information

Name: _____

Job Title or Position: _____

Division (If Applicable): _____

Company/ Organization Name: _____

Parent Company: : _____

Address: _____

Email Address: _____

Telephone: _____

Company

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

- | | |
|---|---|
| <input type="checkbox"/> Manufacturing and Operations | <input type="checkbox"/> Sales |
| <input type="checkbox"/> Marketing | <input type="checkbox"/> Quality Control |
| <input type="checkbox"/> Product Development | <input type="checkbox"/> Other <i>Specify</i> : _____ |
| <input type="checkbox"/> 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. In regards to your particular business, what are your top 5 selling seafood items?

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Work Experience

6. It's important to note that Lobster Academy™ is beneficial for those with lobster experience and those who do not have experience with lobster. In order to help us better understand your needs, please share your previous experience with lobster (if any.)

7. 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
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

8. Please describe your current responsibilities.

9. What are the most formidable challenges facing your organization and/or business unit dealing with lobster and/or seafood?

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

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

12. How did you hear about Lobster Academy™?

Signature of Applicant: _____ Date: _____

Application Policy

Please note that space is limited (due to class size of 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.)

Fee Policy

Lobster Academy™ curriculum is provided at absolutely no cost to participants, and is coupled with complimentary meals, classes, and transportation upon arrival to the event,

Due to the international nature of our attendees and associated travel fees, Lobster Academy™ participants are only responsible for transportation, and a lodging rate of \$144 per night, for the three nights of stay.

Cancellation Policy

Upon acceptance, you will be billed \$432 which amount will go towards your hotel reservation. Due to the program demand and the volume of preprogram preparation, cancellations or deferrals received within 30 days prior to the start of the program are subject to forfeit of this same \$432 fee.