

THE  
LOBSTER ACADEMY™

October 4<sup>th</sup> – 6<sup>th</sup>, 2011

Application Form

General Information

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: \_\_\_\_\_

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?

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**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.)

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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.

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

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

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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.

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12. 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 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**

Due to the international nature of our attendees and associated travel fees, Lobster Academy™ participants are responsible for transportation, and a \$1000 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.

**Cancellation Policy**

Due to the program demand and the volume of pre-program preparation, cancellations or deferrals received within 30 days prior to the start of your confirmed program dates, are subject to forfeit of \$500.00 .