



Educational Program 2012-2013 Schedule



www.mdxway.com // Let's *grow* together.



TABLE OF CONTENTS

- WELCOME.....3
- COURSES..... 4
- APPLICATION PROCESS.....5
- DEPOSITS & PAYMENTS.....6
- HOW TO APPLY.....7
- COURSE DESCRIPTIONS:
 - MDX/MDC ENTREPRENEURSHIP PROGRAM.....8
 - MAINTANENCE OF TRAFFIC.....10
 - MARKETING ONE-ON-ONE.....11
 - ASPHALT PAVING – LEVEL I.....12
 - ASPHALT PAVING – LEVEL II.....13
 - LEED GREEN ASSOCIATE14
 - QUALITY CONTROL MANAGER.....15
 - 10TH ANNUAL SMALL, LOCAL & MINORITY BUSINESS WORKSHOP.....16
- CONTACT INFORMATION.....17
- APPLICATION.....18



The Miami-Dade Expressway Authority (MDX) would like to invite you and your business to participate in its *MDX for Business* Educational Program. In today's market, up-to-date education is a priceless asset to any business, especially to Small and Local Businesses in Miami-Dade County competing with larger firms in their respective industries. MDX believes education is the foundation for economic development in Miami-Dade County. It is what gives us a competitive advantage. The Educational Program is just one of the many ways we contribute to the growth of our local economy through the Miami-Dade County Business Community. MDX is committed to being a catalyst in the creation and sustainability of a vibrant entrepreneurial community. *The MDX for Business* provides small and local businesses a forum to learn, share ideas and become more marketable through education and certification.

The rates vary depending on the course. Each course will be limited to a maximum amount of participants, as well as compliance with deadlines for registration listed for each course.

- | | |
|----------------------------------|-------------------|
| ❖ Certified Small Businesses | Free of charge |
| ❖ MDX Certified Local Businesses | Reduced Fee |
| ❖ Non-Certified Firms | MDX's Reduced Fee |



COURSES

The following are the scheduled courses for October 2012 through May 2013:

Technical Trainings:

Some of these courses are part of the FDOT Construction Training Qualification Program (CTQP):

- ❖ Maintenance of Traffic (MOT)
- ❖ Asphalt Paving I
- ❖ Asphalt Paving II
- ❖ LEED Green Associate
- ❖ Quality Control Manager

Non-Technical Trainings:

- ❖ MDX-MDC Entrepreneurship Program
- ❖ Marketing one-on-one

THE APPLICATION PROCESS



MDX will review applications and consider several criteria when accepting an application. Specific criteria may apply to the individual courses. Some of the general criteria include, but are not limited to, the following:

- Applications will be considered on a first-come-first-serve basis
- Firms submitting an application for various members of their company for the same course, must identify their first choice for attendance. MDX will register the first choice and place the remaining applicants on a waiting list
- Certified Small Businesses are those firms certified with Miami-Dade County under either one of the following programs: Community Small Business Enterprise (CSBE), Community Business Enterprise (CBE), Small Business Enterprise (SBE) and/or Micro Enterprise (ME)
- Certified Local Businesses are those firms certified by MDX pursuant to its Local Preference in Procurement Policy
- Firms submitting applications for Technical Trainings shall provide services related to the specific training and demonstrate that the training will have direct benefit to the operations and potential new business development of the firm



DEPOSITS & PAYMENTS

Approved Small Business applicants are required to pay a **refundable deposit of \$100.00 prior to the** commencement of the training. Deposits will be returned to those firms that attend the entire course.

Paid deposits from firms that do not attend the entire course or are late beyond the allowed grace period will **are non-refundable**.

Approved Local Business and Non-Certified applicants shall pay the fee specified for each course. These fees are non-refundable.

Fees/deposits paid by firms that cancel at least one week before the class date are fully refundable.

MDX will notify the applicants that have been approved and coordinate payment.

DO NOT SEND PAYMENT WITH APPLICATION



HOW TO APPLY

Interested firms should fill out the Training Application found herein and on the MDX website and e-mail to sbtraining@mdxway.com

Information and schedule of all trainings is included herein. For further information, please feel free to contact us at sbtraining@mdxway.com or (305) 637-3277.

PLEASE USE THE EDUCATIONAL PROGRAM APPLICATION FOUND IN THE LAST PAGE OF THIS DOCUMENT

AND/OR

THE MDX-MDC ENTREPRENEURSHIP PROGRAM APPLICATION PACKAGE FOUND ON THE WEBSITE.

WWW.MDXWAY.COM



Targeted Participants:

Driven, high-level individuals within a corporation, wanting to enhance their entrepreneurial skills, while gaining college credits for personal growth.

Course Description:

The MDX-MDC Entrepreneurship Program consists of four classes:

- **Entrepreneurship - 3 Credits**

This is a foundation course in the modern treatment of business entrepreneurship. Participants will learn the elements of start-up/buy-out, franchising, business plans, marketing plans, human resources, financial planning, legal forms, products/services, selling, advertising, management policies, accounting systems, tax issues, capital management, computers, risk management, and business ethics.

- **Fundamentals of Selling - 3 credits**

The nature and requirements of selling, including a consideration of buyer motivations and selling theories in relation to various buyer-seller situations.

- **Introduction to E-Commerce - 3 credits**

This is a foundation course in E-Commerce. Participants will learn the elements of effective E-Commerce solutions, E-Marketing, E-Accounting, E-Customer Service, and the development process.

- **Small Business Management - 3 credits**

Reviews forms of ownership, franchising, location analysis, financing, record keeping, purchasing, inventory control, marketing, security, insurance, and consumer credit. Participants will prepare a feasibility study and present a comprehensive small business startup plan.

MDX-MDC ENTREPRENEURSHIP PROGRAM



- **Course Date:** January 11, 2013 through May 11, 2013
- **Application Deadline:** November 2, 2012
- **Location:**
Miami-Dade College – Kendall Campus
11011 SW 104 Street, Miami, FL 33176

- **Course Details:**

The MDX-MDC Entrepreneurship Program is a five month program to be offered Fridays and Saturdays from 7:30 a.m. to 12:30 p.m. This Program will be administered as a regular college course, therefore attendance and assignments will be required in order to receive a certificate, college credits, and refund by MDX (as applicable). The Application Package for this Program may be found in the MDX website (www.mdxway.com)

- **Fees:**

Certified Small Businesses	Free
MDX Certified Local Businesses	\$688*/Attendee
Non-Certified Businesses	\$1376.64*/Attendee

*Books not included

SPACE IS LIMITED TO 10 PARTICIPANTS

MDX for Business®

MAINTENANCE OF TRAFFIC



Targeted Participants:

Individuals in the construction and CE&I industries

- **Course Date:** October 22-23, 2012
- **Application Deadline:** October 15, 2012
- **Location:**
Florida International University (FIU)- Engineering Center
10555 W. Flagler Street, Miami, Florida 33174

- **Course Details:**

This is a two day course. Functions include establishing procedures, standards, and specifications involving work zone traffic control issues and to oversee training courses for approval that are submitted in compliance with this procedure. The objective of this training course is to provide every person involved with Work Zone Traffic Control with constant and consistent education to ensure that standards are followed in planning, designing, supervising, implementing, and maintaining work zone traffic control.

- **Fees:**

Certified Small Businesses	Free
Certified Local Businesses	\$187.50/Attendee
Non-Certified Businesses	\$375/Attendee

SPACE IS LIMITED TO 15 PARTICIPANTS

MDX for Business®

MARKETING ONE-ON-ONE



Targeted Participants:

Individuals from all industries interested in learning how to better market their business.

- **Course Date:** **October 26, 2012**
- **Application Deadline:** **October 19, 2012**
- **Location:**

Miami-Dade Expressway Authority (MDX)
3790 NW 21st Street, Miami, Florida 33142

- **Course Details:**

This practical session is packed with powerful pointers on public speaking skills, business marketing, and the importance of social media in today's business environment - all key components to the growth of your business. This is a 3 hour morning session in the morning. In the afternoon, participants that wish to have one-on-one sessions with the instructor will benefit from valuable personalized insight on how to better market their business.

- **Fees:**

Certified Small Businesses	Free
Certified Local Businesses	Free
Non-Certified Businesses	\$60.00

SPACE IS LIMITED TO 50 PARTICIPANTS FOR MORNING SESSION

SPACE LIMITED TO 10 PARTICIPANTS FOR AFTERNOON SESSION

MDX for Business®

ASPHALT PAVING – LEVEL I



Targeted Participants:

Individuals in the construction and CE&I industries.

- **Course Date:** November 13, 2012
- **Application Deadline:** November 6, 2012
- **Location:**
Florida International University (FIU)- Engineering Center
10555 W. Flagler Street, Miami, Florida 33174

- **Course Details:**

Assures that test results used for quality control, verification, dispute resolution and acceptance of asphalt pavements are performed in accordance with the standard test methods. This course will consist of a one day training class with a written multiple-choice examination and a proficiency examination.

- **Fees:**

Certified Small Businesses	Free
MDX Certified Local Businesses	\$125 /Attendee
Non-Certified Businesses	\$250/Attendee

SPACE IS LIMITED TO 15 PARTICIPANTS

ASPHALT PAVING – LEVEL II



Targeted Participants:

Individuals in the construction and CE&I industries. Participants shall have passed FDOT's Asphalt Concrete Paving Self Study examination (CQC Version) and have 90 days experience in asphalt paving operations.

- **Course Date:** November 14-16, 2012
- **Applications Deadline:** November 7, 2012
- **Location:**

Florida International University (FIU)- Engineering Center
10555 W. Flagler Street, Miami, FL 33174

- **Course Details:**

Assures that personnel responsible for inspecting asphalt pavement construction (paving and compaction) are familiar with FDOT specifications requirements (used by MDX), good construction practices and equipment operation necessary to place and compact a Superpave mixture which will meet requirements for smoothness, texture, density, cross slope and thickness. This is a three day course with a written examination.

- **Fees:**

Certified Small Businesses	Free
MDX Certified Local Businesses	\$212.50/Attendee
Non-Certified Businesses	\$425/Attendee

SPACE IS LIMITED TO 15 PARTICIPANTS

LEED GREEN ASSOCIATE



Targeted Participants:

Individuals in the construction and CE&I industries

- **Course Date:** February 2013 - Date TBA
- **Application Deadline:** January 2013- Date TBA
- **Location:**

Miami-Dade Expressway Authority (MDX)
3790 NW 21st Street, Miami, Florida 33142

- **Course Details:**

LEED certification provides independent, third-party verification that a building or community was designed and built using strategies aimed at achieving high performance in five key areas of human and environmental health: sustainable site development, water savings, energy efficiency, materials selection and indoor environmental quality. This is a one day course with a written examination to be provided separately.

- **Fees:**

Certified Small Businesses	Free
MDX Certified Local Businesses	\$182 /Attendee
Non-Certified Businesses	\$362 /Attendee

SPACE IS LIMITED TO 15 PARTICIPANTS

QUALITY CONTROL MANAGER



Targeted Participants:

Individuals in the construction and CE&I industries

- **Course Date:** April 11-12, 2013
- **Application Deadline:** April 5, 2013
- **Location:**

Florida International University (FIU)- Engineering Center
10555 W. Flagler Street, Miami, FL 33174

- **Course Details:**

Ensures that participants gain working understanding of the key program elements, such as: development, implementation & utilization of a QC Plan. This is a two day course with a written examination.

- **Fees:**

Certified Small Businesses	Free
MDX Certified Local Businesses	\$187.50/Attendee
Non-Certified Businesses	\$375/Attendee

SPACE IS LIMITED TO 15 PARTICIPANTS



10th ANNUAL SMALL, LOCAL AND MINORITY BUSINESS WORKSHOP



Our 10th Annual Small, Local and Minority Business Workshop is scheduled for **May 16, 2013**.

Mark your calendars to celebrate with us our 10th Anniversary.

More information to follow in the months ahead.....

CONTACT INFORMATION



Your comments and suggestions are welcomed and encouraged. In the meantime, we look forward to seeing you at one, or more, of the courses.

**MIAMI-DADE EXPRESSWAY AUTHORITY
PROCUREMENT & CONTRACTS DEPARTMENT
3790 N.W. 21 STREET
MIAMI, FLORIDA 33142
305-637-3277**

SBTRAINING@MDXWAY.COM

EDUCATIONAL PROGRAM APPLICATION



MDX reserves the right to reject any application for any reason, at its sole discretion. Applications are considered on a first-come, first-serve basis. All courses have limited space capacity. Applicants shall clearly identify which course they are applying for and fill out the application in its entirety. Applicants submitting an application for various members of their firm for the same course must prioritize their choice for attendance. MDX will register the first choice and add the rest of the firm's applicants to a waiting list. Please fill out one application per attendee. **COMPLETED APPLICATIONS SHALL BE E-MAILED TO SBTRAINING@MDXWAY.COM**

Name of Applicant Firm:

Applicant's Main Office Address:

Applicant FEIN:

Applicant Training Attendee:

Name: _____ **Title:** _____

E-Mail Address: _____

Telephone #: _____ **Facsimile #:** _____

Certifications: *(A copy of certification letter shall accompanied this Application)*

___ **CSBE** ___ **CBE** ___ **SBE** ___ **ME** ___ **Certified Local Business** ___ **Non-Certified Business**

Type of Services/Goods provided by Applicant:

Name of Training Course:

Date of Training:

Describe Training benefit to the Applicant:

