


# SA Defense Industry Adjustment Initiative TRAINING PROGRAMS

The Southern Alleghenies Planning & Development Commission (SAP&DC) and our regional economic development partners, with the support of the Commonwealth of Pennsylvania, have received a U.S. Department of Defense (DoD) Office of Economic Adjustment (OEA) grant to assist defense contractor's transition into new markets. We are offering the following training to eligible businesses at **no cost** if company representatives successfully complete the training.

Training	Date	Registration Deadline
<b>International Emerging Markets</b>  <i>Value \$150.00 per person</i> 	<b>August 9, 2016</b> <b>9:30 am to 12:00 noon</b>	<b>July 11, 2016</b> <i>Cancellation or modification deadline</i>
Identification and characteristics of international markets that are predicted for growth for defense related products.	<b>9:00 am to 11:00 am</b>	<b>July 25, 2016</b>
<b>Advanced Sales ( series including 2- ½ days in a classroom and 2 webinars)</b>  <i>Value \$615.00 per person</i>	<b>Classroom Session 1</b> <b>July 20, 2016</b>	<b>June 21, 2016</b> <i>Cancellation or modification deadline</i>
Designed to have a measurable impact on those attendees who take the responsibility of growing sales for their organizations very seriously. Attendees will be taught the strategies and techniques of the Sandler Selling System with a keen eye on customizing it both for the personal and unique style of the attendee as well as for their product, services, sales cycle and marketplace.  The first session will focus on how to prospect effectively in a new commercial market.	<b>8:30 am to 12:00 noon</b> *registration will begin at 8:00 am	<b>July 5, 2016</b>
The second session will train participants about how to run a strong meeting.	<b>Classroom Session 2</b> <b>August 3, 2016</b>	<b>June 21, 2016</b> <i>Cancellation or modification deadline</i>
The video sessions will support the 2 classroom trainings.	<b>8:30am to 12:00 noon</b> *registration will begin at 8:00 am	<b>July 19, 2016</b>
<b>Webinar 1</b> <b>August 22, 2016</b>	<b>9:00 am to 10:00 am</b>	<b>June 21, 2016</b> <i>Cancellation or modification deadline</i>
<b>Webinar 2</b> <b>September 12, 2016</b>	<b>9:00 am to 10:00 am</b>	<b>August 5, 2016</b>
<b>Marketing &amp; Communications Training Series (2 ½ days)</b>  <i>Value \$ 450.00 per person</i>	<b>Classroom Session 1</b> <b>July 28, 2016</b>	<b>June 30, 2016</b> <i>Cancellation or modification deadline</i>
The tools needed to successfully market your business will be provided during this series of training programs including:	<b>8:00 am to 4:30 pm</b> (Lunch included)	<b>July 13, 2016</b>
<ul style="list-style-type: none"> <li>• Marketing, Sales &amp; Promotion: basic concepts of marketing, sales and promotion designed to provide a solid foundation. Then going from theoretical to the concrete, explaining some of the specific steps and tools needed to market your business</li> </ul>	<b>Classroom Session 2</b> <b>August 18, 2016</b>	<b>June 30, 2016</b> <i>Cancellation or modification deadline</i>
	<b>8:00 am to 12:00 noon</b>	<b>August 3, 2016</b>

<ul style="list-style-type: none"> <li>• Networking And Customer Relations: basics of networking and customer relations for business-to-business and business-to-consumer companies.</li> <li>• Tools of The Trade: Beyond the basics to help businesses understand and learn to use social media, public relations, various forms of paid media and other promotional techniques.</li> </ul>	<b>Classroom Session 3</b> <b>September 22, 2016</b>	<b>June 30, 2016</b> <i>Cancellation or modification deadline</i>
	8:00 am to 4:30 pm (Lunch included)	September 9, 2016

There are a limited number of seats available for the training programs and we expect them to be in high demand. When a registration is received and confirmed that seat is no longer available to another interested party. There is **no cost** to purchase the training **if** the registered individual successfully completes the training. If the training is not successfully completed a \$150.00 “no show” fee will be assessed from the company.

An individual who is registered and confirmed and is no longer able to attend can avoid being assessed the \$150.00 “no show” fee by either calling and cancelling two weeks prior to the training or transferring the registration to another employee of the same company.

The location and other specific details will be provided through a registration confirmation that will be sent after a registration form is received. All training programs will be conducted in the Johnstown area.

**PRE-REGISTRATION IS REQUIRED** Please complete and return the enclosed registration form. All training programs will be conducted in the Johnstown area.



# SA Defense Industry Adjustment Initiative TRAINING PROGRAMS REGISTRATION

**Name:** \_\_\_\_\_  
**Title:** \_\_\_\_\_  
**Business Name:** \_\_\_\_\_  
**Address:** \_\_\_\_\_  
  
**Phone Number:** \_\_\_\_\_ **Cell Number** \_\_\_\_\_  
**E-Mail:** \_\_\_\_\_  
**Years in Your Current Position:** \_\_\_\_\_

I am interested in registering for the following programs:

<input type="checkbox"/>	International Emerging Markets	August 9, 2016
<input type="checkbox"/>	Advanced Sales Series ( 2 -half days in a classroom & 2 webinars)	July 20; August 3; August 22, & September 12, 2016
<input type="checkbox"/>	Marketing & Communication Series ( 2 full days and 1- ½ day classroom)	July 28, August 18, & September 22

There are a limited number of seats available for each of the training programs. The training sessions are free of charge to eligible businesses however, if an individual has been confirmed for the training but does not show up for the training a \$150.00 “no show” fee will be assessed to the business. This fee can be avoided by 1) successfully completing the training, 2) cancel by the date listed on the training programs flyer, or 3) registering another employee in your place.

**Please complete the credit card information form and return it with the registration form. This information will only be used if it is necessary to assess the “no show” fee.**

I understand that I am able to participate in these training programs at no cost because the business for whom I work is a defense contractor either directly with the Department of Defense or through a sub contractual relationship with a prime contractor. By my signature I am certifying that my employer is a prime or subcontractor for the Department of Defense.

\_\_\_\_\_

signature

\_\_\_\_\_

date

Please submit this registration form by: **e-mail** to [gbrooks@sapdc.org](mailto:gbrooks@sapdc.org), **fax** 814-949-6505 att. Gloria Brooks or **mail** to SAP&DC 3 Sheraton Drive, Altoona, PA 16601.

Once your registration has been accepted you will receive a registration confirmation via e-mail that will provide you will details including the location. If you do not receive a confirmation within 2 weeks of submission of this registration form please call 814-949-6550 and speak with Gloria Brooks.



# SA Defense Industry Adjustment Initiative

## TRAINING PROGRAMS

### REGISTRATION- Part 2

#### Credit Card Information

Credit Card Type:  VISA  MasterCard  American Express

Credit Card Number: \_\_\_\_\_

Credit Card Expiration Date: \_\_\_\_\_

Name as IT Appears on the Credit Card: \_\_\_\_\_

Payment Amount: \$150.00

Cardholder Signature: \_\_\_\_\_

Date: \_\_\_\_\_

#### Credit Card Billing Address

Street Address 1: \_\_\_\_\_

Street Address 2: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

Zip Code: \_\_\_\_\_

Daytime Phone: \_\_\_\_\_

I understand that the credit card will only be utilized for a “no show” assessment fee of \$150.00 per person. If a fee is assessed by JARI it is because an individual was registered and confirmed for a training program being offered through the SA Defense Industry Adjustment Initiative and that individual did not successfully complete the training program by being present at the training program. To avoid this assessment an individual who is registered and confirmed for the training program may:

1. Successfully complete the training program by participating in the training program,
2. Cancel their registration by e-mail at least 2 weeks prior to the training program, or
3. Transfer their registration to another individual who successfully completes the training program.