



TABLE OF CONTENTS

- WELCOME 3
- COURSES..... 4
- APPLICATION PROCESS..... 5
- DEPOSITS & PAYMENTS..... 6
- WHERE TO APPLY..... 7
- COURSE DESCRIPTIONS:
 - BUSINESS BOOT CAMP..... 8
 - MIAMI-DADE COLLEGE ENTREPRENEURSHIP PROGRAM..... 10
 - ASPHALT PAVING – LEVEL I 12
 - ASPHALT PAVING – LEVEL II 13
 - QUALITY CONTROL MANAGER 14
 - FINAL ESTIMATES – LEVEL II 15
- CLOSING STATEMENT..... 16
- APPLICATION..... 17



WELCOME

The Miami-Dade Expressway Authority (MDX) would like to invite you and your business to participate in its Educational Program. In today's market, up-to-date education is a priceless asset to any business, especially to Small and Minority Businesses in Miami-Dade County competing with larger firms in their respective industries.

MDX understands that obtaining/possessing certain certifications is a required qualification beyond the Small Business community that ultimately affects the quality of consultants/contractors available for MDX's contracts. For that reason, MDX is expanding the eligibility of firms that may participate in its Educational Program as follows:

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

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

Breaks will be provided throughout the day for each course, including a lunch break. Snacks and lunch will be provided to participants by MDX free of charge. However, participants are required to stay on site during breaks and lunch. Further information will be provided to the registered participants.



THE COURSES

The following are the scheduled courses for September 2011 through May 2012:

- **Technical Trainings:**

These training courses are part of the FDOT Construction Training Qualification Program (CTQP):

- ❖ Asphalt Paving I
- ❖ Asphalt Paving II
- ❖ Quality Control Manager
- ❖ Final Estimate II

- **Non-Technical Trainings:**

- ❖ Business "Boot Camp"
- ❖ Miami-Dade College Credit Entrepreneurship Program



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 training 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. Firms that do not attend the entire course or are late beyond the allowed grace period will **not** be refunded.

Approved Local Business and Non-Certified applicants shall pay the fee specified for each course. Firms that do not attend the class or only portion of it will not be refunded the fee paid. Firms that cancel at least one week before the class date will be refunded in its entirety.

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

DO NOT SEND PAYMENT WITH APPLICATION.

ONLY MONEY ORDERS, BANK CERTIFIED CHECKS, OR CASH WILL BE ACCEPTED.

NO PERSONAL OR CORPORATE CHECKS.



WHERE TO APPLY

Interested firms should fill out the Training Application found herein and on the MDX's website (www.mdxway.com) 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

TO OBTAIN AN APPLICATION PACKAGE FOR THE MDC ENTREPRENEURSHIP PROGRAM , PLEASE CONTACT MDX



BUSINESS "BOOT CAMP"

❖ Targeted Participants:

All interested firms from all types of industries

❖ Course Description:

Join business guru, Michelle Villalobos, for a 1-day Business "Boot Camp" full of practical and low-cost ways to increase business. Michelle has delivered programs to over 70,000 professionals worldwide and we have her for a full day exclusive to MDX. Michelle has designed a program that includes the best of a series of her seminars, including:

- It's Not Who You Know, It's Who Knows YOU: How to become "top of mind" so people refer you quality business
- Beyond Small Talk & Bad Appetizers: Networking the RIGHT way isn't about cold-calling in person, it's about finding and building long-term referral streams to fill your pipeline
- Stop Drowning in Business Cards: Easy breezy strategies to turn BUSINESS CARDS into BUSINESS
- 20 Lead Generation Tactics That Cost ZERO Dollars
- You: The Online Brand - Become a findable, credible entity online (AKA: get Google to know your name)
- Overcome the Overwhelm - Easy techniques to add at LEAST an hour back to every single day – guaranteed
- Social Is The New Business (or is it?): How to decide IF you should spend time/energy/money on Social Media, and if so, where to focus



BUSINESS "BOOT CAMP"

- ❖ **Course Date & Time:**
September 21, 2011, 9:00 a.m. – 4:00 p.m.
- ▶ **Application Deadline:**
September 14, 2011

- ❖ **Location:**
 - The MDX Headquarter Building
3790 NW 21 Street, Miami

- ❖ **Course Details:**
 - The Business "Boot Camp" is a one day course.

- ❖ **Fees:**

➤ Certified Small Businesses	Free
➤ Certified Local Businesses	\$65/Attendee
➤ Non-Certified Businesses	\$130/Attendee

SPACE IS LIMITED TO 50 PARTICIPANTS



MDC ENTREPRENEURSHIP PROGRAM

❖ Targeted Participants:

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

❖ Course Description:

The Miami-Dade College 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.



MDC ENTREPRENEURSHIP PROGRAM

❖ **Course Date:**

➤ January 6, 2012 through May 12, 2012

▶ **Application Deadline:**

October 11, 2011

❖ **Location:**

➤ Miami-Dade College – Kendall Campus
11011 SW 104 Street, Miami

❖ **Course Details:**

The Miami-Dade College 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. Please contact MDX for an Application Package for this Program.

❖ **Fees:**

- | | |
|------------------------------|-------------------------|
| ➤ Certified Small Businesses | Free |
| ➤ Certified Local Businesses | \$635*/Attendee |
| ➤ Non-Certified Businesses | \$1265*/Attendee |

*Books not included

SPACE IS LIMITED TO 15 PARTICIPANTS



ASPHALT PAVING – LEVEL I

❖ **Targeted Participants:**

Individuals in the construction and CE&I industries

❖ **Course Description:**

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.

❖ **Course Date:**

➤ **October 26, 2011**

▶ **Application Deadline:**

October 19, 2011

❖ **Location:**

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

❖ **Course Details:**

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
➤ Certified Local Businesses	\$125/Attendee
➤ Non-Certified Businesses	\$250/Attendee

SPACE IS LIMITED TO 20 PARTICIPANTS

12



ASPHALT PAVING – LEVEL II

❖ **Targeted Participants:**

Individuals in the construction and CE&I industries

❖ **Course Description:**

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.

❖ **Course Date:**

➤ **November 8-10, 2011**

▶ **Applications Deadline:**

November 1, 2011

❖ **Location:**

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

❖ **Course Details:**

This is a three day course with a written examination. Participants shall have passed FDOT's Asphalt Concrete Paving Self Study examination (CQC Version) and have 90 days experience in asphalt paving operations.

❖ **Fees:**

- | | |
|------------------------------|-----------------------|
| ➤ Certified Small Businesses | Free |
| ➤ Certified Local Businesses | \$215/Attendee |
| ➤ Non-Certified Businesses | \$425/Attendee |

SPACE IS LIMITED TO 20 PARTICIPANTS



QUALITY CONTROL MANAGER

❖ **Targeted Participants:**

Individuals in the construction and CE&I industries

❖ **Course Description:**

Ensures that participants gain working understanding of the key program elements, such as: development, implementation & utilization of a QC Plan.

❖ **Course Date:**

➤ **February 21-22, 2012**

▶ **Application Deadline:**

February 14, 2012

❖ **Location:**

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

❖ **Course Details:**

This is a two day course with a written examination.

❖ **Fees:**

➤ Certified Small Businesses

Free

➤ Certified Local Businesses

\$185/Attendee

➤ Non-Certified Businesses

\$375/Attendee

SPACE IS LIMITED TO 20 PARTICIPANTS



FINAL ESTIMATE - LEVEL II

❖ **Targeted Participants:**

Individuals in the construction and CE&I industries

❖ **Course Description:**

Provides standard policies, procedures and common practices necessary to produce progress and final payment, timely and accurately.

❖ **Course Date:**

➤ **April 10-11, 2012**

▶ **Applications Deadline:**

April 3, 2012

❖ **Location:**

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

❖ **Course Details:**

This is a two day course with a written multiple-choice examination. Participants must hold a Final Estimate Level 1 (FE 1) qualification. For details on the FE 1 free computer based course and examination, please visit the CTQP website, www.ctqpflorida.com

❖ **Fees:**

- | | |
|------------------------------|-----------------------|
| ➤ Certified Small Businesses | Free |
| ➤ Certified Local Businesses | \$240/Attendee |
| ➤ Non-Certified Businesses | \$475/Attendee |

SPACE IS LIMITED TO 20 PARTICIPANTS



CLOSING STATEMENT

MDX continues striving to make a difference in our community. Providing this Educational Program is just one of the many ways MDX contributes to the growth of our local economy through the Miami-Dade County Business Community.

We thank you for your interest and encourage you to take full advantage of these opportunities.

Your comments and suggestions are welcomed and encouraged.

Please complete and return the application herein.

Please contact MDX Procurement & Contracts Department for the MDC Entrepreneurship Program Application Package .

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