



San Diego County  
Water Authority

The San Diego County Water Authority's Small contractor Outreach and Opportunities Program (SCOOP) is designed to maximize participation of diverse, qualified contractors, consultants and vendors seeking to do business with the Water Authority.

## Get the SCOOP

Your source for small business opportunities

### Marketing & Partnering Workshop

**WHEN** **Wednesday, September 15, 2010**  
8:30 a.m. - 11:30 a.m.

**WHERE** San Diego County Water Authority  
4677 Overland Avenue  
San Diego, CA 92123  
858-522-6600

---

Marketing your firm's capabilities and expertise is an important step in successfully obtaining contracts or subcontracts on Water Authority projects. Join us for an interactive workshop where you will learn valuable tools and techniques on:

- Marketing and branding your business
- Building and maintaining key business relationships
- Designing and managing effective alliances
- Partnering with Water Authority prime contractors

Pre-registration is required due to limited seating.

---

**HOW** Register online at [www.sdcwa.org/scooptraining.html](http://www.sdcwa.org/scooptraining.html)  
or call 1-888-20-SCOOP.

Course registration fee: \$20.00

**Registration begins at 8:00 a.m.**

Presented by: San Diego Contracting Opportunities Center  
Instructor: Nancy Fredericks