



NEWS RELEASE

Date: Tuesday, November 22, 2011
District: District 9, Bishop
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FOR IMMEDIATE RELEASE

Who: California Department of Transportation, District 9
What: Marketing to Government
When: Thursday, December 1st, 2011
9:00 am to 12:00 pm
Where: Ridgecrest Chamber of Commerce
128 East California Avenue
Ridgecrest, CA 93555

Caltrans District 9 Director Tom Hallenbeck extends an invitation to prime/general contractors, subcontractors, suppliers and small businesses to attend an introductory class to:

- Decide if the government marketplace is the right customer for your company.
- Understand the government customer.
- Evaluate the government market.
- Evaluate your capabilities
- Apply four key marketing principles to government sales.
- Make contact.

This class is presented by: The Federal Technology Center.

There is no charge for attending this class.

“This is a great opportunity, offered locally, for businesses to learn about how to sell your products or services to the Government”, said Director Hallenbeck.

For more information contact Jessica Klemencic, District 9 Small Business Liaison at (760) 872-0777.

Individuals who require documents in alternative formats are requested to contact the District 9 Public Affairs Office at (760) 872-0603. Telecommunications Devices for the Deaf (TDD) users may contact the California Relay Service (TDD) line at 1-800-735-2922 or Voice Line at 1-866-734-2888.

