Marketing Your Delta Business

Using Delta Stories and Cross-Promotional Strategies

WHAT'S YOUR DELTA STORY?

Pear Fair

Steamboats

Bootleggers in the Roaring Twenties

Humphrey the Wayward Whale

The "Good Life" on the Delta Waters

Harvest Time Festival

Delta Ferries

Locke and the Chinese in the Delta

Clarksburg Wine Country

Asparagus Festival

Windsurfing on Sherman Island

Striped Bass Festival

The Delta Trail

Green Energy

The Endive Story

Workshop provided in partnership with the *Nonprofit Resource Center.*

Nonprofit Resource Center

Everyone has a story, and using stories that touch the heart is one of the most effective ways to market your business.

Wednesday, February 12, 2014

8:30am-11:30am

Walnut Grove Library, 14177 Market St, Walnut Grove

This free workshop will help you explore and identify *your* story and how you can use it to cross-promote your business. In a three-hour workshop, we will use stories, photographs, and real time surveys to identify marketing and business promotion opportunities that can help with cross-promotions.

Topics include:

- **Promoting the Promise of New Adventures**
- **Forming Successful Connections and Collaborations**

Questions? Contact Susan at 916-375-2088.
To register, email Susan at susan.roberts@deltaconservancy.ca.gov.
Visit: www.deltaconservancy.ca.gov or www.delta.ca.gov.

Instructor Mark Simon, Storywalkers Consulting Group, helps businesses assess community needs, clarify their vision, and articulate their story.

Co-Sponsored by Delta Conservancy and Delta Protection Commission
as part of the Delta Branding and Marketing Project

STATE OF CALIFORNIA · DELTA PROTECTION COMMISSION

SACRAMENTO - SAN JOAQUIN
DELTA CONSERVANCY
A California State Agency