

WRITING with PURPOSE:

Business Writing for Water Industry Professionals Workshop



LOCATIONS:

Thousand Oaks: February 12, 2018,
8:00 am - 5:00 pm

Rancho Cucamonga: February 14, 2018,
7:30 am - 4:30 pm

Sacramento: February 15, 2018,
7:30 am - 4:30 pm

PRICING: \$150 for AWWA Members
\$200 for Non Members

Workshop Description:

Every water professional spends many hours each week writing: emails, reports, proposals, justifications, and who knows what else. Few of those individuals are trained writers, yet efficiency, professionalism, and clear communication are qualities that cannot be compromised.

This one-day workshop will help every water professional write in a more mindful manner and will provide useful tools to help with planning, collaboration, drafting, revising, and finalizing documents.

Workshop Outline:

Morning session

Writing Process: What are you doing when you write?

This thought-provoking session covers:

- planning
- audience characterization
- using a medium appropriately (regardless of whether it is email, web content, or a printed document)
- collaboration and team writing

Afternoon session

Writing Mechanics: The focus here is on structure, punctuation, grammar, and using strong verbs.

Professional, error-free writing does not mean memorizing endless complicated rules. A few common sense rules and some tips for careful reviewing of what you have written will generally do the trick.

Instructor: Dr. Kenneth Mirvis of The Writing Company has taught business writing skills to professionals for 30 years ... and to water professionals for more than 25 years. His well-received classes are guaranteed to be fun, thought provoking, and valuable, filled with tools and tips that you can start using immediately.

Contact Hours will NOT be
issued for this Workshop.

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Registration Form

AWWA Member \$150 / Non-member \$200

- Thousand Oaks – February 12, 2018 Rancho Cucamonga – February 14, 2018
 Sacramento – February 15, 2018

Attendee Name: _____

Attendee Mailing Address: _____

City: _____ State: _____ Zip: _____

Cell Phone: _____ Home Phone: _____

Attendee E-mail: _____

Company Name: _____

Company Address: _____

City: _____ State: _____ Zip: _____

Company Phone: _____ Fax: _____

AWWA Member #: _____

***Registration will not be processed without PAYMENT**

Make checks payable, in U.S. funds, to CA-NV AWWA

Check # _____ PO # _____

(Must be accompanied by a physical copy of the Purchase Order)

Payment Method: Credit Card: Visa ___ MC ___ AMEX ___

Name on Card: _____

Credit Card # _____

Exp. Date: _____ Billing Zip Code: _____

Authorized Signature: _____

Total Amount Due: _____

If you need a copy of your receipt, please enter e-mail address:

E-mail _____

Please fill out this form completely and mail in with check, money order, or purchase order to:

CA-NV Section AWWA
10435 Ashford St., 2nd Floor
Rancho Cucamonga, CA 91730

Or **fax** in with credit card information or physical copy of the purchase order to **(909) 291-2107** (secure fax line). For Registration inquiries please call (909) 291-2117.

CA-NV AWWA CANCELLATION POLICY

Requests for refunds and requests for transfers must be made in writing and are subject to the following conditions: Full refund of fee paid (minus \$50.00 handling fee) will be issued for cancellations received more than two weeks prior to class date. All fees are non-refundable thereafter. Transfers are based on the availability. No transfer requests will be authorized within 72 hours prior to the class date.