



J.R. Bruno
& ASSOCIATES



Consultants to the Business Lending Community
SBA and MBL Specialist

OUTSOURCE COLLABORATOR

Business Lending News

eALERT!
SBA'S SMALL BUSINESS WEEK - IT'S NEXT WEEK!
PUBLIC EVENTS, WEBINARS, SOCIAL MEDIA... AND MORE!!
MAY 4-8, 2015

SBA: Dream Big. Start Small. That's what the SBA is talking about this year as National Business Week kicks off on Monday, May 4 with a Town Hall at Office Depot headquarters in Miami/Boca Raton. SBA Administrator Maria Contreras-Sweet headlines this event, one of five to be held at big-time locations across the country. Special events also will be held in Los Angeles, San Antonio, New York, and Washington DC, with Contreras Sweet speaking in Los Angeles and San Antonio.

SBA is celebrating National Small Business Week for the 52nd year. Each year since 1963, the president of the United States has proclaimed this week to honor America's small businesses, owners and entrepreneurs. We got the memo. More than half of working Americans either own or work at a small business, and small businesses create two-out-of three net, new jobs each year.

In her April 27 blog on SBA's website, [Contreras-Sweet](#) talked about the week's theme and the importance of access to capital: "Every business starts small. Nike, Apple, FedEx, Ben & Jerry's, Under Armour and Outback Steakhouse were all once small businesses, until they found an SBA lender or investor to work with them." She also notes a recent comment by Federal Reserve Chair Janet Yellen who said it was our small businesses that powered our recovery after the Great Recession. Now we all have the memo!

The folks behind Small Business Week aren't thinking small. Features include [live-streaming](#) of major events beginning Monday at 1 p.m. Eastern Time. Topics include industry trends, international trade, and how businesses can benefit from LINC, SBA's new program connecting small businesses with SBA-approved small business lenders. In addition to the five special events, the week includes free [webinars](#), local events around the country, and chances to chime in on social media. For more information and announcements of programs in each area check out the SBA's Small Business Week [Website](#) or contact your SBA District Office.

What a great opportunity to follow up with local small businesses! Let National Small Business Week be a reminder to reach out to the small business owners among your members and your community. Launch marketing campaigns featuring your institution's SBA loan products. Host early morning coffees or in-branch events educating business owners about the advantages of SBA lending. You'll help local small businesses, boost your local economy and add to your bottomline!

Joanna

Joanna Bruno
President

J.R. Bruno & Associates
870 Market Street, Suite 462
San Francisco, CA 94102
626.688.2125 cell
joanna@jrbrunoassoc.com

Visit us at www.jrbrunoassoc.com