



Consultants to the MBL/SBA Business Lending Community

## FOR IMMEDIATE RELEASE

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### WHAT MAKES A BUSINESS ELIGIBLE FOR SBA FUNDING? FIND OUT! JOIN J.R. BRUNO'S CREDIT UNION WEBINAR 'ELEMENTS OF SBA ELIGIBILITY'

*Thursday, November 13 • 11 am PST/2 pm EST*

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**SAN FRANCISCO (OCTOBER 2014)** – [J. R. Bruno & Associates](#) will conduct the latest JRB Webinar on SBA lending on Thursday, November 13 at 11 am PDT/2 pm PDT, J.R. Bruno [President Joanna Bruno](#) has announced. "Elements of SBA Eligibility" will take a look at the country's small business landscape and explore the SBA's loan programs and eligibility requirements. The session is free of charge and open to credit unions of all sizes.

Previous sessions have introduced lenders to the basics of SBA lending. This webinar is the next step for credit unions looking to get into SBA/MBL or to expand their programs. JRB Associates [Vern Hansen and Lori McCausland](#) will conduct the webinar which will include a Q&A. They're encouraging lenders to send more than one participant and to come armed with questions.

"There's a misperception that not many businesses qualify for SBA financial assistance," Vern Hansen said. "Actually small businesses constitute 99% of all businesses in the United States, and they qualify for SBA lending. Importantly, they employ about half of all private sector employees and have generated 60% to 80% of net new jobs annually over the last decade. SBA lending offers credit unions opportunity to increase their lending portfolios with this profitable business segment, grow their membership, and stimulate their local economies."

**[Reserve Your Spot: Sign Up Today!](#)**

*J.R. Bruno & Associates is celebrating 20 years of serving the business lending community and is headquartered in San Francisco. With more than 200 years of combined commercial lending experience, the JRB Team has assisted credit unions across the country with a wide range of member business lending programs, is expert at SBA lending and is a nationwide SBA Lender Service Provider (LSP). J.R. Bruno provides hands-on day-to-day oversight focusing on clients' individual needs. Services range from total outsourcing to portfolio management, loan portfolio reviews, staff training, prescreening, loan structuring, underwriting assistance, processing, packaging, documentation, and servicing and liquidations. To sign up for J.R. Bruno's eBulletin online newsletters and learn more about the firm's services, go to [www.jrbrunoassoc.com](http://www.jrbrunoassoc.com).*

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