



**Dear SBDC Professional,**

Are you responsible for marketing your SBDC? Do you need additional tools and resources ~~that~~ to help you do your job? The America's SBDC Communications & Marketing Committee has created a Marketing Toolkit designed just for you. The Toolkit can help you adopt the new America's SBDC brand, comply with the branding guidelines, learn how to use social media effectively, find relevant statistics and best practices, and more. The Toolkit contains everything you need to promote your SBDC.

With the ASBDC's recent re-brand as America's SBDC, each SBDC has the opportunity to showcase its position as part of our national, results-driven and powerful network of business assistance providers. Please take advantage of all the materials we have put together to help you do just that. Find the Toolkit on the America's SBDC website in the Members section at [www.AmericasSBDC.org](http://www.AmericasSBDC.org).

Would you like to get more involved in developing communications and marketing strategies for the association? Join the America's SBDC Communications & Marketing Committee. We meet on the second Tuesday of each month via conference call. Email Committee Chair Jacqueline Taylor at [jtaylor@uh.edu](mailto:jtaylor@uh.edu) for more information or to sign up. Also check out our Marketing Meetup group on LinkedIn where you can ask questions and share ideas with your SBDC peers.

Thanks!

***Jacqueline Taylor***

Chair, Communications & Marketing Committee, America's SBDC

***April Youngblut***

Director of Marketing & Communications, America's SBDC