



**FOR IMMEDIATE RELEASE**

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Contact: [April Youngblut](mailto:April.Youngblut@asbdc.org) | [\(703\) 408-5403](tel:(703)408-5403)

## **America's SBDC Sponsors Educational Training Venture in Microsoft Stores**

Burke, VA - America's SBDC is sponsoring Constant Contact & Microsoft in the launch of a new educational program at Microsoft retail stores. The program will help small business leverage today's tools and technologies to effectively drive business results. Developed together by Constant Contact and Microsoft's U.S. Small-and-Midsized Business (SMB) group, it delivers on Microsoft's commitment to helping small businesses reach their full potential.

Microsoft and Constant Contact [will offer free small business workshops at Microsoft retail stores](#) across North America to teach best practices in online marketing, and how to take full advantage of the "cloud." Starting with 30 events at Microsoft retail stores across 18 states this month, Constant Contact's team of [local small business marketing experts](#) will lead workshops on how small businesses can use online tools to achieve business success. The program is expected to scale to all Microsoft retail stores in North America.

"We're thrilled to be working with two real leaders in small business oriented technology - Microsoft and Constant Contact. Their efforts to energize small business through their products and know-how will be a real boost to Main Street success." said Charles "Tee" Rowe, President & CEO, America's SBDC.

The Microsoft SMB group, in coordination with local and national business development organizations and companies like Constant Contact that are dedicated to the success of SMBs, works to deliver resources and advice that help small businesses to be more successful.

[Seminars in Microsoft retail stores](#) in Arizona, California, Colorado, Connecticut, Florida, Georgia, Illinois, Kansas, Massachusetts, Minnesota, New Jersey, New York, Ohio, Oregon, Texas, Utah, Virginia, Washington between October 23rd-30th will present "The Power of Email Marketing," teaching participants how to master email marketing with a comprehensive look at best practices and winning strategies that lead to increased engagement, revenue and profits. Attendees will also learn how to take full advantage of the cloud using [Microsoft Office 365](#), which works seamlessly with cloud-based productivity services including business-class email, file sharing, and online meetings. They will also have an opportunity to explore the productivity, security, mobile and social capabilities of Windows 8 and today's most innovative tablet and PC devices.

Additional seminars will be presented in-store on a monthly basis, rotating through a variety of topics, including email marketing, social media marketing, and using online tools to drive small business growth.

For more information or to register for a local Microsoft retail store event, visit:

<http://www.constantcontact.com/microsoft-seminars>.

**America's SBDC** (Small Business Development Center) Network is a partnership uniting private enterprise, government, higher education and local nonprofit economic development organizations. It is the Small Business Administration's largest partnership program, providing management and technical assistance to help Americans start, run and grow their own businesses. With about 1,000 centers across the nation, America's SBDC network provided business consulting to approximately 200,000 clients, training for more than 400,000 attendees, and other forms of management and technical assistance to approximately 600,000 small businesses and aspiring entrepreneurs last year. Learn more [www.asbdc-us.org](http://www.asbdc-us.org)