



## News Release

**FOR IMMEDIATE RELEASE**

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### **America's SBDC and Microsoft Enable Technology Training for U.S. Small Businesses**

**Burke, VA** - America's SBDC is pleased to announce that Microsoft Corporation has signed on to sponsor the new America's SBDC e-Learning Center program powered by [Global Classroom](#). The new eLearning Centers will be available on the Association's and participating SBDC center websites. In support of Microsoft's mission to empower small businesses with affordable, powerful technologies, the sponsorship funds the implementation of these custom training portals, plus a free three month membership to all new members.

The eLearning Centers offer hundreds of online courses and thousands of video tutorials from technology and business leaders including Microsoft, Franklin Covey, Emily Post and WIN Learning. The eLearning Centers combine local SBDC branding with a Learning Management System for content development. It offers social media for collaboration and courses from the top training and tech companies in the nation. America's SBDCs now have a platform to support small businesses from their start-up and developmental stage through to maturity. Course topics include information technology, Internet security, mobile applications and entrepreneurship.

"This sponsorship is going to help infuse our country's small business community with critical information and resources to succeed in the 21st Century marketplace," said Tee Rowe, America's SBDC president and CEO. "When small businesses have the opportunity to learn and gain a competitive advantage, they eagerly do so and thrive, making this a very exciting partnership."

New research validates this observation. A recent study from The Boston Consulting Group (BCG) found that U.S. small businesses that leverage technology had 10 points higher job growth and 11 points higher revenue growth than "low-tech" SMBs. The same study concluded that if just 15 percent of low-tech SMBs and 25 percent of the mid-tech SMBs became high-tech SMBs, the result would be the addition of more than 2 million jobs and an additional \$357B into the US economy.

"The Global Classroom program will give rise to a new generation of small-business leaders whose enhanced skills will allow them to reach their potential and impact the country's economic growth," said Cindy Bates, U.S. vice president of Microsoft's Small- and Medium-sized Business Group. "Training in technologies like cloud computing allows small businesses to move faster, present themselves more professionally and compete on a level playing field with their larger, global counterparts."

## **About America's SBDC**

America's SBDC 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. America's SBDC online education mission is to use technology and the Internet to advance and support small business development and entrepreneurial success through education and training by providing access to quality online training across multiple digital devices anywhere.... anytime. Learn more at [www.asbdc-us.org](http://www.asbdc-us.org).