



**Dear SBDC Professional,**

Are you responsible for marketing your SBDC? Do you need additional tools and resources that can help you do your job? America's SBDC Communications & Marketing Committee has put together a Marketing Toolkit designed just for you. The Toolkit can help you adopt the America's SBDC brand, comply with the branding guidelines, learn how to best use social media, find relevant statistics and best practices, see examples of marketing materials from around the country, and more. The Toolkit contains everything you need to get the word out about your SBDC.

With our 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 under Marketing Resources on the Members Homepage at [www.americassbdc.org](http://www.americassbdc.org).

Login: <http://www.AmericasSBDC.org/members>

Username: americassbdc

Password: sbdcstar

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. You can also get involved by submitting samples of your SBDC's best marketing pieces to [april@americassbdc.org](mailto:april@americassbdc.org), or by joining 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*