



# *News Release*

## **PRESS OFFICE**

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**Release Date:** December 14, 2009  
**Release Number:** 09-82

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## ***SBA, Dell Launch New Educational Video Series to Help Small Businesses Grow, Create Jobs***

**WASHINGTON** – Highlighting the experiences of successful entrepreneurs, the U.S. Small Business Administration and Dell today launched an online video series offering tools and strategies to help small business owners rebound from the economic recession and put themselves in a position to expand and create jobs.

*Strategies for Growth: Advice for Expanding Your Business* includes real-world insight, solutions and advice from small business owners who've succeeded, in good and bad economic times. Additionally, the series draws on the expertise of counselors, policy makers and others for accessing resources and tools available to small business owners.

"Some of the best advice a small business owner can get is from other small business owners who've been in their shoes," SBA Administrator Karen G. Mills said. "They've dealt with the day-to-day challenges and found ways that worked for them to meet those challenges, pursue their life's dream and grow their business. This video series brings those real-life experiences together, along with information on other valuable resources and opportunities, in a way that will help other small business owners chart their own path to success."

The *Strategies for Growth* partnership with Dell was announced today at a National Press Club luncheon where Administrator Mills discussed the outlook for small business and the economy in the coming year, including the Administration's efforts to boost the small business sector and to drive economic recovery through public-private partnerships.

Joining Administrator Mills for the announcement was Dell's Vice President of Government Affairs Becca Gould.

"For Dell, partnering with groups like the SBA to share solutions for success is a significant way we support small businesses," said Becca Gould, vice president, Dell Government Affairs. "By featuring entrepreneurs winning in today's marketplace, this video series goes beyond advice to provide solutions for businesses looking to grow. Like Warren Brown, founder of Cake Love, others can learn from how technology helped his company maximize potential with online sales and adapt to the changing business environment."

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The *Strategies for Growth* video series highlights key topics that engage small business owners in issues critical to small business growth. These areas include Planning for Growth, Government Contracting, Team Building, Marketing, Technology, Exporting Opportunities, and Disaster Recovery. Also featured is a Profiles of Success segment that spotlights two successful entrepreneurs.

The *Strategies for Growth* video series features a range of growing small businesses from across the country, including a design firm, a vegetarian restaurant and bakery, and a green construction company. They are:

Grace Dittmar, Trusted Mission Solutions of McLean, Va.  
Warren Brown, CakeLove of Washington, D.C.  
Don Matzkin and Anthony Bracali, Friday Architects of Philadelphia, Pa.  
Juan and Luis Yépez, Mainstream Global of Lawrence, Mass.  
Ann-Marie Harrington, Embolden of Pawtucket, R.I.  
Laurie Benson, Inacom of Madison, Wis.  
Bryan Vulcan, FourFront Design of Rapid City, S.D.  
Avinash Rachmale, Lakeshore Engineering of Detroit, Mich.  
Jeanna Sellmeyer and Jennifer Fogg, ASSET Group of Oklahoma City, Okla.  
Jesus & Luisa Mendoza, Mr. Natural of Austin, Texas  
Andrew Kruse, Southwest Windpower of Flagstaff, Ariz.  
Mary Tappouni, Breaking Ground Construction of Jacksonville, Fla.

The SBA provides free small business counseling and training through a variety of programs, services and resource partners, located throughout country. Each of the business owners featured in *Strategies for Growth* benefited from a variety of training and resource tools offered by the SBA.

*Strategies for Growth* is available on the SBA's Web site at <http://www.sba.gov/strategiesforgrowth> and at the SBA's YouTube channel at [www.YouTube.com/sba](http://www.YouTube.com/sba). Each topic is indexed by subject and includes additional resources for entrepreneurs.

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