



OFFICE OF ENTREPRENEURIAL
DEVELOPMENT

U.S. SMALL BUSINESS ADMINISTRATION
WASHINGTON, D.C. 20416

November 21, 2011

Dear Valued Member of our SBA Resource Partner Network:

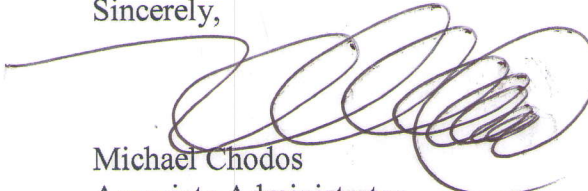
Small businesses are the engine of job creation in America. With over 50 percent of Americans working or owning a small business, it is important that we seize every opportunity to support these businesses across the country. That is why I am writing to you about a new initiative started last year called Small Business Saturday. Most Americans know Black Friday and Cyber Monday as big days for holiday shopping. Small Business Saturday is a day dedicated to supporting small businesses during the holiday season. It is as easy as walking into the local shop on your Main Street. These local businesses are the job creators in your community and every community in the country. Supporting these independent business owners is mission critical.

When I walk around my own neighborhood in Washington, it's just great to see members of my community helping each other. People supporting each other is what we're all about in this country, and no one does that better than the small business owner who buys from the local farmer, sells to the local patron and hires the local employee. These people are taking care of each other every day in America and supporting them is a privilege.

I am writing to ask for your help. First, please consider doing business with a small business on Small Business Saturday, which this year is on Saturday, November 26. Second, encourage others to do the same, whether they are your family, friends or members of your own community. Third, help us spread the word across your networks. The websites www.sba.gov/saturday and www.SmallBusinessSaturday.com provide a wealth of information including vendors and other ways to get involved. Tell the businesses you work with to register on the website and to promote their participation. Work with them to prepare for a busy holiday season so they can maximize the opportunity in front of them.

As the holiday season begins I want to take a moment to thank you for all the work you do to support America's small business community. I know the example we all set helps to drive our nation forward through these economic times.

Sincerely,



Michael Chodos
Associate Administrator
Office of Entrepreneurial Development