



*U.S. Small Business Administration*

## National Hispanic Heritage Month



The SBA is proud to celebrate National Hispanic Heritage Month by putting a spotlight on opportunities and successes of Latino entrepreneurs across the country. Administrator Linda McMahon met with one such successful business owner to hear how she has built her business from the ground up, drawing on her strength as a hard-working young person in a struggling immigrant family, as well as using guidance from both the SBA and Small Business Development Center (SBDC) to manage her successful empanada business.

[>Read More](#)

## Join the SBA Team

Employment opportunities available to assist with disaster relief efforts this hurricane season.

[SBA.gov/DisasterJobs](http://SBA.gov/DisasterJobs)



Want to help Americans affected by the 2017 Hurricanes? The SBA is hiring to fill temporary positions to provide aid to those affected by the recent hurricanes. Check out the list of positions available at this time.

[> Apply Today](#)

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## **Blog: Business Equipment Financing & Leasing: 7 Key Tips to Know**

Should you finance or lease business equipment? Although both options help break down the overall cost of business equipment into smaller amounts, they are very different in how they're set up.

[>Read More](#)

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## **Blog: St. Louis Company Grows Over 200 Percent by Looking to Export Markets**

David and Linda Shogren are the duo behind U.S. International Foods LLC, a Missouri-based small business that specializes in exporting high quality food and grocery products abroad. The rise of middle class markets in these developing countries has sparked an increased demand for quality Made-In-America products. Mr. Shogren's two decades of food marketing and sales experience positioned him well to start a business to fulfill these demands.

[>Read More](#)

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## **Facebook Live | Marketing with Video: Creating a Big Impact for Small Business**

**October 24 | 6:00pm - 8:00pm ET**

In celebration of Women's Small Business Month, SBA is partnering with Animoto, Facebook, and YouTube for a night of video marketing education called "Marketing with Video: Creating a Big Impact for Small Business". You'll get actionable strategies for creating, optimizing, and publishing video marketing content that'll provide immediate benefits for your business.

[> RSVP](#)

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## **Twitter Chat: Business Tips for Women Entrepreneurs**

**October 26 | 3pm ET**

**#SBAchat**

**SBA**



**Twitter Chat | Business Tips for Women Entrepreneurs**

**October 26 | 3:00pm ET/Noon PT**

In honor of Women's Small Business Month, join us and industry experts for a Twitter chat on business tips for women entrepreneurs hosted by the U.S. Small Business Administration (@SBAgov). We'll be sharing tips and resources to help women start, grow and succeed in business. Follow along with the hashtag **#SBAchat**.



### Establishing Values for Your Business

The values and culture of your company have a direct effect on your employees, customers and ultimately your bottom line. What are you doing to establish, cultivate and grow this precious commodity? This course will introduce you to the processes of implementing values for your company by including input from stakeholders and customers.

[>Learn More](#)



### SCORE LIVE Webinar: The Changing Roles of Virtual Assistants

October 24 | 1:00pm ET/10:00am PT

Are you overwhelmed by trying to do everything yourself in business? Have you ever considered a virtual assistant? Today, virtual professionals do much more than simple administrative tasks—from online business management, graphic design and more.

Join this webinar produced by SCORE, a resource partner of the U.S. Small Business Administration, to learn the many ways virtual experts can free up your time, so that you can focus on what you do best—build your business!

You'll learn:

- What is a virtual assistant
- What a virtual professional can do for your business
- What you can expect to pay
- Where to find experienced virtual assistants

[>Register Here](#)

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**Small Business Success Virtual Conference**  
**November 9 | 12:00pm - 5:00pm EST/9:00am - 2:00pm PST**

Don't miss the Small Business Success Virtual Conference on November 9th, powered by SCORE and Verisign! This half-day event offers 10 educational webinars, one-on-one mentoring sessions, exhibitor booths, resource center and networking chat rooms to provide you the information you need to succeed as a small business owner. You will hear from industry experts such as Verisign, Google, AT&T, ComplyRight, and DexYP, on topics related to online marketing, HR, small business taxes and more.

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**[>Register Here](#)**

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