



**J.R. Bruno**  
& ASSOCIATES



Consultants to the Business Lending Community  
SBA and MBL Specialist

OUTSOURCE COLLABORATOR

Business Lending News

## Celebrate Small Business Saturday, November 28th *'Talk Turkey' to Your Local Small Businesses!*

*"What we're really talking about is a wonderful day set aside on the fourth Thursday of November when no one diets. I mean, why else would they call it Thanksgiving?" - Erma Bombeck*

### **Thanksgiving Days After: Shopping Local Businesses. Making SBA Loans.**

Thanksgiving: a day we give thanks for our blessings and celebrate the one day we don't think about our diets. Well, not much. On Friday, we shop. Then there's Small Business Saturday. Celebrated this year on Saturday, November 28th, Small Business Saturday encourages people to "Think outside the big box stores" - and Shop Small.®. Small Business Saturday became "official" with recognition by the U.S. Senate in 2011. On its [website](#), the SBA encourages everyone to join with the agency and organizations across the country in supporting local small businesses.

### **"Talk Turkey" - Reach Out to Local Small Businesses.**

It goes without saying that America's small businesses need more than one good day a year to survive. Small Business Saturday gives your organization opportunity to grow your business lending portfolio. It's a good time to reach out to small business owners among your account holders and the small businesses in your community. Follow up Small Business Saturday with information about SBA loans and the resources the SBA offers. For your existing account holders, a small business loan gives them one more reason to stay with you. For prospects, attracting them with a business loan could lead to a long-term relationship.

SBA lending is a great opportunity to expand your business lending portfolio. Just getting started? Expanding your SBA program? [Contact JRB](#). At [J.R. Bruno & Associates](#) we can help make SBA lending easy and profitable!

Let's make Small Business Saturday last all year!

*Joanna*

Joanna Bruno  
President  
**J.R. Bruno & Associates**  
870 Market Street, Suite 462  
San Francisco, CA 94102  
855.572.4722  
[joanna@jrbrunoassoc.com](mailto:joanna@jrbrunoassoc.com)

Visit us at [www.jrbrunoassoc.com](http://www.jrbrunoassoc.com)

Vol. 15, No. 35