



U.S. Small Business Administration

# *News Release*

## **PRESS OFFICE**

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## ***SBA Expands Outreach to Small Business Owners***

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*Establishes New Alliance with CompTIA to Increase Small Business Awareness*

**WASHINGTON, D.C.** – An agreement that will strengthen outreach efforts and expand small business development opportunities for small businesses in the information technology industry has been signed by the U.S. Small Business Administration and the Computing Technology Industry Association (CompTIA).

CompTIA is the non-profit trade association advancing the global interests of information technology (IT) professionals and companies including manufacturers, distributors, resellers, and educational institutions. CompTIA provides education and training to individuals underrepresented in the IT industry through its education foundation. The SBA and CompTIA Strategic Alliance Memorandum will expand small business development for such businesses.

The strategic alliance is part of SBA's ongoing effort to support small business development initiatives in critical business sectors. SBA will provide CompTIA with up-to-date information about the agency's programs, services and resource partners, provide speakers to participate in trainings, seminars and conferences and advise them on events that may impact their mission. CompTIA will cooperate with SBA and its resource partners to provide information to members about its business development services, and share current SBA news and information.

"The SBA is pleased to partner with CompTIA to help nurture the growth and development of technology businesses and companies," SBA Administrator Karen Mills said. "We continue to strengthen the nation's competitiveness by increasing outreach to entrepreneurs and providing them with the necessary tools to help them start, grow, and thrive."

SBA and CompTIA will coordinate efforts to support entrepreneurs in the technology industry, to assist small business start-ups and established businesses to access technical experts for business counseling and information about SBA programs and services. The two-year alliance will include joint training and outreach activities to benefit businesses in the technology community, and promote small business initiatives.

"We're pleased to partner with the SBA to expand access to the myriad resources they offer to a broader audience of established technology businesses, start-ups and entrepreneurs," said Todd Thibodeaux, president and chief executive officer, CompTIA. "This strategic alliance recognizes

the critical role of IT companies as strong contributors to the nation's economic growth. Whether it's an auto dealer or doctor's office, dry cleaner or restaurant, technology helps them improve operations and reach their customers; and small IT companies play an important role in deploying and managing these technologies."

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