



# ***NEWS RELEASE***

## **PRESS OFFICE**

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## ***SBA MAGAZINE FOR SMALL BUSINESS OFFERS STRATEGIES FOR THE NEW MILLENNIUM***

### ***Latest Issue Now Available at SBA Local Offices***

**WASHINGTON** – The latest issue of the U.S. Small Business Administration’s (SBA) *Small Business Success* magazine offers fresh ideas and information to help small companies keep up with the fast-paced changes in technology and e-commerce.

This year’s issue of the magazine, entitled “*Marketing Success for the New Millennium*,” is available from all SBA district offices and local affiliates.

**“In this knowledge-based economy, small business owners must learn how to compete in new ways. Education on these new ways of doing business can be a most valuable asset for small businesses today,”** said SBA Administrator Aida Alvarez. **“Providing ready access to this information is one of the most important things that SBA can do to help small businesses take full advantage of potential business opportunities in the new millennium.”**

*Small Business Success* is now in its 13<sup>th</sup> year of publication and is offered through a national agreement between SBA and Pacific Bell. The current issue includes articles on e-commerce and using the latest in software technology. It offers new perspectives on topics of universal concern to small business owners such as enhancing customer service, finding skilled workers, and harnessing creativity in the workplace. The issue includes still other features that cover areas of widespread interest to small business, a useful resource directory, and other information.

To receive the latest free copy of *Small Business Success*, contact your district office or your local Business Information Center (BIC), Small Business Development Center (SBDC), One Stop Capital Shop (OSCS), Women’s Business Center (WBC), or Service Corps of Retired Executives (SCORE). Find the location nearest to you from the SBA Web site at [www.sba.gov/services/](http://www.sba.gov/services/). Current and past issues are also available at the SBA Web site at [www.sba.gov/library/pubs.html](http://www.sba.gov/library/pubs.html), at [www.smallbizpartners.com](http://www.smallbizpartners.com), or by calling 1-800-848-8000.

The SBA also will make available copies of the magazine during *National Small Business Week 2000*, the agency’s signature event for the year, taking place on May 23-25 in Washington, D.C.

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*For more information on all of SBA's programs for small businesses, call the SBA Answer Desk at 1 800 U ASK SBA, or visit the SBA's extensive Web site at [www.sba.gov](http://www.sba.gov).*

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