

INVITATION (TO BE SENT AFTER RECEIVING OMB/PRA CLEARANCE)

Good morning, (REPRESENTATIVE FROM VETERANS BUSINESS OUTREACH CENTER)

My office is collaborating with SBA's Office of Communications & Public Liaison (OCPL) on a Spanish-language materials and outreach assessment project that will help us segment SBA's Spanish speaking audience and identify the types of information they seek from us. An important phase of the project will be comprised of telephone interviews with SBA Resource Partners such as yourself who work in areas with large Spanish-speaking populations and who have important experiences to share.

I'm writing to personally invite you to participate in this phase of the project. Recognizing the limited time that invited respondents have outside their regular work, the interview will last no more than 60 minutes and be conducted during your work day in either Spanish or English, as you prefer. Your participation is voluntary and will have absolutely no impact on your grant or cooperative agreement. Interviews will begin on Monday, February TBD and continue through Friday, March TBD, and will be conducted by a research contractor from The Hannon Group on behalf of the SBA.

Please feel free to contact Victor Sierra from OCPL via email (victor.sierra@sba.gov) or at 202-205-0085 to advise us of your availability and ask any questions that you may have about this project. Victor will coordinate with the contractor to schedule your interview at your convenience during the hours of 9:00am EST to 5:00pm EST.

We appreciate your collaboration on this very worthwhile project.

Thank you,

Raymond Milano
Director – Veterans Business Outreach Center Program
Office of Veterans Business Development
U.S. Small Business Administration